

**H.H.THE RAJAH'S COLLEGE (AUTONOMOUS)**  
**(Accredited with B by NAAC)**  
**PUDUKKOTTAI – 622 001**



**B.B.A**  
**SYLLABUS**

**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**BOARD OF STUDIES – (2023 – 2024)**  
**(Under Common CBCS Pattern)**

**H.H. THE RAJAH'S COLLEGE (AUTONOMOUS) PUDUKKOTTAI - 622001**  
**B.B.A. Curriculum Design**

**First Year - Semester- I**

PART	SUBJECT CODE	LIST OF PAPER	MARKS (Max. 100)		CREDIT	Hours per week
			IA	EA		
Part- I	23ULT1/23ULH1	Tamil I / Hindi I	25	75	03	06
Part-II	23ULE1	English I	25	75	03	06
CC-1	23UAD1	Principles of Management	25	75	05	05
CC-2	23UAD2	Accounting for Managers - I	25	75	05	05
GEC- I	23UADGE1	Managerial Economics	25	75	03	04
SEF 1 Foundation	23UADSEF1	Introduction to Business	25	75	02	02
SEC – 1 Common paper	23USE 1	Soft Skill and industry Awareness - I	25	75	02	02

**First Year - Semester- II**

PART	SUBJECT CODE	LIST OF PAPER	MARKS (Max. 100)		CREDIT	Hours
			IA	EA		
Part- I	23ULT2/23ULH2	Tamil II / Hindi II	25	75	03	06
Part-II	23ULE2	English II	25	75	03	06
CC-3	23UAD3	Marketing Management	25	75	05	05
CC-4	23UAD4	Accounting for Managers - II	25	75	05	05
GEC- 2	23UADGE2	Business Statistics	25	75	03	04
SEC – 2 Common paper	23USE 2	Soft Skill and industry Awareness - II	25	75	02	02
SEC – 3NMC - I	23UADNMC - 1	Skill Enhancement Course- III NMC - I	25	75	02	02

**Second Year - Semester- III**

PART	SUBJECT CODE	LIST OF PAPER	MARKS (Max. 100)		CREDIT	Hours
			IA	EA		
Part- I	23ULT3/23ULH3	Tamil III / Hindi III	25	75	03	06
Part-II	23ULE3	English III	25	75	03	06
CC-5	23UAD5	Business Regulatory Framework	25	75	05	05
CC-6	23UAD6	Human Resource Management	25	75	05	05
GEC-3	23UADGE3	Operations Research	25	75	03	04
SEC – 4 Common paper	23UADSE3	Entrepreneurial Skill – New Venture Development	25	75	01	01
SEC – 5NMC - I	23UADNMC – 2	Nan Mudhalvan - II	25	75	02	02
EVS	23UES	Environmental Studies	-	-	-	01

### Second Year - Semester- IV

PART	SUBJECT CODE	LIST OF PAPER	MARKS (Max. 100)		CREDIT	Hours
			IA	EA		
Part- I	23ULT4/23ULH4	Tamil IV / Hindi IV	25	75	03	06
Part-II	23ULE4	English IV	25	75	03	06
CC-7	23UAD7	Operations Management	25	75	05	05
CC-8	23UAD8	Financial Services	25	75	05	05
GEC-4	23UADGE4	International Trade	25	75	03	03
SEC- 6 NMC - III	23UADNMC-3	Nan Mudhalvan - III	25	75	02	02
VE & GS	23UVEGS	Value Education & Gender Studies	25	75	02	02
EVS	23UES	Environmental Studies	25	75	02	01

### Third Year - Semester- V

PART	SUBJECT CODE	LIST OF PAPER	MARKS (Max. 100)		CREDIT	Hours
			IA	EA		
CC-9	23UAD9	Financial management	25	75	04	05
CC-10	23UAD10	Organisational behaviour	25	75	04	05
CC-11	23UAD11	Research methodology	25	75	04	05
CC-12	23UAD12PW	Project (with viva voce)	20	80	04	05
DSE-1	23UADE1A/23UADE1B	Digital marketing /E-business	25	75	03	04
DSE-2	23UADE2A/23UADE2B	Business Communication/ Financial Literature	25	75	03	04
SEC- 6 NMC - IV	23UADNMC-4	Nan Mudhalvan - IV	25	75	02	02
Summer internship/ Industrial training	23UIT	Summer internship/ Industrial training	-	-	02	-

### Third Year - Semester- VI

PART	SUBJECT CODE	LIST OF PAPER	MARKS (Max. 100)		CREDIT	Hours
			IA	EA		
CC-13	23UAD13	Services Marketing	25	75	04	06
CC-14	23UAD14	Advertisement Management and Sales Promotion	25	75	04	06
CC-15	23UAD15	Business Environment	25	75	04	06
DSE-3	23UADE3A/23UADE3B	Industrial Relations/Consumer Behaviour	25	75	03	04
DSE-4	23UADE4A/23UADE4B	Logistics and Supply Chain Management/ Security and Portfolio Management	25	75	03	04
SEC- 8 NMC - V	23UADNMC-5	Nan Mudhalvan - V	25	75	02	02
Extension activity	23UEA	Extension activity	25	75	01	-

## SEMESTER I

### PRINCIPLES OF MANAGEMENT

Course Outcomes											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CI A	External	Total
23UAD1	PRINCIPLES OF MANAGEMENT	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
C1	To impart knowledge about evolution of management										
C2	To provide understanding on planning process and importance of decision making in organization										
C3	To learn the application of principles in organization										
C4	To study the process of effective controlling in organization										
C5	To familiarize students about significance of ethics in business and its implications.										
UNIT	Details							No. of Hours		Course Objectives	
I	Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.							15		C1	
II	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.							15		C2	
III	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.							15		C3	
IV	Direction: Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.							15		C4	
V	Business Ethics: Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business							15		C5	
	TOTAL							75			
Course Outcomes											
Course Outcomes	On completion of this course, students will:							Program Outcomes			
CO1	Describe nature, scope, role, levels, functions and approaches of management							PO5			
CO2	Apply planning and decision making in management							PO2, PO5, PO6, PO7			
CO3	Identify organization structure and various organizing techniques							PO1, PO4, PO7			
CO4	Understand Direction, Co-ordination & Control mechanisms							PO2, PO7			
CO5	Relate and infer ethical practices of organization.							PO3, PO8			
Reading list											
1	JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6 <sup>th</sup> 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” 7 <sup>th</sup> Edition, Pearson Education, 2011.										
4	Stoner, Freeman, Gilbert Jr. (2014). Management (6 <sup>th</sup> edition), New Delhi: Prentice Hall India,										

5	Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.							
Reference Books								
1	P.C. Tripathi & P.N Reddy: Principles of Management, Sultan Chand & Sons, 6 <sup>th</sup> Edition, 2017.							
2	L.M.Prasad: Principles & Practice of Management, Sultan Chand & Sons, 8 <sup>th</sup> Edition.							
3	Stephen P. Robbins & Mary Coulter: Management, Pearson Education, 13 <sup>th</sup> Edition, 2017.							
4	Dr.C.B.Gupta: Principles of Management, Sultan Chand & Sons, 3 <sup>rd</sup> Edition.							
5	Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri: Principles of Management, McGraw Hill, 2 <sup>nd</sup> edition, 2015.							
Web Resources								
1	<a href="https://open.umn.edu/opentextbooks/textbooks/693">https://open.umn.edu/opentextbooks/textbooks/693</a>							
2	<a href="https://open.umn.edu/opentextbooks/textbooks/34">https://open.umn.edu/opentextbooks/textbooks/34</a>							
3	<a href="https://openstax.org/subjects/business">https://openstax.org/subjects/business</a>							
4	<a href="https://blog.hubspot.com/marketing/management-principles">https://blog.hubspot.com/marketing/management-principles</a>							
Methods of Evaluation								
Internal Evaluation	Continuous Internal Assessment Test						25 Marks	
	Assignments							
	Seminar							
	Attendance and Class Participation							
External Evaluation	End Semester Examination						75 Marks	
	Total						100 Marks	
Methods of Assessment								
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions							
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview							
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain							
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge							
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons							
Create (K6)	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	S	S	S	S	S	S
CO 2	S	S	S	S	M	M	S	S
CO 3	M	S	S	M	S	S	S	S
CO 4	S	M	S	S	S	S	S	S
CO 5	S	S	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								
CO /PO	PSO1	PSO2		PSO3		PSO4		PSO5
CO1	3	3		3		3		3
CO2	3	3		3		3		3
CO3	3	3		3		3		3
CO4	3	3		3		3		3
CO5	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

## ACCOUNTING FOR MANAGERS I

Course Outcomes											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CI A	External	Total
23UAD2	ACCOUNTING FOR MANAGERS I	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
C1	To impart knowledge about basic concepts of accounting its applications										
C2	To analyze and interpret financial reports of a company										
C3	To understand the gross profit and net profit earned by organization										
C4	To foster knowledge on Depreciation Accounting.										
C5	To understand the procedures of Accounting under Single entry system.										
UNIT	Details							No. of Hours		Course Objectives	
I	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		C1	
II	Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account							15		C2	
III	Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital, Abnormal loss, managerial remuneration.							15		C3	
IV	Partnership Accounts- Basic concepts of admission, retirement and death of a partner including treatment of goodwill. Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method.							15		C4	
V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method							15		C5	
	TOTAL							75			
Course Outcomes											
Course Outcomes	On completion of this course, students will:							Program Outcomes			
CO1	Prepare Journal, ledger, trial balance and cash book							PO2, PO7			
CO2	Classify errors and making rectification entries							PO1			
CO3	Prepare final accounts with adjustments							PO2, PO6			
CO4	Pass depreciation entries and prepare depreciation accounts							PO2, PO6			
CO5	Prepare single and double entry system of accounting.							PO7			
Reading list											
1	Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2 <sup>nd</sup> edition.										
2	Jain .S.P & Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4 <sup>th</sup> edition.										
3	Rakesh Shankar. R & Manikandan.S, Financial Accounting, SCITECH, 3 <sup>rd</sup> edition.										
4	Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand & Sons,New Delhi, 15 <sup>th</sup> edition.										
5	Tulsian P.C., 2006, Financial Accounting, Pearson Education.										
Reference Books											
1	TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6 <sup>th</sup> Edition, 2019.										
2	David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017										
3	M N Arora; Accounting for Management- Himalaya Publications House 2019.										
4	SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.										
5	T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting,										

	Pearson Publications Oct 2017.							
Web Resources								
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>							
Methods of Evaluation								
Internal Evaluation	Continuous Internal Assessment Test						25 Marks	
	Assignments							
	Seminar							
	Attendance and Class Participation							
External Evaluation	End Semester Examination						75 Marks	
	Total						100 Marks	
Methods of Assessment								
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions							
Understand / Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview							
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain							
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge							
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons							
Create (K6)	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	S	S	S	S	S	M	S
CO 2	S	S	S	S	S	S	S	S
CO 3	S	S	S	S	S	M	S	S
CO 4	S	S	S	S	S	M	S	S
CO 5	S	S	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								
CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5			
CO1	3	3	3	3	3			
CO2	3	3	3	3	3			
CO3	3	3	3	3	3			
CO4	3	3	3	3	3			
CO5	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			

## MANAGERIAL ECONOMICS

Course Outcomes											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CI A	External	Total
23UADGE 1	MANAGERIAL ECONOMICS	Generic Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
C1	To familiarize students with concepts of economics and its relevant in business scenario										
C2	To understand the applications & implications of economics in decision-making and problem solving.										
C3	To Understand the optimal point of productivity of a firm.										
C4	To describe the pricing strategies that are consistent with evolving marketing needs.										
C5	To Provide insights to the various market structures in an economy.										
UNIT	Details							No. of Hours		Course Objectives	
I	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.							12		C1	
II	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.							12		C2	
III	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.							12		C3	
IV	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination							12		C4	
V	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly							12		C5	
	TOTAL							60			
Course Outcomes											
Course Outcomes	On completion of this course, students will:							Program Outcomes			
CO1	Analyze & apply the various economic concepts in individual & business decisions.							PO2, PO6, PO7			
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.							PO6, PO7, PO8			
CO3	Employ production, cost and supply analysis for business decision making							PO1, PO2			
CO4	Identify pricing strategies							PO1, PO2, PO7			
CO5	Classify market under competitive scenarios.							PO2, PO7, PO8			
Reading list											
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										
Reference Books											
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 <sup>th</sup> editions, 2017.							
3	D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 <sup>th</sup> edition, 2015.							
4	H L Ahuja; Managerial Economics, S. Chand, 9 <sup>th</sup> Edition, 2017.							
5	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016.							
Web Resources								
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="http://www.simplynotes.in/e-notes/mbabba/managerial-economics/">http://www.simplynotes.in/e-notes/mbabba/managerial-economics/</a>							
3	<a href="https://businessjargons.com/determinants-of-elasticity-of-demand.html">https://businessjargons.com/determinants-of-elasticity-of-demand.html</a>							
4	<a href="http://www.economicsdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134">http://www.economicsdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134</a>							
5	<a href="https://www.intelligenteconomist.com/profit-maximization-rule/">https://www.intelligenteconomist.com/profit-maximization-rule/</a>							
Methods of Evaluation								
Internal Evaluation	Continuous Internal Assessment Test						25 Marks	
	Assignments							
	Seminar							
	Attendance and Class Participation							
External Evaluation	End Semester Examination						75 Marks	
	Total						100 Marks	
Methods of Assessment								
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions							
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview							
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain							
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge							
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons							
Create (K6)	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	S	S	S	M	M	S
CO 2	S	S	S	S	S	M	M	M
CO 3	M	M	S	S	S	S	S	S
CO 4	M	S	S	S	S	S	M	S
CO 5	S	M	S	S	S	S	M	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								
CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5			
CO1	3	3	3	3	3			
CO2	3	3	3	3	3			
CO3	3	3	3	3	3			
CO4	3	3	3	3	3			
CO5	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			

## INTRODUCTION TO BUSINESS

Course Outcomes											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23UADSEF1	INTRODUCTION TO BUSINESS	Skill Enhance ment - Foundati on	Y	-	-	-	2	2	25	75	100
Course Objectives											
C1	To familiarize students with concepts of Business and its relevant in business scenario										
C2	To understand about the forms of business organisation.										
C3	To gain insight in to the services provided by banking and insurance sector.										
C4	To create awareness about small business and start-up.										
C5	To throw light on importance of social responsibility of business.										
UNIT	Details							No. of Hours	Course Objectives		
I	Business-Meaning and characteristics- Business, profession and employment-Concept- Objectives of business-Classification of business activities- Business risk-Concept							6	C1		
II	Forms of Business organizations- Sole Proprietorship-Concept- Partnership-Concept, types -merits and limitation - Hindu Undivided Family Business- Cooperative Societies-Company-Types - Private - Public							6	C2		
III	Business Services - Business services – meaning and types. Banking: Types of bank accounts - Banking services - E-Banking meaning - types of digital payments -Insurance–Principles. Types– life, health, fire and marine insurance.							6	C3		
IV	Small Business and Enterprises-Entrepreneurship Development (ED): Concept, Characteristics and Need– Start –up India Scheme – Intellectual Property Rights -Small scale enterprise - Role - Government schemes and agencies.							6	C4		
V	Social Responsibility of Business and Business Ethics-Concept of social responsibility –Responsibility towards owners, Investors, consumers, employees, government and community – Business Ethics-Concept and Elements							6	C5		
	Total							30			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Analyze the various concepts in business.							PO2, PO6, PO7			
CO2	To create suitable business form.							PO6, PO7, PO8			
CO3	To explain the primary services provided by banking and insurance companies.							PO1, PO2			
CO4	To analyse the complexities in start-up and solutions.							PO1, PO2, PO7			
CO5	To understand the basis of business ethics.							PO2, PO7, PO8			
Reading List											
1.	Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.										
2.	Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications										
3.	Law of Insurance – Dr.M.N.Mishra										
4.	Poornima M.Charantimath, Entrepreneurship Development & Small Business Enterprises, Tata Mc Graw Hill, 2012.										

5.	Business and Professional Communication by Sage Journals	
References Books		
1.	L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.	
2.	K.S. Anantharaman, 2003 Business and Corporate Laws, Sitaraman& co. Pvt. Ltd.	
3.	Financial Services –M.Y.Khan	
4.	Sangram Keshari Mohanty, Fundamentals of Entrepreneurship, PHI Learning, 2017.	
5.	Indian Business Etiquette, Raghu Palat, JAICO Publishers	
Web Resources		
1.	<a href="https://blog.hubspot.com/marketing/management-principles">https://blog.hubspot.com/marketing/management-principles</a>	
2.	International Journal of Law (lawjournals.org)	
3.	<a href="https://academyfinancial.org/journal">https://academyfinancial.org/journal</a>	
4.	<a href="https://www.himpub.com/documents/Chapter2011.pdf">https://www.himpub.com/documents/Chapter2011.pdf</a>	
5.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter , Mc Graw Hill Education	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	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	S	S	S	M	M	S
CO 2	S	S	S	S	S	M	M	M
CO 3	M	M	S	S	S	S	S	S
CO 4	M	S	S	S	S	S	M	S
CO 5	S	M	S	S	S	S	M	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								
CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5			
CO1	3	3	3	3	3			
CO2	3	3	3	3	3			
CO3	3	3	3	3	3			
CO4	3	3	3	3	3			
CO5	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			

### SOFT SKILL AND INDUSTRY AWARENESS – PAPER I

Course Outcomes											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23USE1	SOFT SKILL AND INDUSTRY AWARENESS – PAPER I	SEC-I	Y	-	-	-	2	2	25	75	100
Learning Objectives											
C1	To inculcate positive attitude among the learners										
C2	To introduce goal setting to the learners										
C3	To instill effective communicative skills in the learners										
C4	To expose the learners to the basics of computers										
C5	To initiate the learners into computer applications										
UNIT	Details							No. of Hours	Course Objectives		
I	POSITIVE ATTITUDE : Attitude --- features of attitudes --- formation of attitudes—psychological factors --- change of attitudes –ways of changing attitude in a person – the power of positive attitude ---the benefits of positive attitude --- developing positive attitude --- obstacles in developing positive attitude -- negative attitude --- the causes of negative attitude ---the consequences of negative attitude ---how to change negative attitude							6	C1		
II	GOAL SETTING: Introduction –importance of goal setting – goal definition --- types of goals ---what exactly goal setting --- why people don’t set goals ---how to choose the right goals –SMART GOALS ---Career goals ---benefits of career goal setting ----goal setting tips							6	C2		
III	COMMUNICATION SKILLS : Communication process –types of communication --- barriers to effective communication --- listening skills --- importance of tone of voice --- voice clarity ---verbal expressiveness –tips to develop communication skills ---government initiatives – job roles							6	C3		
IV	VOCABULARY ENRICHMENT -- Definition and importance – word formation : prefixes and suffixes --- compound words-compound nouns – compound adjectives ---synonyms and antonyms ---homonyms – homophones --- idioms and phrases ----one word substitutes --- confused words –tips for vocabulary enrichment -- oral presentation : techniques and tasks ---self –introduction--- talking about objects --- description of person --- welcome speech --- vote of thanks -							6	C4		
V	Resume Writing							6	C5		
	Total							30			
Course Outcomes	On completion of this course, Course Outcomes students will;							Program Outcomes			
CO1	know to develop positive attitude							PO1, PO6, PO7			
CO2	Know how to set goals							PO5, PO6, PO7			
CO3	Learners develop effective communicative skills							PO2, PO6			
CO4	Learners know the basics of computers							PO6, PO7			
CO5	Learners know various computer applications							PO6, PO7			
Prescribed Book : Soft Skills and Industry Awareness - ICT Academy of Tamil Nadu											
Books for Reference : Dr.Alex – Soft Skills, S.Chand, New Delhi											
Raveendiran et al. Success Through Soft Skills											

## SEMESTER - II

MARKETING MANAGEMENT											
Course Outcomes											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23UAD3	MARKETING MANAGEMENT	Core	Y	-	-	-	5	5	25	75	100
Course Objectives											
C1	To understand the marketplace.										
C2	To identify the PLC stages and the pricing strategies.										
C3	To select the different marketing channels of distribution.										
C4	To appraise the Sales Forecasting.										
C5	To prepare according to the latest trends in market.										
UNIT	Details							No. of Hours	Course Objectives		
I	Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.							15	C1		
II	Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. New Product Development Process - Product Life Cycle. Branding – Packaging. Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Segmentation – Need And Basis of Segmentation - -Targeting – Positioning (20 Hours)							15	C2		
III	Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems. A Brief Overview of: Advertising – Publicity –Public Relation – Personal Selling – Direct Selling and Sales Promotion - Buyer Behavior –Buying Motives – Factors Influencing Buyer Behaviour.							15	C3		
IV	Sales Forecasting – Various Methods of Sales Forecasting - Sales Management: Motivation, Compensation and Control of Salesmen - CRM – Importance – Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty							15	C4		
V	Digital Marketing: Introduction, Types (Search Engine Marketing, Social Media Marketing, Content Marketing, Email Marketing, Mobile Marketing) – Applications & Benefits - IMC (Integrated marketing communication): - Definition, Process, Need & Significance							15	C5		
								75			
Course Outcomes											
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.							PO1,3,7,8			
CO2	To sketch the nature of product, PLC and pricing strategies.							PO1,2,3,4,7,8			
CO3	To analyze the appropriate promotional mix.							PO 1,2,4,6,7			
CO4	To assess the sales and evaluation of customers.							PO 1,2,3,4,5,6,7,8			
CO5	To prepare and rearrange the latest trends in market.							PO 1,2,3,4,6,7,8			
Reading List											
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, 2014.	
5.	K Karunakaran, Marketing Management, Himalaya Publishing House,2017.	
<b>References Books</b>		
1.	Philip Kotler, 2003, Marketing Management, 11th edition, Pearson Education (Singapore) Pte Ltd, New Delhi.	
2.	V.S. Ramaswamy & S. Namakumari, 1994, 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.	
<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>Underst and/ Compre hend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Applicat ion (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	S	S	S	S	S	S	M
CO 2	M	S	M	M	S	S	S	S
CO 3	S	S	M	S	S	M	S	S
CO 4	S	S	M	S	M	S	S	M
CO 5	M	M	M	M	S	S	S	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**

<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>	2	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	2	3
<b>Weightage</b>	14	15	15	14	15
<b>Weighted Percentage of Course Contribution to POs</b>	2.8	3.0	3.0	2.8	3.0

ACCOUNTING FOR MANAGERS II												
Course Outcomes												
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
23UAD4	ACCOUNTING FOR MANAGERS II	Core	Y	-	-	-	5	5	25	75	100	
Course Objectives												
C1	To provide basic understanding of cost concepts and classification.											
C2	To develop skills in tools & techniques and critically evaluate decision making in business.											
C3	To understand various ratios and cash flow related to finance											
C4	To recognize the role of budgets and variance as a tool of planning and control.											
C5	To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios											
UNIT	Details							No. of Hours	Course Objectives			
I	Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – cost sheets – Tenders & Quotation							12	C1			
II	Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.							12	C2			
III	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover.							12	C3			
IV	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget							12	C4			
V	Marginal Costing – CVP analysis – Break even analysis							12	C5			
	Total							60				
Course Outcomes												
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, PO7				
CO5	Evaluate marginal costing and its components							PO2, PO6				



Reading List		
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 (Part II). Vikas, 2007.	
5	Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: SahityaShawan, 2017.	
References Books		
1.	T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016	
2.	Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications,2015.	
3.	Horngren Sunderu Stratton, Introduction to Management Accounting, Pearson Education,2013.	
4.	Rajiv Kumar Goel & Ishaan Goel, Concept Building Approach to Management Accounting ,2019	
5.	Colin Drury, Management and Cost Accounting (with Course Mate and eBook Access), Cengage, 2015.	
Web Resources		
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>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

<b>S-</b>		<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	S	M	S	S	S	S
	<b>CO 2</b>	S	S	S	S	S	M	S	S
	<b>CO 3</b>	S	S	S	S	S	M	S	S
	<b>CO 4</b>	S	S	S	S	S	S	M	S
	<b>CO 5</b>	S	S	S	S	S	M	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>C01</b>	3	3	3	3	3
<b>C02</b>	3	3	3	3	3
<b>C03</b>	3	3	3	3	3
<b>C04</b>	3	3	3	3	3
<b>C05</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

## BUSINESS STATISTICS

Course Outcomes											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23UADGE2	BUSINESS STATISTICS	GEC 2	Y	-	-	-	3	4	25	75	100
Course Objectives											
C1	Measures of Central Tendency										
C2	Measures of Variation										
C3	Analyze of Time Series										
C4	Understand Index Numbers										
C5	Test Hypothesis										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.							12	C1		
II	Measures of Variation – Standard Deviation –Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve – Simple Correlation – Scatter Diagram – Karl Pearson’s Correlation – Rank Correlation – Regression.							12	C2		
III	Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations							12	C3		
IV	Index Numbers – Consumer Price Index – And Cost of Living Indices- Statistical quality control							12	C4		
V	Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.							12	C5		
	Total							60			
Course Outcomes											
Course Outcomes	On Completion of the course the students will							Program Outcomes			
CO1	Measures of Central Tendency							1,2,4,6			
CO2	Measures of Variation							1,2,7			
CO3	Analyze of Time Series							7			
CO4	Understand Index Numbers							2,7			
CO5	Test Hypothesis							2,7			
Reading List											
1.	Statistics: Vol 56, No 4 (Current issue) (tandfonline.com)										
2.	Statistics Journal Journal of Statistics Research Journal of Statistics Statistics science papers- STM Journals										
3.	N.Arora,S.Arora; Statistics for Management; S.Chand and Company Ltd.; New Delhi [1] [SEP]2006										
4.	<a href="https://www.springer.com/statistics/journal/13171">https://www.springer.com/statistics/journal/13171</a> [1] [SEP]										
5.	<a href="https://www.scimagojr.com/journalsearch.php?q=200147130&amp;tip=sid">https://www.scimagojr.com/journalsearch.php?q=200147130&amp;tip=sid</a>										
References Books											
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										

Web Resources		
	<ol style="list-style-type: none"> <li>1. <a href="https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/">https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/</a></li> <li>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></li> <li>3. <a href="http://www.statisticshowto.com">http://www.statisticshowto.com</a></li> <li>4. <a href="https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/">https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/</a></li> <li>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></li> </ol>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

#### Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	S	M	S	M	S	S
CO2	M	M	S	S	S	S	M	S
CO3	S	S	S	S	S	S	M	S
CO4	S	M	S	S	S	S	M	S
CO5	S	M	S	S	S	S	M	S

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

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

### SOFT SKILL AND INDUSTRY AWARENESS PAPER-II

Course Outcomes											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23USE2	SOFT SKILL AND INDUSTRY AWARENESS PAPER-II	SEC 2	Y	-	-	-	2	2	25	75	100
Learning Objectives											
C1	To equip the learners for Group Discussion										
C2	To prepare the learners to attend interviews										
C3	To make the students to learn effective Time Management										
C4	To expose the learners to Retail Sector										
C5	To initiate the learners into Retail Advertising										
UNIT	Details							No. of Hours	Course Objectives		
I	Group Discussion --- Types of GD – discussion Vs debate – personality traits – advantages of GD --- Dos and Don’ts							6	C1		
II	Selection Interview – Introduction --- interview-meaning --- interview structure --- interview panel – types of interview --- questions looked for in interviews ---preparation before interview - ---Body language –dos and don’ts ---standard interview questions ---your answer to questions							6	C1		
III	Time Management – importance of time ---importance of time management –the Pareto 80 : 20 Principle and Time Management – the time management matrix --- its utilization ---procrastination : causes and effects --- how to overcome procrastination --- effective time management --- tools for effective time management							6	C3		
IV	<b>LEADERSHIP</b> --- Need for leadership –definition of leadership --- essence of leadership –functions of effective leaders --- differences between leadership and management ---positive and negative leaders ---different leadership styles ---David McClelland’s classification of leadership – choice of correct leadership style ---emerging perspectives on leadership in organizations							6	C4		
V	Letters to the Editors							6	C5		
	<b>Total</b>							<b>30</b>			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	learners are confident enough to join Group Discussion							PO1, PO2, PO6, PO7			
CO2	learners feel well-equipped to attend interviews							PO1, PO2, PO5			
CO3	learners know the value of time and managing it							PO6, PO7			
CO4	learners know the potential of Retail Sector							PO1, PO2			
CO5	Learners know about Retail Advertising							PO4			

**Prescribed Book :** Soft Skills and Industry Awareness - ICT Academy of Tamil Nadu

**Books for Reference :** Dr.Alex – Soft Skills, S.Chand, New Delhi  
Raveendiran et al. Success Through Soft Skills

**SEMESTER- III**  
**BUSINESS REGULATORY FRAME WORK**

Course Outcomes											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23UAD5	BUSINESS REGULATORY FRAME WORK	Core	Y	-	-	-	5	5	25	75	100
Course Objectives											
C1	Explain Indian Contracts Act										
C2	Understand Sales of goods act & contract of agency										
C3	Understand Indian Companies Act 1956										
C4	Understand Consumer Protection Act - RTI										
C5	Understand Cyber law										
UNIT	Details							No. of Hours	Course Objectives		
I	Brief outline of Indian Contracts Act - Special contracts Act							15	C1		
II	Sale of goods Act - Contract of Agency							15	C2		
III	Brief outline of Indian Companies Act 1956.-							15	C3		
IV	Consumer Protection Act – RTI							15	C4		
V	Brief outline of Cyber laws – IT Act 2000 & 2008							15	C5		
	Total							75			
Course Outcomes											
Course Outcomes	On Completion of the course the students will							Program Outcomes			
CO1	Explain Indian Contracts Act							PO 1,2,6,7,8			
CO2	Understand Sales of goods act and Contract of Agency							PO 4, 6,7,8			
CO3	Understand Indian Companies Act 1956							PO,3,4,6,7,8			
CO4	Understand Consumer Protection Act – RTI							PO 3 ,6,7,8			
CO5	Understand Cyber law							PO 3,6,7,8			
Reading List											
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	Dr. Sreenivasan. M, Business Law, Third Edition (2007) Mc Graw Hill Publication										
4	Constitutional Law – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni										
5	Business Law (Commercial Law) – Dr. M.R. Sreenivasan										
References Books											
1	N.D. Kapoor, 1993, Business Laws, Sultan Chand, New Delhi										
2	K.S. Anantharaman, 2003 Business and Corporate Laws, Sitaraman& co. Pvt. Ltd.										
3	Chandrasekaran ,2004 Sitaraman & co Pvt Ltd, Intellectual Property Law										
4	Bare Acts- FEMA, Consumer Protection Act										
5	Acharya -2004, Intellectual Property Rights Asia Law House Publication,										
Web Resources											
1	<a href="https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---l.html">https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---l.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>										
Methods of Evaluation											
Internal Evaluation	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 Outcome

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

**S-Strong      M-Medium      L-Low**

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

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
<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>	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	3.0	3.0

## HUMAN RESOURCE MANAGEMENT

Course Outcomes											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23UAD6	HUMAN RESOURCE MANAGEMENT	Core	Y	-	-	-	5	5	25	75	100
Course Objectives											
C1	Explain the concepts, functions and process of HRM										
C2	Examine the selection and placement process										
C3	Evaluate performance appraisal and compensation										
C4	Understand Labor management strategies and trade union policies										
C5	Understand the recent trends in HR										
UNIT	Details							No. of Hours	Course Objectives		
I	Nature and scope of Human Resources Management – Differences between personnel management and HRM – Environment of HRM – Human resource planning.							15	C1		
II	Recruitment – Selection – Methods of Selection – Uses of various tests – interview techniques in selection and placement. Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development.							15	C2		
III	Performance appraisal – Transfer – Promotion and termination of services – Career development. Remuneration - Components of remuneration – Incentives – Benefits – Motivation – Welfare and social security measures.							15	C3		
IV	Labour Relation – Functions of Trade Unions – Forms of collective bargaining- Workers’ participation in management – Types and effectiveness – Industrial Disputes and Settlements (laws excluded)							15	C4		
V	Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM &Virtual HRM Practices							15	C5		
								75			
Course Outcomes											
Course Outcomes	On Completion of the course the students will							Program Outcomes			
CO1	Explain the concepts, functions and process of HRM							PO1,2,3,4,6,7			
CO2	Examine the selection and placement process							PO1,2,4,6,7			
CO3	Evaluate performance appraisal and compensation							PO2,6,7,8			
CO4	Understand labour management strategies and trade union policies							PO 2,3,4,5,6			
CO5	Understand the recent trends in HR							PO1,6,8			
Reading List											
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, , Compentency Based Human Resource Managemet, 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 (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

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

### S-Strong M-Medium L-Low CO-PO Mapping (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	3	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	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

**OPERATION RESEARCH**  
**Course Outcomes**

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23UADGE3	OPERATION RESEARCH	Elective	Y	-	-	-	3	4	25	75	100
Course Objectives											
C1	Analyse Linear Programming										
C2	Analyse Transportation problem										
C3	Analyse Assignment problem										
C4	Analyse Network models										
C5	Analyse Game Theory										
UNIT	Details						No. of Hours		Course Objectives		
I	Linear Programming problem -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		C1		
II	Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method-Vogel's approximation method to find the optimal solution.						12		C2		
III	Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines.						12		C3		
IV	Network models-PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT						12		C4		
V	Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving 2xn and mx2 game						12		C5		
							60				
Course Outcomes											
Course Outcomes	On Completion of the course the students will						Program Outcomes				
CO1	Analyse Linear Programming						2,6,7				
CO2	Analyse Transportation problem						2,6,7				
CO3	Analyse Assignment problem						2,6,7				
CO4	Analyse Network models						2,6,7				
CO5	Analyse Game Theory						2,6,7				
Reading List											
1.	Operational Research   Research.com										
2.	Operations Research   PubsOnLine (informs.org)										
3.	Prabandhan : Journal of Management										
4.	International Journal of Operations research <sup>{1,1}</sup> <sub>{SEP}</sub>										
5.	DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019 <sup>{1,1}</sup> <sub>{SEP}</sub>										
References Books											
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.	
Web Resources		
	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf <i>https://www.onlinemathlearning.com › linear-programming-example</i> <sup>[1]</sup> <sub>[SEP]</sub> <i>https://www.kellogg.northwestern.edu › weber › Notes_6_Decision_trees</i> <sup>[1]</sup> <sub>[SEP]</sub> <i>www.pondiuni.edu.in › sites › default › files</i> <sup>[1]</sup> <sub>[SEP]</sub>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

#### Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	M	S	S	S	M	M	S
CO2	S	M	S	S	S	M	M	S
CO3	S	M	S	S	S	M	M	S
CO4	S	M	S	S	S	M	M	S
CO5	S	M	S	S	S	M	M	S

S – strong

M – medium

L – low

EW VENTURE DEVELOPMENTCourse Outcomes											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23USE3	NEW VENTURE DEVELOPMENT	Skill	Y	-	-	-	1	1	25	75	100
Course Objectives											
C1	To learn to generate and evaluate new business ideas										
C2	To learn about a business model that generates money										
C3	To understand how to find, evaluate and buy a business										
C4	To evaluate the feasibility of idea into a Venture										
C5	To understand sources who lend for new ventures										
UNIT	Details							No. of Hours	Course Objectives		
I	Concept of Entrepreneurship – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.							3	C1		
II	Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm. Franchising - advantages/disadvantages of franchising - types of franchise arrangements - franchise evaluation checklist.							3	C2		
III	Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis- assessing a New Venture’s Financial Strength and Viability - writing a Business Plan - Developing an Effective Business Model							3	C3		
IV	Moving from an Idea to a New Venture: Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship. Strategic planning for business - Steps in strategic planning. Forms of ownership – advantages/disadvantages.							3	C4		
V	Financing the New Venture: Financing entrepreneurial ventures - Managing growth; Valuation of a new company - Harvesting and Exit Strategies - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Financial schemes offered by various financial institutions - Government Schemes that support Entrepreneurs, Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions.							3	C5		
	Total							15			
Course Outcomes											
Course	On completion of this course, students will;							Program Outcomes			

Outcomes		
CO1	Understand the concept of entrepreneurship and skill sets of an entrepreneur.	PO7
CO2	Assess new venture opportunities & analyze strategic choices in relation to new ventures	PO2, PO7
CO3	Develop a credible business plan for real life situations.	PO1, PO2, PO5, PO7
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, PO7
<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	

**SEMESTER - IV**  
**OPERATIONS MANAGEMENT**  
**Course Outcomes**

Course Outcomes											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23UAD7	OPERATIONS MANAGEMENT	Core	Y	-	-	-	5	5	25	75	100
Course Objectives											
C1	To provide comprehensive outlook on basic concepts, theories and practices of production.										
C2	To know the quality concepts & and quality control measures in area of production.										
C3	To understand layout and service facilities										
C4	To compare and contrast inventory management techniques										
C5	To analyse work study methods										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Nature and Scope of Operations Management. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.							15	C1		
II	Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.							15	C1		
III	Production and Inventory Control: Basic types of production – Basic Inventory Models – Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock – Classification and Codification of stock – ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP). JIT							15	C5		
IV	Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.							15	C2		
V	Service Operations Management: Introduction – Types of Service – Service Encounter–Service Facility Location – Service Processes and Service Delivery.							15	C1		
	Total							75			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Provide comprehensive outlook on basic concepts, theories and practices of production							PO6, PO7, PO8			
CO2	Describe route chart, maintenance schedule for production.							PO6, PO7			
CO3	Identify right plant location and plant layout of factory							PO6, PO7			
CO4	Know work study & method study, its procedure & quality control techniques in production.							PO4, PO6, PO7, PO8			
CO5	Understand service operations management							PO6, PO7, PO8			
Reading List											
1.	International Journal of Operations & Production Management										
2.	Journal of Operation Management – Wiley Online Library										
3	Chatterjee Biswajit , Operations Management and Control, S Chand , Revised Edition, 2010										
4	Anil Kumar S and N Suresh, Operation Management ,New Age International 1 <sup>st</sup> Edition, 2018										

5	William J. Stevenson , Operations Management, McGraw Hill; 13th Edition, 2022	
References Books		
1.	P.Saravanavel and S.Sumathi; Production and Materials Management, Margham Publications, 2015	
2.	N.G. Nair; Production Management, JBA Publishers, Edition 2004	
3.	K.ShridharaBhat; Production and Materials Management, Himalaya publishing house, 2012	
4.	P. Ramamurthy; Production and Operations Management, JBA publishers, 2nd edition 2013.	
5.	R.B.Khana; Production and Operations Management, Prentice hall publications, 2007.	
Web Resources		
1	<a href="https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf">https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf</a>	
2	<a href="https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf">https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf</a>	
3	<a href="https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf">https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf</a>	
4	<a href="https://backup.pondiuni.edu.in/sites/default/files/Part%20I%20Operations%20Management.pdf">https://backup.pondiuni.edu.in/sites/default/files/Part%20I%20Operations%20Management.pdf</a>	
5	<a href="https://www.studocu.com/in/course/lovely-professional-university/operation-management/4335497">https://www.studocu.com/in/course/lovely-professional-university/operation-management/4335497</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand / Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	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	S	S
CO 2						S	S	
CO 3						S	S	
CO 4				M		S	S	M
CO 5						M	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**

	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	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to	3.0	3.0	2.8	3.0	3.0

Pos					
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## FINANCIAL SERVICES

### Course Outcomes

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23UAD8	FINANCIAL SERVICES	Core	Y	-	-	-	5	5	25	75	100

### Course Objectives

C1	List types of financial services and their role
C2	Recognize role and functions of merchant banker and capital market
C3	Compare and contrast factoring, leasing, hire purchase and consumer Finance
C4	Understand Consumer Finance, Venture capital and credit rating
C5	Understand mutual funds and its functions

UNIT	Details	No. of Hours	Course Objectives
I	Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Players in Financial Services Sector.	15	C1
II	Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI	15	C2
III	Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor	15	C3
IV	Venture Capital – Credit Rating – Consumer Finance	15	C4
V	Mutual Funds: Meaning – Types – Functions – Advantages	15	C5
		<b>75</b>	

### Course Outcomes

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	List types of financial services and their role	PO 1,2,6,7,
CO2	Recognize role and functions of merchant banker and capital market	PO 1,2,3,4,6,7
CO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance	PO 1,2,3 ,6,7
CO4	Understand Consumer Finance, Venture capital and credit rating	PO 2,6,7,8
CO5	Understand mutual funds and its functions	PO 2

### Reading List

1.	Management of Banking and financial services by Padmalatha suresh and Justin Paul
2.	Financial Services By Thmmuluri Siddaiah
3.	Financial Services By Kevin D Peterson
4.	Financial markets and services By E.Gordon and K.Natarajan
5.	Financial services and Markets By Dr Punithavathy pandian

### References Books

1.	Financial Services –M.Y.Khan
2.	Financial Services –B.Santhanam
3.	Law of Insurance – Dr.M.N.Mishra
4.	Indian Financial System – H.r.Machiraju
5.	A Review of current Banking Theory and Practice – S.K.Basu.

### Web Resources

1.	<a href="http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf">http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf</a>
2.	<a href="http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-">http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-</a>



	%20Financial%20Services%20-%20IV%20Sem.pdf	
3.	<a href="https://academyfinancial.org/journal">https://academyfinancial.org/journal</a>	
4.	Financial Remedies Journal	
5.	<a href="https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf">https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	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	M				S	S	
CO 2	M	M	S	S		S	S	
CO 3	M	M				M	M	
CO 4		S				M	S	
CO 5		S						

**S-Strong      M-Medium      L-Low**

### **CO-PO Mapping (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	3	3	3
CO 2	3	3	3	3	2
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	14
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	2.8

**INTERNATIONAL TRADE**  
**Courses Outcomes**

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23UADGE4	INTERNATIONAL TRADE	Elective	Y	-	-	-	3	3	25	75	100
Course Objectives											
C1	To familiarize students on basics & theories of International Trade.										
C2	To impart knowledge about international trade organization.										
C3	To provide awareness about recent trends in International Trade and its implications.										
C4	To Identify the key areas and terms relating to trade in the global economy										
C5	To gain knowledge on the various modes of entry and the roles played by global institutions in international business										
UNIT	Details							No. of Hours	Course Objectives		
I	Difference between Internal and International Trade – Importance of International Trade in the Global context.							12	C1		
II	Theories of Foreign Trade: - Absolute, Comparative, equal cost differences (Adam Smith, Ricardo, Haberler’s Hechsher-Ohlin theories only)							12	C1		
III	Balance of Trade, Balance of Payment – Concepts – Causes of Disequilibrium, Methods to Correct Disequilibrium – Fixed and Floating Exchange Rates							12	C3		
IV	International Monetary Fund – IMF – International Liquidity-IBRD- WTO and its implications with special reference to India							12	C4		
V	International business Overview – globalization – MNC – FDI – Export management – significance to GDP- Export procedure & documentation.							12	C5		
	Total							60			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Discuss the difference between internal and international trade and its significance							PO6, PO7, PO8			
CO2	Explain international trade theories							PO6			
CO3	Outline the balance of trade, balance of payment, exchange rate concept							PO1, PO2			
CO4	Identify the relevance of international institutions and trading blocs.							PO6, PO7			
CO5	Understand globalization and its impact on Indian business scenario and export business.							PO2, PO3			
Reading List											
1.	The International trade journal										
2.	International Journal of Trade & Global Market										
3.	<a href="http://ijbr-journal.org/IJBR-JOURNAL/Default.aspx">http://ijbr-journal.org/IJBR-JOURNAL/Default.aspx</a>										
4.	<a href="https://link.springer.com/article/10.1057/s41267-019-00219-7">https://link.springer.com/article/10.1057/s41267-019-00219-7</a>										
5.	K. Aswathappa, International Business, Mc Graw Hill, India Pvt Ltd., 2015										
References Books											
1.	Dr. S.Sankaran; International Trade, Margham publication, 2019.										
2.	Amrita Narlikar; International Trade and Developing Countries: Bargaining Coalitions in the GATT & WTO, Routledge, 2016.										
3.	Francis Cherunilam; International Trade & Export Management, Himalaya Publications, 20th edition, 2017.										
4.	V.K. Bhalla, International Business, SCHAND publications, First edition, 2013.										
5.	Avinash Dexit; Theory of International Trade, Cambridge University Press, 2016.										

Web Resources		
	<a href="chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/http://bgc.ac.in/pdf/study-material/International-Trade.pdf">chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/http://bgc.ac.in/pdf/study-material/International-Trade.pdf</a> <a href="https://www.britannica.com/topic/international-trade">https://www.britannica.com/topic/international-trade</a> <a href="http://www.imf.org/external/pubs/ft/fund/basics/trade.html">www.imf.org/external/pubs/ft/fund/basics/trade.html</a> <a href="https://www.wto.org">https://www.wto.org</a> <a href="https://www.imt.org">https://www.imt.org</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	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	S	S	S	M	M	M
<b>CO2</b>	S	S	S	S	S	M	S	S
<b>CO3</b>	M	M	S	S	S	S	S	S
<b>CO4</b>	S	S	S	S	S	M	M	S
<b>CO5</b>	S	M	M	S	S	S	S	S

S-Strong M-Medium L-Low

### 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

**SEMESTER-V**  
**Financial Management**  
**Course Outcomes**

Course Outcomes											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23UAD 9	Financial Management	Core	Y	-	-	-	4	5	25	75	100
Course Objectives											
C1	Understand the basics of finance and roles of finance manager										
C2	Evaluate Capital structure & Cost of capital										
C3	Evaluate Capital budgeting										
C4	Assess dividends										
C5	Appraise Working Capital										
UNIT	Details							No. of Hours	Course Objectives		
I	Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.							15	C1		
II	Capital structures planning - Factors affecting capital structures – Determining Debt and equity proportion – Theories of capital structures – Leverage concept. Cost of capital – Cost of equity – cost of preference capital – Cost of debt – Cost of retained earnings – weighted Average (or) composite cost of capital (WACC)							15	C2		
III	Capital Budgeting: ARR, Pay back period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.							15	C3		
IV	Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter’s Gordon’s –M.M. Hypothesis)							15	C4		
V	Working capital – components of working capital –operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.							15	C5		
Total							75				
Course Outcomes											
	On Completion of the course the students will							Program Outcomes			
CO1	Understand the basics of finance and roles of finance manager							PO2, PO6, PO7			
CO2	Evaluate Capital structure & Cost of capital							PO2, PO7			
CO3	Evaluate Capital budgeting							PO2, PO7			
CO4	Assessing dividends							PO2, PO7			
CO5	Appraise Working Capital							PO2, PO7			
Reading List											
1.	Dr Kulkarni 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										
References Books											
1.	Financial Management - I.M.Pandey, 2009 Vikas Publishing										
2.	Financial Management – PrasannaChandra , 2008, Tata Mc Graw Hill, New Delhi										
3.	Financial Management – S.N.Maheswari										
4.	Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons										
5.	Financial Management – A. Murthy										
Web Resources											
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	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	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				M	S	
CO 2		S					S	
CO 3		S					S	
CO 4		S					S	
CO 5		S					S	

### **S-Strong M-Medium L-Low** **CO-PO Mapping (Course Articulation Matrix)**

	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	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

**ORGANIZATIONAL BEHAVIOUR**  
**Course Outcomes**

Course Outcomes											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23UAD10	Organizational Behaviour	Core	Y	-	-	-	3	5	25	75	100
Course Objectives											
C1	To have extensive knowledge of OB.										
C2	To create awareness of job satisfaction.										
C3	To enhance the importance of workplace counseling.										
C4	To analyze the importance of coordination.										
C5	To measure the organizational development.										
UNIT	Details							No. of Hours	Course Objectives		
I	Need and scope of organizational behaviour - Theories of organization - Individual difference Vs Group intelligence tests - Measurement of intelligence - Personality Tests - Nature – Types and uses of perception							15	C1		
II	Motivation - Financial and non -Financial motivational techniques - Job satisfaction - meaning - Factors - Theories - Measurement -Morale - Importance - Employee attitudes and behavior and their significance to employee productivity.							15	C2		
III	Work environment - Good house-keeping practices - Design of work place – Fatigue & stress – Causes and prevention and their importance – Work place counseling - Leadership -Types and theories of leadership							15	C3		
IV	Group dynamics -Cohesiveness - Co-operation - Competition - Resolution - Sociometry - Group norms - Role position status							15	C4		
V	Organizational culture and climate - Organizational Development							15	C5		
								75			
Course Outcomes											
Course Outcomes	On Completion of the course the students will							Program Outcomes			
CO1	To define Human behaviour at work place.							PO1, PO2, PO5, PO7			
CO2	To apply motivation, leadership and learning theories at work place.							PO2, PO5, PO7			
CO3	To analyze the complexities and solutions of human behaviour.							PO1, PO3, PO4, PO6, PO7			
CO4	To explain issues relating to individual and group behaviour.							PO2, PO3, PO4 PO5, PO8			
CO5	To create a congenial climate in the organization.							PO1, PO2, PO5 PO6, PO7			
Reading List											
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).										
References Books											

1.	Uma Sekaran, Organizational Behaviour Text & cases, 2 <sup>nd</sup> edition, Tata McGraw Hill Publishing CO. Ltd	
2.	Gangadhar Rao, Narayana, V.S.P Rao, Organizational Behaviour 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1 <sup>st</sup> edition	
3.	S.S. Khanka, Organizational Behaviour, S. Chand & Co, New Delhi.	
4.	J. Jayasankar, Organizational Behaviour, 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	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	S	M	S	M	S
CO 2	S	S	S	S	S	S	S	S
CO 3	M	S	M	M	S	S	M	S
CO 4	S	S	M	M	S	S	S	M
CO 5	S	S	S	S	S	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	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15

	<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
<b>CO 2</b>	S	S		M				
<b>CO 3</b>				S	M			
<b>CO 4</b>	S	S						
<b>CO 5</b>			S	S			M	S

**S-Strong      M-Medium      L-Low**

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

	<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



Research Methodology Course Outcomes												
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst . Hours	Marks			
									CI A	External	Total	
23UAD11	Research Methodology	Core		-	-	-	3	5	25	75	100	
Course Objectives												
CO1	To familiarize the students to the basic concepts of Research and operationalize research problem											
CO2	To provide insights on research design and scaling											
CO3	To throw light on data collection and presentation											
CO4	To elucidate on Hypothesis Testing and other statistical Test											
CO5	To summarize and present research results with focus on ethics and plagiarism											
UNIT	Details							No. of Hours		Course Objectives		
I	Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing.							15		CO1		
II	Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling techniques.							15		CO2		
III	Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules, data entry, tabulation & cross tabulation-and Graphic presentation. Data.							15		CO3		
IV	Analysis and Preparation: Hypothesis testing – statistical significance, statistical testing procedure. Tests of significance- -Simple Correlation -Regression							15		CO4		
V	Presenting results and writing the report: - The written research Report & Research Ethics – Plagiarism.							15		CO5		
	Total							75				
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
CO1	Understand the concepts and principles of Research							PO1, PO2, PO6, PO8				
CO2	Comprehend and decide the usage of design and formulate hypothesis							PO1, PO2, PO4				
CO3	Analyze data collection sources and tools							PO4, PO5				
CO4	Summarize and establish solutions through data analysis							PO1, PO2				
CO5	Compare and justify the process of writing and organizing a research report.							PO3, PO4, PO7, PO8				
Reading List												
1	W.Lawrence Newman” Social Research Methods: Qualitative and Quantitative Approaches 7 <sup>th</sup> Edition, Pearson Education India 2014											
2	Mark Saunders,Philip Lewis. Adrain Thornhill” Research Methods for Business Students” 5 <sup>th</sup> Edition Pearson India 2011											
3	John W Creswell, Research Design : Qualitative, Quantitative and Mixed Method Approaches , Sage , 4th Edition , 2014											
4	Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press , 6 <sup>th</sup> Edition , 2022											

5	Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7th Edition,2019	
Reference Books		
1.	C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.	
2.	Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018.	
3.	Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.	
4.	Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics fo Management, Pearson Education, 8th edition, 2017.	
5.	Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021	
Web Resources		
1.	<a href="https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODLOGY.pdf">https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODLOGY.pdf</a>	
2.	<a href="https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf">https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf</a>	
3.	<a href="https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTE%20first.pdf">https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTE%20first.pdf</a>	
4.	<a href="https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf">https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf</a>	
5.	<a href="https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODOLOGY.pdf">https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODOLOGY.pdf</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	S	S	S	S	M	M
CO2	M	M	S	M	S	M	M	M
CO3	M	M	S	M	S	M	M	M
CO4	M	M	S	S	S	M	M	M
CO5	M	M	S	S	S	M	M	M

Digital Marketing Course outcomes												
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
23UADE1A	Digital Marketing	Core	Y	-	-	-	3	5	25	75	100	
Course Objectives												
C1	To provide basic knowledge about digital marketing.											
C2	To understand and develop various digital marketing tools used for business.											
C3	To know the digital analytics and measurement tools used for digital marketing.											
C4	To familiarise online and Social media marketing											
C5	To Undersatand various data analytics and measurement tools in digital marketing											
UNIT	Details							No. of Hours	Course Objectives			
I	Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework.							15	C1			
II	Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing.							15	C2			
III	Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowd sourcing – Lead generation & sales in social media.							15	C3			
IV	Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.							15	C2			
V	Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value)							15	C3			
	Total							75				
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Discuss digital marketing and its framework							PO1, PO2, PO7, PO8				
CO2	Identify, use appropriately and explain digital marketing tools							PO1, PO2, PO4, PO6, PO7, PO8				
CO3	Explain social media marketing and crowdsourcing							PO1, PO2, PO4, PO6, PO7, PO8				
CO4	Discuss online reputation management and its influence							PO1, PO2, PO6, PO7,				

		PO8
CO5	Identify the various data analytics and measurement tools in digital marketing	PO1, PO2, PO6, PO7, PO8
Reading List		
1.	Journal of Digital & Social Media Marketing	
2.	International Journal of Internet Marketing and Advertising	
3.	Understanding Digital Marketing,Damian ryan,4 <sup>th</sup> Edition 2017 publisher:Korgan page limited USA	
4.	Digital Marketing current trends ,vandanahuja,7 <sup>th</sup> edition2015 Oxford University press ,Chennai	
5.	Digital Marketing essentials you always wanted to know,7 <sup>th</sup> edition2012,Vibrant publishers USA	
References Books		
1.	Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016.	
2.	Nitin C Kamat & Chinmay Nitin Kamat,Digital Social Media Marketing, Himalaya Publishing House, 2018.	
3.	Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017.	
4.	Vandhana Ahuja, Digital Marketing, Oxford University Press, 2015.	
5.	Romi Sainy, Rajendra Nargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018.	
Web Resources		
	1. <a href="https://www.soravjain.com/ebook/ebook.pdf">https://www.soravjain.com/ebook/ebook.pdf</a> 2. <a href="https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners">https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners</a> 3. <a href="https://www.optron.in/blog/digital-marketing/">https://www.optron.in/blog/digital-marketing/</a> 4. <a href="https://www.tutorialsduniya.com/notes/digital-marketing-notes/">https://www.tutorialsduniya.com/notes/digital-marketing-notes/</a> 5. <a href="https://digitalmarketinginstitute.com/resources/ebooks">https://digitalmarketinginstitute.com/resources/ebooks</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

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

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

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

E-Business Course Outcomes												
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
23UADE1B	E-Business	Core	Y	-	-	-	4	5	25	75	100	
Course Objectives												
C1	To understand the basic concepts of electronic business.											
C2	To identify web-based tools.											
C3	To examine the security threats to e-business.											
C4	To discuss the strategies on marketing.											
C5	To analyze the business plan for e-business.											
UNIT	Details							No. of Hours	Course Objectives			
I	Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business							15	C1			
II	Web based tools for e - business - e - business software - overview of packages							15	C2			
III	Security threats to e - business - implementing security for e - commerce and electronic payment systems.							15	C3			
IV	Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals							15	C4			
V	The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business							15	C5			
	Total							75				
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
CO1	To define and understand the basic concepts of business done through web							PO2, PO6, PO7				
CO2	To Examine and apply web tools in real-time business situations.							PO2, PO5, PO6, PO7				
CO3	To analyze the security threats in e-business.							PO6, PO7, PO8				
CO4	To evaluate strategies for marketing.							PO2, PO4, PO7				
CO5	To prepare the environment for e-business.							PO1, PO2, PO4, PO7, PO8				
Text Books												
1.	Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000											
2.	Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business											
3.	Kosivr, David - Understanding E-Commerce											
4.	Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.											
5.	C S Rayudu, E Commerce E Business, HPH											

References Books		
1.	Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.	
2.	Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.	
3.	Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.	
4.	David Whitely, E Commerce Strategy, Technology and Applications, TMH	
5.	J. Christopher Westle and Theodore H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press	
Web Resources		
1	<a href="https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf">https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf</a>	
2	<a href="https://www.techtarget.com/searchcio/definition/e-business">https://www.techtarget.com/searchcio/definition/e-business</a>	
3	<a href="https://www.britannica.com/technology/e-commerce">https://www.britannica.com/technology/e-commerce</a>	
4	<a href="https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/">https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/</a>	
5	<a href="https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf">https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

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

**S-Strong      M-Medium      L-Low**

CO/POS	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 PSO	3.0	3.0	3.0	3.0	3.0

### **BBA DSE2 PROJECT WORK (GROUP)**

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the university 15 days prior to the commencement of the University examination. The project shall be evaluated externally. The external examiner shall be forming the panel of examiners suggested by the board of studies from time to time.

<b>Course Objective</b>	
C1	To Give Idea about Research Project
C2	To identify the research problem
C3	To review Literature
C4	To give knowledge on Data Collection and Analysis
C5	To Learn Project Preparation

<b>Course Outcome</b>	<b>On completion of this course, students will;</b>	
CO1	Gain knowledge about Research Project	PO1
CO2	Increase knowledge on research problem	PO2
CO3	Improve practice in review of literature	PO3
CO4	Gain knowledge on Data Collection and Analysis	PO1,PO2
CO5	Be Proficient in Project Preparation	PO6,PO7,PO8

### **PROJECT DESCRIPTION**

#### **GUIDELINES**

1. Project report is to bridge theory and practice.
2. The project work should be neatly presented in not less than 50 pages and not more than 120 pages
3. Paper Size should be A4
4. 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style - Font: Times New Roman / Font Size: 12 for text)
5. Subheading shall be typed in the Font style (Font: Times New Roman / Font Size: 14 for headings). The report should be professional.
6. The candidate should submit periodical report of the project to the supervisor.
7. Two reviews will be conducted before the Viva Voce
8. Each candidate should submit hardcopy ( 3 copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.

<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	20Marks
	Review I	
	Review II	
<b>External Evaluation</b>	Project Report – Viva Voce	80 Marks
	Total	100 Marks

<b>Method of Assessment</b>	
Review I	Problem Identification and Review of Literature
Review II	Rough Draft
Final	Project Report – Viva Voce

### CO-PO Mapping

CO/POS	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 PSO	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							
CO 2	S	M						
CO 3			M					
CO 4		S		M	M			
CO 5						S	S	S



## SEMESTER - VI

### Services Marketing Course Outcomes

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23UAD13	Services Marketing	Core	Y	-	-	-	4	5	25	75	100
Course Objectives											
CO1	To recall the basic concepts of Services Marketing.										
CO2	To know the Marketing Mix in Service Marketing.										
CO3	To examine effectiveness of Service Marketing.										
CO4	To discuss on delivering Quality Service.										
CO5	To analyze the Marketing of Services.										
UNIT	Details							No. of Hours	Course Objectives		
I	Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.							15	CO1		
II	Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.							15	CO2		
III	Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.							15	CO3		
IV	Delivering Quality Service: Causes of service - quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.							15	CO4		
V	Marketing of Service With Special Reference To:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services.							15	CO5		
	Total							75			
Course Outcomes											
Course Outcomes	On completion of this course, students will;										
CO1	To define and understand the concepts of Services Marketing.							PO1, PO4, PO6, PO8			
CO2	To Examine and apply Marketing Mix in Service Marketing.							PO2, PO3, PO4, PO6, PO7, PO8			
CO3	To analyze and design various strategies in the field of Services Marketing.							PO4, PO5, PO6			
CO4	To evaluate the role of delivering Quality Service.							PO2, PO7			
CO5	To design the tools of Marketing							PO1, PO3, PO5, PO8			
Reading List											
1.	Reddy P.N. (2011)– Services Marketing – Himalaya Publication										
2.	Christopher Lovelock ,Jochen Wirtz (2016)– Services Marketing – World Scientific										

	Publisher	
3.	The Journal Of Services Marketing	
4.	Valarie A Zeithmal and Mary JO Bitner,Services Marketing:Integrating Customer Focus across the firm,Tata Mc Graw Hill NewDelhi	
5	C.Bhattacharjee,Services Marketing ,Excel Books,NewDelhi	
References Books		
1.	Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.	
2.	S.M. Jha, Services marketing, Himalaya Publishers, India	
3.	Baron, Services Marketing, Second Edition. Palgrave Macmillan	
4.	Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.	
5.	Thakur.G.S. Sandhu supreet & Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna.	
Web Resources		
1	<a href="https://www.managementstudyguide.com/seven-p-of-services-marketing.htm">https://www.managementstudyguide.com/seven-p-of-services-marketing.htm</a>	
2	<a href="https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875">https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875</a>	
3	<a href="https://www.marketingtutor.net/service-marketing/">https://www.marketingtutor.net/service-marketing/</a>	
4	<a href="https://www.marketing91.com/service-marketing/">https://www.marketing91.com/service-marketing/</a>	
5	<a href="https://www.marketing91.com/service-marketing-mix/">https://www.marketing91.com/service-marketing-mix/</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	S	M	S	M	S	M
CO2	S	M	S	M	S	M	M	M
CO3	S	S	S	M	M	M	S	S
CO4	S	M	S	S	S	S	M	S
CO5	M	S	M	S	M	S	S	M

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

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	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

#### Level of Correlation between in PSO's and CO's

**Advertising and Sales Promotion  
Course Outcomes**

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23UAD14	Advertising and Sales Promotion	Core		-	-	-	4	5	25	75	100
Course Objectives											
CO1	To understand the role of advertising and audience										
CO2	To manage Media										
CO3	To design implementation strategies and select agencies										
CO4	To device sale promotion										
CO5	To understand social impact of sales and advertising										
UNIT	Details						No. of Hours		Course Objectives		
I	Advertising: Advertising, objectives, task and process, market segmentation and target audience – Message and copy development.						15		CO1		
II	Media: Mass Media - Selection, Planning and Scheduling – Web Advertising						15		CO2		
III	Implementation: Implementing the programme coordination and control – Advertising agencies – Organization and operation.						15		CO3		
IV	Sales Promotion: Why and When Sales promotion activities, Consumer and sales channel oriented – planning, budgeting and implementing and controlling campaigns						15		CO4		
V	Control: Measurement of effectiveness – Ethics, Economics and Social Relevance - Integrated marketing communication.						15		CO5		
	Total						75				

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Understand the concepts and principles of sales and advertising	PO1, PO2, PO4
CO2	Comprehend and decide the usage of mass media	PO2, PO4, PO5, PO6, PO7
CO3	Design and deliver advertisements	PO1, PO2, PO5
CO4	Summarize and operationalize sales promotion	PO2, PO3
CO5	Control and justify the process of advertising.	PO2, PO3, PO8
Reading List		
1.	Advertising and Sales promotion By Pankuri Bhagat	
2.	Advertising and promotion By Nick Erling	
3.	Advertising, Sales and promotion Management , Chunawalla S A, Himalaya publishing House	
4	Advertising and Sales promotion By Dr T K Jain and Madhvi Singh	
5	Advertising selling and promotion By Ritu Narang, pearsons publications	
References Books		
1.	Advertising Promotion And Other Aspects Of Integrated Marketing Communications, 9th Edition, J Craig Andrews	
2	Advertising and promotion By George E Belch,Keyoor Purai,Michael A Belch, Tata Mc Graw Hill Publishing	
3	Advertising and Personal selling by Dr Ruchi Gupta	
4	Advertising: Principles and practices By wells , W./Moriarty , S./Burnett, Pearsons	
5	Tested advertising methods by John Caples, prentice hall	
Web Resources		
1	<a href="https://oms.bdu.ac.in/ec/admin/contents/175_P16MBA4EM4_2020051909561946.pdf">https://oms.bdu.ac.in/ec/admin/contents/175_P16MBA4EM4_2020051909561946.pdf</a>	
2	<a href="https://www.bimkadapa.in/materials/ASPM%20TOTAL%205%20UNITS%20MATERIAL.pdf">https://www.bimkadapa.in/materials/ASPM%20TOTAL%205%20UNITS%20MATERIAL.pdf</a>	
3	International Journal of Research in Marketing. Elsevier	
4	Journal of Advertising – Taylor and Francis	
5	<a href="https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7010.pdf">https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7010.pdf</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

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

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

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

	<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

**Business Environment  
Course Outcomes**

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23UAD15	Business Environment	Core	Y	-	-	-	4	5	25	75	100
Course Objectives											
CO1	To impart knowledge on the concept of business environment & its significance.										
CO2	To know the various environment factors and its impact on business.										
CO3	To throw light on importance of the types of Social Organization.										
CO4	To discuss on the role of Planning.										
CO5	To create awareness of RBI & Stock Exchange.										
UNIT	Details						No. of Hours		Course Objectives		
I	The concept of Business Environment – Its nature and significance – Brief overview of political – Cultural – Legal – Economic and social environments and their impact on business and strategic decisions						15		CO1		
II	Political Environment – Government and Business relationships in India						15		CO2		
III	Social environment – Cultural heritage- Social attitudes – Castes and communities – Joint family systems – linguistic and religious groups – Types of social organization						15		CO3		
IV	Economic Environment – Economic systems and their impact of business – Role of planning - NITI aayog.						15		CO4		
V	Financial Environment – Financial system – Commercial bank – Financial Institutions – RBI Stock Exchange – IDBI – Non-Banking Financial Companies NBFCs						15		CO5		
	Total						75				
Course Outcomes											
Course Outcomes	On completion of this course, students will;										
CO1	To understand the concepts of Business Environment.						PO1, PO2				
CO2	To apply knowledge in the business and strategic decisions.						PO1, PO2, PO3				
CO3	To analyze the importance of business.						PO2, PO4, PO5, PO8				
CO4	To evaluate the types of business environment and its global impact.						PO3, PO4, PO5, PO6, PO7				
CO5	To construct and stimulate environment for real-time business.						PO1, PO2, PO3, PO8				
Reading List											
1.	Francis Cherunilam, 2002, <i>Business environment</i> , Himalaya Publishing House, 11 <sup>th</sup> Revised Edition, India.										
2.	Dr.S.Sankaran, <i>Business Environment</i> , Margham Publications.										
3.	K.Ashwathappa, 1997, <i>Essentials of Business Environment</i> , Himalaya Publishing House, 6 <sup>th</sup> Edition, India.										
4.	Joshi Rosy Kapoor Sangam, <i>Business Environment</i> , Kalyani Publishers, Ludhiana.										
5.	C B Gupta, <i>Business Environment</i> , Sultan Chand & Sons,2018.										
References Books											
1.	Justin Paul. <i>Business Environment</i> . Tata McGraw Hill. New Delhi. 2006.										

2.	<b>John Brinkman, Ilve Navarro Bateman, Donna Harper, Caroline Hodgson, Unlocking the Business Environment, Routledge.</b>	
3.	Shaikh Saleem, <i>Business Environment</i> , Pearson Education; Fourth edition (15 July 2020); Pearson Education.	
4.	Dr.Amit Kumar, <i>Business Environment</i> , Sahitya Bhawan Publications; 2021st edition (1 January 2019).	
5.	Wim Hulleman and Ad Marijs, <i>Economics and Business Environment</i> , Routledge.	
<b>Web Resources</b>		
1	<a href="https://pestleanalysis.com/political-factors-affecting-business/">https://pestleanalysis.com/political-factors-affecting-business/</a>	
2	<a href="https://iimm.org/wp-content/uploads/2019/04/IIMM_BE_Book.pdf">https://iimm.org/wp-content/uploads/2019/04/IIMM_BE_Book.pdf</a>	
3.	<a href="https://www.marketingtutor.net/political-factors-affect-business/">https://www.marketingtutor.net/political-factors-affect-business/</a>	
4.	<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>	
5.	<a href="https://opentext.wsu.edu/cpim/chapter/chapter-4-the-economic-and-political-environment/">https://opentext.wsu.edu/cpim/chapter/chapter-4-the-economic-and-political-environment/</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 Programme Outcomes:

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

Industrial Relation Course Outcomes												
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
23UADE3A	INDUSTRIAL RELATIONS	Core	Y	-	-	-	4	5	25	75	100	
Course Objectives												
C1	To educate about the Industrial legislation in India.											
C2	To provide knowledge about maintaining harmonious relations in India and to resolve disputes, handling grievances etc.,											
C3	To know about Labor Legislation											
C4	To provide knowledge about the Councils and Collective Bargaining											
C5	To educate about Trade Unions											
UNIT	Details							No. of Hours	Course Objectives			
I	Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India.							15	C1			
II	Industrial Dispute: Meaning, Employee Dissatisfaction, Strikes – Lockouts, Lay Off & Causes of Conflict. Settlement of Disputes – Machinery – Negotiations Conciliation, Meditation, Arbitration and Adjudication. Grievance: Definition & Redressal Procedure							15	C2			
III	Labor Legislation: Factories Act 1948, Employee state insurance act 1948, Employee Compensation act 1923, Employee Provident Funds and Miscellaneous Provisions Act 1952 & Trade Union Act 1926.							15	C3			
IV	Workers’ participation in management: Labors Participation in Management Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation. Collective Bargaining: Definition, Meaning, Types, Process & Importance.							15	C4			
V	Trade Unions – Growth – Economic, Social and Political Conditions - Objectives-Structures and Functions–Social And Economic Responsibilities of Trade Union.							15	C5			
	Total							75				
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Understand the role and importance of Industrial Relations							PO6				
CO2	Understanding the concepts of industrial Disputes and settlement.							PO1, PO3, PO6				
CO3	Understanding the concepts of Labour legislation.							PO1, PO2, PO8				
CO4	Identifying the concepts of Workers Participation in Management							PO5, PO6				
CO5	Understanding the concepts of Trade Union							PO1, PO2, PO4, PO8				
Reference Books												
1.	Pradeep Kumar; Personnel Management and Industrial Relations, Kedarnath Ramnath and Company, 2018											
2.	Gupta CB (Dr), Kapoor N.D., Tripathi PC; Industrial Relations and Labour Laws, Sultan Chand and Sons, 2020.											
3.	Chris Hall; Trade Union and its State, Princeton University, 2017											
4.	Ian Beard well; Contemporary Industrial Relation, Oxford University Press, 1996											
5.	R C Sharma; Industrial Relation and Labour Legislation, PHL learning Pvt ltd, 2016											
	Text Books											
1	Industrial Relations Journal											
2	C S Venkata Ratnam , Manoranjan Dhal, Industrial Relations, Oxford, 2 <sup>nd</sup> Edition											



3	A M Sharma, Industrial Relations and Labour Laws, HPH, Revised Edition	
4	P R N Sinha, Indu Bala Dinha, Seema Priyadarshini Shekhar, Industrial Relations , Trade Unions and Labour Legislation, Pearson , 3e	
5	Labor Laws, Taxmann	
Web Resources		
1.	<a href="https://www.studocu.com/in/document/panjab-university/mangerial-finance/bba-specialization-hrm-vi-sem-industrial-relations/15804491">https://www.studocu.com/in/document/panjab-university/mangerial-finance/bba-specialization-hrm-vi-sem-industrial-relations/15804491</a>	
2.	<a href="https://www.srcc.edu/e-resources?field_e_resources_tid=447">https://www.srcc.edu/e-resources?field_e_resources_tid=447</a>	
3.	<a href="https://labour.gov.in/industrial-relations">https://labour.gov.in/industrial-relations</a>	
4.	<a href="https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union">https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union</a>	
5.	<a href="https://theintactone.com/2022/08/17/joint-management-councils/">https://theintactone.com/2022/08/17/joint-management-councils/</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	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	S	S	S	M	M	S
CO 2	S	S	S	S	S	M	M	M
CO 3	M	M	S	S	S	S	S	S
CO 4	M	S	S	S	S	S	M	S
CO 5	S	M	S	S	S	S	M	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								
CO /PO	PSO1	PSO2		PSO3		PSO4		PSO5
CO1	3	3		3		3		3
CO2	3	3		3		3		3
CO3	3	3		3		3		3
CO4	3	3		3		3		3
CO5	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

CONSUMER BEHAVIOR												
Course Outcomes												
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
23UADE3B	CONSUMER BEHAVIOR	Core	Y	-	-	-	3	5	25	75	100	
Course Objectives												
C1	To explain the concept of consumer behavior											
C2	To evaluate the factors affecting consumer behaviour in detail and analyze the consumer decision process.											
C3	To understand the Consumer Decision Making Process											
C4	To impart knowledge about personality and Consumer Behaviour											
C5	To know about Consumer Learning and Consumer Involvement											
UNIT	Details							No. of Hours	Course Objectives			
I	Introduction to Consumer Behaviour and Consumer Research: Consumer Behaviour – Definition, Consumer and Customers, Buyers and Users, Organizations as Buyers, Development of Marketing Concept, Consumer Behaviour and its Applications in Marketing, Consumer Research Process.							15	C1			
II	Factors influencing Consumer Behaviour– External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.							15	C2			
III	Consumer Decision Making Process - Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation, Buying pattern in the new digital era.							15	C3			
IV	Personality and consumer behavior – nature and characteristics of personality-theories of personality- influence of personality on consumer behavior- consumer motivation - concepts, needs, goals and motives-themes in consumer motivation. Attitude – characteristics – components – functions of attitude – factors influencing attitude – themes of attitude							15	C4			
V	Consumer Learning, Memory and Involvement: Introduction, Components of Learning, Behavioral Theory, Cognitive Learning Theory, Concept of Involvement, Dimensions of Involvement - Model of consumer involvement							15	C5			
	Total							75				
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Describe concepts underlying consumer behavior							PO5, PO6, PO7				
CO2	Evaluate the influence of internal and external factors on consumer consumption preferences.							PO2				
CO3	Interpret the power of individual influences on decision making and consumption.							PO1, PO2, PO6				
CO4	Identify & outline the significance of Motivation, Personality & Attitude with consumer behavior.							PO2, PO6				
CO5	Relate consumer learning, involvement & decision making.							PO1, PO2, PO6, PO7				
Text Books												
1.	Dr. L Natarajan; Consumer Behavior, Margham Publication, 2019											
2.	Michael R. Solomon; Tapan Kumar Panda, Consumer Behavior, Pearson Education, 2020.											
3.	Ms. Suja and R. Nair; Consumer Behavior in Indian Perspective, Himalaya Publishing house Pvt ltd, 2015											

4.	Michael R Solomon; Consumer Behaviour: Buying, Having and Being. Pearson Education, 2014							
5.	Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015							
References Books								
1.	Bennet and Kassar, Consumer Behaviour, Prentice Hall of India, New Delhi							
2.	Jay D. Lindquist and Joseph Sirgy, Shopper, Buyer and Consumer Behavior, Biztranza 2008.							
3.	Paul Peter et al., Consumer Behavior and Marketing Strategy, Tata McGraw Hill, Indian Edition, 7th Edition 2005.							
4.	Sheth Mittal, Consumer Behavior- A Managerial Perspective, Thomson Asia (P) Ltd., 2003.							
5.	David L. Loudon and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.							
Web Resources								
1.	<a href="https://theintactone.com/2019/08/31/ccsubba-401-consumer-behavior/">https://theintactone.com/2019/08/31/ccsubba-401-consumer-behavior/</a>							
2.	<a href="https://indiafreenotes.com/bba406-consumer-behavior/">https://indiafreenotes.com/bba406-consumer-behavior/</a>							
3.	<a href="https://opentextbc.ca/introconsumerbehaviour/chapter/involvement-levels/">https://opentextbc.ca/introconsumerbehaviour/chapter/involvement-levels/</a>							
4.	<a href="https://www.yourarticlelibrary.com/consumers/personality-consumers/personality-of-consumer-nature-theories-and-life-style-concept/64136">https://www.yourarticlelibrary.com/consumers/personality-consumers/personality-of-consumer-nature-theories-and-life-style-concept/64136</a>							
5.	<a href="https://www.iedunote.com/attitude-and-consumer-behavior">https://www.iedunote.com/attitude-and-consumer-behavior</a>							
Methods of Evaluation								
Internal Evaluation	Continuous Internal Assessment Test						25 Marks	
	Assignments							
	Seminar							
	Attendance and Class Participation							
External Evaluation	End Semester Examination						75 Marks	
	Total						100 Marks	
Methods of Assessment								
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions							
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview							
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain							
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge							
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons							
Create (K6)	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	S	S	S	M	M	S
CO 2	S	S	S	S	S	M	M	M
CO 3	M	M	S	S	S	S	S	S
CO 4	M	S	S	S	S	S	M	S
CO 5	S	M	S	S	S	S	M	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								
CO /PO	PSO1	PSO2		PSO3		PSO4		PSO5
CO1	3	3		3		3		3
CO2	3	3		3		3		3
CO3	3	3		3		3		3
CO4	3	3		3		3		3
CO5	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

Logistics & Supply Chain Management											
Course Outcomes											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23UADE3B	Logistics & Supply Chain Management	Core	Y	-	-	-	3	5	25	75	100
Course Objectives											
C1	To impart knowledge about basic functions of Logistics and Supply Chain Management										
C2	To provide understanding of Value Chain and SCM										
C3	To familiarize students about Inventory Management										
C4	To learn about Logistics Packaging										
C5	To Know about Logistics Information system and e commerce										
UNIT	Details							No. of Hours	Course Objectives		
I	Concept of Logistics: Introduction, Objectives, Concept of Logistics, Objectives of logistics, Types of logistics, Concept of Logistics Management, Evolution of Logistics, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management, Logistics and Competitive Advantage, Logistics Mix, Logistics in Organized Retail in India.							15	C1		
II	Supply Chain Management: Introduction, Objectives, Defining Value Chain, Organization level, Activities, Industry level, Value reference model, Concept of Supply Chain Management (SCM), Functions and Contribution of Supply Chain Management, Creating value, Enlisting suppliers to innovate, Leveraging value chain partners, Supply Chain Effectiveness and Indian Infrastructure, Framework for Supply Chain Solution, Supply Chain Relationships, Building a long-term relationship with vendors, Supplier relationship management (SRM).							15	C2		
III	Inventory Management: Introduction, Objectives, Concept of Inventory, Types of Inventory, Concept of Inventory Management, Importance of inventory management, Objectives of inventory management, Different Types of Inventory Costs, Inventory Performance Measures, Inventory turnover ratio (ITR), Framework of performance indicators, Inventory Planning Measures, Economic order quantity (EOQ), Reorder point, Safety stock, Supplier-managed inventory.							15	C3		
IV	Logistical Packaging: Introduction, Objectives, Concept of Logistical Packaging, Design Consideration in Packaging, Types of Packaging Material, Packaging Costs, Introduction to Logistics Outsourcing.							15	C4		
V	Logistics Information System: Introduction, Objectives, Concept of Logistics Information System (LIS), Importance of LIS, Principles of designing LIS, Logistics Information Architecture, Application of Information Technology in Logistics and Supply Chain Management, Introduction to E – Commerce Logistics.							15	C5		
	Total							75			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			

<b>CO1</b>	Discuss about the Logistics and Supply Chain Management and its Retail usage.	PO1, PO2, PO5, PO6, PO7
<b>CO2</b>	Identify the Framework and relationship Supply Chain Management	PO1, PO2, PO6
<b>CO3</b>	Identify the various techniques of Inventory Management	PO1, PO2, PO6
<b>CO4</b>	Understand the Packaging techniques and outsourcing of Logistics Services.	PO2, PO6, PO7
<b>CO5</b>	Understand the use of Information System and E-Commerce in Logistics and Supply Chain Management.	PO2, PO5, PO6, PO7, PO8
<b>Text books</b>		
1.	Martin Christopher, Logistics & Supply Chain Management, Prentice Hall, Fourth Edition, 2013	
2.	D. K. Agrawal, Textbook of Logistics and Supply Chain Management, Macmillan, 2009	
3	Saikumari. V, S. Purushothaman, Logistics & Supply Chain Management, Sultan Chand & Sons, First Edition, 2022	
4	Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011	
5	Paul Myerson, Lean Supply Chain and Logistics Management, Mc Graw Hill, 2012	
<b>References Books</b>		
1.	Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 th edition, 2012.	
2.	Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5 th edition, 2012.	
3.	Ballou Ronald H, Business Logistics and Supply Chain Management, Pearson Education, 5 th edition, 2013.	
4.	Joel D. Wisner, G. Keong Leong, Keah-Choon Tan, Principles of Supply Chain Management A Balanced Approach, South-Western, Cengage Learning, 3rd edition, 2011.	
5.	Altekar Rahul V, Supply Chain Management-Concept and Cases, PHI, 3 rd edition, 2005.	
<b>Web Resources</b>		
1.	<a href="https://www.techtarget.com/searcherp/definition/logistics-management">https://www.techtarget.com/searcherp/definition/logistics-management</a>	
2	<a href="https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/">https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/</a>	
3	<a href="https://www.bigcommerce.com/articles/ecommerce/inventory-management/">https://www.bigcommerce.com/articles/ecommerce/inventory-management/</a>	
4	<a href="https://www.mbaknol.com/management-information-systems/logistic-information-system-and-its-objectives/">https://www.mbaknol.com/management-information-systems/logistic-information-system-and-its-objectives/</a>	
5	<a href="https://www.oracle.com/in/scm/what-is-supply-chain-management/#:~:text=At%20the%20most%20fundamental%20level,product%20at%20its%20final%20destination.">https://www.oracle.com/in/scm/what-is-supply-chain-management/#:~:text=At%20the%20most%20fundamental%20level,product%20at%20its%20final%20destination.</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	

CO/POS	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 PSO	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	S	
CO 2		M						
CO 3	S	S				M		
CO 4						S	S	
CO 5	M	S				S	S	

**S-Strong      M-Medium      L-Low**

Security Analysis and Portfolio Management Course Outcomes												
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
23UADE4B	Security Analysis and Portfolio Management	Core	Y	-	-	-	3	5	25	75	100	
Course Objectives												
C1	Understand Financial intermediaries, financial markets and risk return trade off											
C2	Evaluate the performance of bonds and Equity Valuation											
C3	To study Fundamental and Technical analysis											
C4	Illustrate Portfolio Management											
C5	To know about Derivatives											
UNIT	Details							No. of Hours	Course Objectives			
I	<b>Theory:</b> Meaning, objectives, classification of investment. Investment versus speculation. security markets-primary and secondary, market indices- calculation of SENSEX and NIFTY. Stock exchanges- BSE, NSE, OTCEI. Financial intermediaries. Return and Risk – Meaning, types of risk. <b>Problem:</b> Measurement of risk and return							15	C1			
II	<b>Theory:</b> Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity <b>Problem:</b> Equity valuation models -Walter model, Gordon’s model, the p/e ratio or earnings multiplier approach, measuring bond yields- yield to maturity, holding period return							15	C2			
III	<b>Theory:</b> Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels <b>Problems:</b> Relative Strength Analysis, Moving Averages breadth of market							15	C3			
IV	<b>Theory:</b> steps in portfolio management, Portfolio Models –Capital Asset Pricing Model, Arbitrage Pricing Theory <b>Problems:</b> Evaluation of Portfolios; Sharpe Model, Jensen’s Model, Treynor’s model							15	C4			
V	<b>Theory:</b> characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options.							15	C5			
	Total							75				
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Recall the meaning of the basic terminologies used in stock market.							PO1, PO6				
CO2	Explain and infer the final worth of various investment processes							PO1, PO2				
CO3	Solve problems relating to various investment decisions							PO1, PO2, PO6				
CO4	Analyze theories and problems relating to stock market							PO1, PO6, PO7				
CO5	Interpret the various investment models that aid in investment decision making							PO2, PO6				
Text Books												

1.	<a href="#">Punithavathy Pandian</a> (2012), Security Analysis & Portfolio Management, Vikas Publishing 2nd edition	
2	Prasanna Chandra, (2021) Investment Analysis & Portfolio Management, McGraw Hill 6 <sup>th</sup> edition	
3	E. Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini (2018) Security Analysis & Portfolio Management, Pearson 7 <sup>th</sup> edition	
4	S Kevin (2006) Portfolio Management, PHI publishing , 2nd Revised edition	
5	L.Natarajan, (2012), Investment Management, 1st Ed., MarghamPublicaitons, Chennai	
<b>References Books</b>		
1.	Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.	
2.	Bodi, Kane, Markus, Mohanty, Investments, 8 th edition, Tata McGraw Hill, 2011.	
3.	V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya PublishingHouse, 2013.	
4.	V.K.Bhalla, Investment Management, S.Chand& Company Ltd., 2012	
5.	Jay M Desai, Nishag A Joshi, Investment Management, Dream Tech Press	
<b>Web Resources</b>		
1.	<a href="http://www.stock-trading-infocentre.com">www.stock-trading-infocentre.com</a>	
2.	<a href="http://www.sebi.gov.in">www.sebi.gov.in</a>	
3.	<a href="https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/">https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/</a>	
4.	<a href="https://www.investopedia.com/terms/t/technicalanalysis.asp">https://www.investopedia.com/terms/t/technicalanalysis.asp</a>	
5.	<a href="https://groww.in/p/portfolio-management">https://groww.in/p/portfolio-management</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	

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

CO/POS	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
<b>Weightage</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Weighted Percentage of Course Contribution to PSO</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>



## **Business Communication**

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23UADE2B	Business Communication	Core	Y	-	-	-	4	5	25	75	100
Course Objectives											
C1	To educate students role & importance of communication skills										
C2	To build their listening, reading, writing & speaking communication skills.										
C3	To introduce the modern communication for managers.										
C4	To understand the skills required for facing interview										
C5	To facilitate the students to understand the concept of Communication.										
UNIT	Details							No. of Hours	Course Objectives		
I	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.							15	C1		
II	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.							15	C2		
III	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language							15	C4		
IV	Communication through Reports – Agenda- Minutes of Meeting - Resume Writing							15	C5		
V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites							15	C3		
	Total							75			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Understand communication process and its barriers.							PO1, PO2, PO4, PO6, PO7, PO8			
CO2	Develop business letters in different scenarios							PO4, PO5, PO6, PO7			
CO3	Develop oral communication skills & conducting interviews							PO5, PO6, PO7			
CO4	Use managerial writing for business communication							PO4, PO5, PO7, PO8			
CO5	Identify usage of modern communication tools & its significance for managers							PO6, PO7, PO8			
Reading List											
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.										
References Books											
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	
Web Resources		
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>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	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	S	S	S	S	S	S	M
<b>CO 2</b>	S	S	S	S	M	S	S	S
<b>CO 3</b>	S	S	S	S	S	S	S	S
<b>CO 4</b>	S	S	S	S	S	S	S	M
<b>CO 5</b>	S	S	S	S	S	S	S	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

Financial Literacy												
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst.				
23UADE2B	Financial Literacy	Elective	Y	-	-	-	3	5	25	75	100	
Course Objectives												
C1	To impart knowledge about basic of finance											
C2	To provide understanding risk vs return on various financial investments											
C3	To familiarize students about Investments in Commodities and Real Estates											
C4	To impart knowledge about Mutual Funds											
C5	To familiarize students about Crypto investments and Tax Planning											
UNIT	Details							No. of Hours	Course Objectives			
I	Financial institutions, Financial Intermediaries, Financial markets and financial instruments							15	C1			
II	Financial Planning, Investment Objectives, Basics of Risk and return- Insurance policies – Significance of Term insurance and Health insurance							15	C2			
III	Investments in Commodity, Real estate investments							15	C3			
IV	Mutual Funds Analysis – Evaluation criteria of Selecting the best fund, Stock Analysis – Evaluation criteria of best stocks							15	C4			
V	Crypto Investments – Financial freedom -Tax Planning							15	C5			
	Total							75				
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Describe nature, scope, role, levels, functions of financial institutions, Financial Intermediaries, Financial markets and financial instruments							PO6,PO7				
CO2	Comprehend investment objectives, Risk and return and Insurance							PO2, PO6,PO7				
CO3	Identify Investments in Commodity, Real estate investments							PO2, PO6,PO7				
CO4	Analyse Mutual fund and Stock							PO2, PO6,PO7				
CO5	Understand Crypto currency, Tax and Financial Freedom							PO2, PO6,PO7				
Text Books												
1.	Jack R. Kapoor (Author), Les R. Dlabay (Author), Robert J. Hughes (Author), Melissa M. Hart (Author); Personal Finance, Mg Graw hill, 12 <sup>th</sup> Edition											
2.	Jeff Madura; Personal Finance , Pearson, 7 th Edition.											
3	R.K Mohapatra; Mutual Funds: A powerful Investment Avenue for Individuals, Blue Rose, 1st Edition											
4	HoHN C Bogle, The little book of common sense investing, Wiley, 2 <sup>nd</sup> Edition											
5	Dr Pradip Kumar Sinha, Personal Financial Planning Nirali Prakashan											
References Books												
1.	Richard A Lambert, Financial Literacy, Wharton School Press											
2.	Eric Tyson, Personal Finance for Dummies, IDG Books, 9 <sup>th</sup> Edition											
3.	Alan John and Jon Law, Crypto Technical Analysis, Alan John											
4.	G Victor Hallman and Jerry S Resenbloom, Private Wealth Management, Wharton School Press, 8 <sup>th</sup> edition											
5.	H Sadhak, Mutual Funds in India, Sage Response, 2 <sup>nd</sup> edition											

Web References		
1.	<a href="https://www.moneycontrol.com/mutual-funds/find-fund/">https://www.moneycontrol.com/mutual-funds/find-fund/</a>	
2.	<a href="http://www.screener.in">www.screener.in</a>	
3.	<a href="https://www.iarfc.org/publications/journal-of-personal-finance">https://www.iarfc.org/publications/journal-of-personal-finance</a>	
4.	<a href="https://ticker.finology.in/">https://ticker.finology.in/</a>	
5.	<a href="https://www.investopedia.com/terms/m/mutualfund.asp">https://www.investopedia.com/terms/m/mutualfund.asp</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1						S		
CO 2	S		S			M		
CO 3	S	M						S
CO 4					M	S		
CO 5	S	S		M				S

S-Strong      M-Medium      L-Low

CO/POS	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 PSO	3.0	3.0	3.0	3.0	3.0