**M.COM.,**

**BUSINESS INTELLIGENCE**

**SYLLABUS**

**FROM THE ACADEMIC YEAR**

**2023 - 2024**

**TAMIL NADU STATE COUNCIL FOR HIGHER EDUCATION**

**CHENNAI – 600 005.**

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|  |  |
| --- | --- |
| **TANSCHE REGULATIONS ON LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK FOR POSTGRADUATE EDUCATION** | |
| **Programme** | **M.Com., Business Intelligence** |
| **Programme Code** |  |
| **Duration** | **PG - Two Years** |
| **Programme Outcomes (Pos)** | **PO1: Problem Solving Skill**  Apply knowledge of Management theories and Human Resource practices to solve business problems through research in Global context.  **PO2: Decision Making Skill**  Foster analytical and critical thinking abilities for data-based decision-making.  **PO3: Ethical Value**  Ability to incorporate quality, ethical and legal value-based perspectives to all organizational activities.  **PO4: Communication Skill**  Ability to develop communication, managerial and interpersonal skills.  **PO5: Individual and Team Leadership Skill**  Capability to lead themselves and the team to achieve organizational goals.  **PO6: Employability Skill**  Inculcate contemporary business practices to enhance employability skills in the competitive environment.  **PO7: Entrepreneurial Skill**  Equip with skills and competencies to become an entrepreneur.  **PO8: Contribution to Society**  Succeed in career endeavors and contribute significantly to society.  **PO 9 Multicultural competence**  Possess knowledge of the values and beliefs of multiple cultures and  a global perspective.  **PO 10: Moral and ethical awareness/reasoning**  Ability to embrace moral/ethical values in conducting one’s life. |
| **Programme Specific Outcomes**  **(PSOs)** | **PSO1 – Placement**  To prepare the students who will demonstrate respectful engagement with others’ ideas, behaviors, beliefs and apply diverse frames of reference to decisions and actions.  **PSO 2 - Entrepreneur**  To create effective entrepreneurs by enhancing their critical thinking, problem solving, decision making and leadership skill that will facilitate startups and high potential organizations.  **PSO3 – Research and Development**  Design and implement HR systems and practices grounded in research that comply with employment laws, leading the organization towards growth and development.  **PSO4 – Contribution to Business World**  To produce employable, ethical and innovative professionals to sustain in the dynamic business world.  **PSO 5 – Contribution to the Society**  To contribute to the development of the society by collaborating with stakeholders for mutual benefit. |

**Template for P.G., Programmes**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester–I** | **Credit** | **Hours** | **Semester-II** | **Credit** | **Hours** | **Semester-III** | **Credit** | **Hours** | **Semester–IV** | **Credit** | **Hours** |
| 1.1. Core-I | 5 | 7 | 2.1. Core-IV | 5 | 6 | 3.1. Core-VII | 5 | 6 | 4.1. Core-XI | 5 | 6 |
| 1.2 Core-II | 5 | 7 | 2.2 Core-V | 5 | 6 | 3.2 Core-VIII | 5 | 6 | 4.2 Core-XII | 5 | 6 |
| 1.3 Core – III | 4 | 6 | 2.3 Core – VI | 4 | 6 | 3.3 Core – IX | 5 | 6 | 4.3 Project with viva voce | 7 | 10 |
| 1.4 Discipline Centric  Elective -I | 3 | 5 | 2.4 Discipline Centric  Elective – III | 3 | 4 | 3.4 Core – X | 4 | 6 | 4.4Elective - VI (Industry / Entrepreneurship)  20% Theory  80% Practical | 3 | 4 |
| 1.5 Generic Elective-II: | 3 | 5 | 2.5 Generic Elective -IV: | 3 | 4 | 3.5 Discipline Centric Elective - V | 3 | 3 | 4.5 Skill Enhancement course / Professional Competency Skill | 2 | 4 |
|  |  |  | 2.6 NME I | 2 | 4 | 3.6 NME II | 2 | 3 | 4.6 Extension Activity | 1 |  |
|  |  |  |  |  |  | 3.7 Internship/ Industrial Activity | 2 | - |  |  |  |
|  | **20** | **30** |  | **22** | **30** |  | **26** | **30** |  | **23** | **30** |
| **Total Credit Points -91** | | | | | | | | | | | |

**Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credits and Hours Distribution System**

**for all Post – Graduate Courses including Lab Hours**

**First Year – Semester – I**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credits** | **No. of Hours** |
|  | Core – I | 5 | 7 |
| Core – II | 5 | 7 |
| Core – III | 4 | 6 |
| Elective – I | 3 | 5 |
| Elective – II | 3 | 5 |
|  |  | **20** | **30** |

**Semester-II**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credits** | **No. of Hours** |
|  | Core – IV | 5 | 6 |
| Core – V | 5 | 6 |
| Core – VI | 4 | 6 |
| Elective – III | 3 | 4 |
| Elective – IV | 3 | 4 |
| Skill Enhancement Course [SEC] - I | 2 | 4 |
|  |  | **22** | **30** |

**Second Year – Semester – III**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credits** | **No. of Hours** |
|  | Core – VII | 5 | 6 |
| Core – VIII | 5 | 6 |
| Core – IX | 5 | 6 |
| Core (Industry Module) – X | 4 | 6 |
| Elective – V | 3 | 3 |
| Skill Enhancement Course - II | 2 | 3 |
|  | Internship / Industrial Activity [Credits] | 2 | - |
|  |  | **26** | **30** |

**Semester-IV**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credits** | **No. of Hours** |
|  | Core – XI | 5 | 6 |
| Core – XII | 5 | 6 |
| Project with VIVA VOCE | 7 | 10 |
| Elective – VI (Industry Entrepreneurship) | 3 | 4 |
| Skill Enhancement Course – III / Professional Competency Skill | 2 | 4 |
| Extension Activity | 1 | - |
|  |  | **23** | **30** |

**Total 91 Credits for PG Courses**

|  |  |  |  |
| --- | --- | --- | --- |
| **METHODS OF EVALUATION** | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | **25 Marks** |
| Assignments / Snap Test / Quiz | |
| Seminars | |
| Attendance and Class Participation | |
| **External Evaluation** | End Semester Examination | | **75 Marks** |
| **Total** | | | **100 Marks** |
| **METHODS OF ASSESSMENT** | | | |
| **Remembering (K1)** | | * Thelowestlevelofquestionsrequirestudentstorecallinformationfromthecoursecontent * Knowledgequestionsusuallyrequirestudentstoidentifyinformationinthetextbook. | |
| **Understanding (K2)** | | * Understandingoffactsandideasbycomprehendingorganizing,comparing,translating,interpolatingandinterpretingintheirownwords. * Thequestionsgobeyondsimplerecallandrequirestudentstocombinedatatogether | |
| **Application (K3)** | | * Studentshavetosolveproblemsbyusing/applyingaconceptlearnedintheclassroom. * Studentsmust usetheir knowledgetodetermineaexactresponse. | |
| **Analyze (K4)** | | * Analyzingthequestionisonethatasksthestudentstobreakdownsomethingintoitscomponentparts. * Analyzingrequiresstudentstoidentifyreasonscausesormotivesandreachconclusionsorgeneralizations. | |
| **Evaluate (K5)** | | * Evaluationrequiresanindividualtomakejudgmentonsomething. * Questionstobeaskedtojudgethevalueofanidea,acharacter,aworkofart,orasolutiontoaproblem. * Studentsareengagedindecision-makingandproblem–solving. * Evaluationquestionsdonothavesinglerightanswers. | |
| **Create (K6)** | | * Thequestionsofthiscategorychallengestudentstogetengagedincreativeandoriginalthinking. * Developingoriginalideasandproblemsolvingskills | |

**PROGRAMME OUTCOMES (PO) - PROGRAMME SPECIFIC OUTCOMES (PSO) MAPPING**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **PROGRAMME SPECIFIC OUTCOMES (PSO)** | | | | | |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **PSO1** | **3** | **3** | **3** | **3** | **3** |
| **PSO2** | **3** | **3** | **3** | **3** | **3** |
| **PSO3** | **3** | **3** | **3** | **3** | **3** |
| **PSO4** | **3** | **3** | **3** | **3** | **3** |
| **PSO5** | **3** | **3** | **3** | **3** | **3** |

**Level of Correlation between PO’s and PSO’s**

*(Suggested by UGC as per Six Sigma Tool – Cause and Effect Matrix)*

Assign the value

**1 – Low**

**2 – Medium**

**3 – High**

**0 – No Correlation**

**M.Com.,BusinessIntelligence**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **CourseTitle** | **Hours**  **/Week** | | **C** | **Marks** | | |
| **L** | **P** | **CIA** | **ESE** | **Total** |
| **Semester-I** | | | | | | | |
| 19CBIC101 | Core1:BusinessEnvironment | 7 |  | 5 | 25 | 75 | 100 |
| 19CBIC102 | Core2:AdvancedFinancial Accounting | 7 |  | 5 | 25 | 75 | 100 |
| 19CBIC103 | Core3:BankingandInsurance | 6 |  | 4 | 25 | 75 | 100 |
| 19CBIC104 | Elective 1 DigitalMarketing | 5 |  | 3 | 25 | 75 | 100 |
|  | Elective2:Interdepartmental Elective | 5 |  | 3 | 25 | 75 | 100 |
| **Semester-II** | | | | | | | |
| 19CBIC201 | Core 4:HumanResource Management | 6 |  | 5 | 25 | 75 | 100 |
| 19CBIC202 | Core 5:Financial Management | 6 |  | 5 | 25 | 75 | 100 |
| 19CBIC203 | Core 6:BusinessResearchMethods | 6 |  | 4 | 25 | 75 | 100 |
| 19CBIC204 | Elective 3:DepartmentalElective | 4 |  | 3 | 25 | 75 | 100 |
|  | Elective 4:InterdepartmentalElective | 4 |  | 2 | 25 | 75 | 100 |
|  | NME | 4 |  | 2 |  |  |  |
| **Semester-III** | | | | | | | |
| 19CBIC301 | Core 7:OrganizationalBehaviour | 6 |  | 5 | 25 | 75 | 100 |
| 19CBIC302 | Core 8:BusinessDataMining | 6 |  | 5 | 25 | 75 | 100 |
| 19CBIC303 | Core 9:DataBaseManagement System | 6 |  | 5 | 25 | 75 | 100 |
| 19CBIP304 | Core 10:InstitutionalTraining/ Internship | 2 |  | - | 25 | 75 | 100 |
|  | Elective 5:DepartmentalElective | 3 |  | 3 | 25 | 75 | 100 |
|  | NME:Inter departmental Elective | 2 |  | 3 | 25 | 75 | 100 |
|  | Internship and Industrial Activity |  |  | 2 |  |  |  |
| **Semester-IV** | | | | | | | |
| 19CBIC401 | Core11:BusinessIntelligence Strategies and Process | 6 |  | 5 | 25 | 75 | 100 |
| 19CBIC402 | Core12:E-CustomerRelationship Management | 6 |  | 5 | 25 | 75 | 100 |
| 19CBIC403 | Elective 6 :Business Visualisation Analysis | 4 |  | 3 | 25 | 75 | 100 |
| 19CBIP404 | BusinessVisualization Analysis  (Project with Viva Vice) | 10 |  | 7 | 40 | 60 | 100 |
|  | Skill Enhancement Course/ Professional Competency Skill | 4 |  | 2 |  |  |  |
| 19IPSCI406 | Extension Activity |  |  | 1 |  |  |  |
| Total Credits | | 91 |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **K1** | **K2** | **K3** | **K4** | **K5** | **K6** |
| **Definitions** | **Remembering** | **Understanding** | **Applying** | **Analyzing** | **Evaluating** | **Creating** |
| **Bloom’s** | Exhibitmemory | Demonstrate | Solve | Examineand | Presentand | Compile |
| **Definition** | of previously | understandingof | problemsto | break | defend | informatio |
|  | learned | factsandideas | new | information | opinionsby | ntogether |
|  | materialby | byorganizing, | situations | intopartsby | making | ina |
|  | recallingfacts, | comparing, | byapplying | identifying | judgments | different |
|  | terms,basic | translating, | acquired | motivesor | about | wayby |
|  | concepts,and | interpreting, | knowledge, | causes.Make | information, | combining |
|  | answers | giving | facts, | inferences | validityof | elements |
|  |  | descriptions, | techniques | andfind | ideas,or | inanew |
|  |  | andstatingmain | andrulesin | evidenceto | qualityof work | patternor |
|  |  | ideas | adifferent | support | basedonaset | proposing |
|  |  |  | way | generalization | of criteria. | alternative |
|  |  |  |  |  |  | solutions |
| **Verbs** | Choose | Classify | Apply | Analyze | Agree Appraise Assess Award Choose Compare Conclude Criteria Criticize Decide Deduct Defend Determine Disprove Estimate Evaluate Explain Importance Influence Interpret Judge JustifyMark Measure Opinion Perceive Prioritize Prove  Rate Recommend Rule on Select Support  Value | Adapt Build Change Choose Combine Compile Compose Construct Create Delete Design Develop Discuss Elaborate Estimate Formulate Happen Imagine Improve Invent Makeup Maximize Modify Original Originate Plan Predict Propose Solution Solve Suppose Test Theory |
|  | Define | Compare | Build | Assume |
|  | Find | Contrast | Choose | Categorize |
|  | How | Demonstrate | Construct | Classify |
|  | Label | Explain | Develop | Compare |
|  | List  Match | Illustrate  Infer | Experiment with | Conclusion  Contrast |
|  | Name | Interpret | Identify | Discover |
|  | Omit | Outline | Interview | Dissect |
|  | Recall  Relate | Relate  Rephrase | Makeuse of | Distinguish  Divide |
|  | Select | Show |  | Examine |
|  | ShowSpell | Summarize | Model | Function |
|  | Tell | Translate | Organize | Inference |
|  | What |  | Plan | Inspect |
|  | When |  | Select | List |
|  | Where |  | Solve | Motive |
|  | Which |  | Utilize | Relationships |
|  | Who |  |  | Simplify |
|  | Why |  |  | Survey |
|  |  |  |  | Takepartin |
|  |  |  |  | Test for |
|  |  |  |  | Theme |

**ProgrammeObjective:**

The overall programme objective of M.Com., (Business Intelligence) is to empower the students to enable, to equip and to gain expertise themselves in the field of computer-assisted business analytics at various levels and get acquainted with applied knowledge in the functional areas of business supported by digital marketing, business visualization and motivation for increased turnover of local and international trade supported by customer relationship management.

## ProgrammeLearningSpecificObjectives:

The objective of the M.Com., (Business Intelligence) programme is to enable the students to:

**PLSO1** Gainexpertknowledgeintheeverchangingenvironmentofbusiness, banking, insurance, digital marketing and financial accounting.

**PLSO2** Applyknowledge in the functional areas of business **PLSO3** Specialize in business intelligence strategies and process **PLSO4** Appreciateanalytictoolsandtechniquestoresolvevarious

businessproblems

**PLSO5**Understand data science applicable for problem solving and decision- making areas in a business organization and gain practical skill in business visualization

## PROGRAMMEOUTCOMES:

**PO1** Criticalthinking

**PO2** CultivatingCognitiveskillsrequiredinthejobmarket

**PO3** EffectiveCommunication

**PO4** FamiliaritywithICTtothriveintheinformationage

**PO5** Cultivatingaptitudeforresearch

**PO6** Respectforalternateview-pointsincludingthoseconflictingwithone’sown perspectives

**PO7** Abilitytowork individuallyandasmembersinateam

**PO8** Upholding ethical standards **PO9** Acting local while thinking global **PO10** Commitmenttogenderequality

**PO11** CommitmenttoSustainabledevelopment

**PO12** Lifelonglearning

## PROGRAMMESPECIFICOUTCOMES:

This programme would enable the students to gain expert knowledge and applied practical exposure in the field of Business Intelligence and Business Analytics. After the successful completion of the M.Com Business IntelligenceDegree programme, the students will be able to:

**PSO1**DiscussaboutthekeyareasofFinancialManagement,Marketing, Accounting Standards and Reporting System, Project finance and management, business environment, digital technologies inbanking, insurance, human resource skill in maintaining the quality of work life in an

organization.

**PSO2**DemonstratetheprofessionalskillsinValuationof stock,calculation ofGoods and Services Tax, e-filling and different stages of accounting in Partnership, Branch and Departmental accounts, Hire purchase and Installment system and specialized accounts.

**PSO3** Recallthefundamentalprinciplesofinternationalfinancialmanagement and

concept oflogistic management, CRM in e-Banking, Artificial Intelligence and its Applications in Business, Digital marketing and explain about businessanalytics,CustomerRelationshipManagement,datamaintenance and data integration.

**PSO4**Get an exposure to generate and manage the funds while undertaking any business ventures and to invest in different portfolio. Also to Discuss and evaluate Corporate Social Responsibility activities and prepare project and research report.

**PSO5**Discuss the key concepts and techniques of Business Intelligence, net work analysis, DBMS web mining andBusiness visualization of business data

**PSO6** Apply the knowledge of network analysis, cluster analysis, Customer Relationship Management in e -banking and design of data mining to strengthen the organizational effectiveness.

## SemesterI

**LearningObjectives:**

## 19CBIC101:BUSINESSENVIRONMENT

## Credits:5

**Hours:75**

**LO1:** Toacquaintthestudents,tohaveabasicknowledgeonBusiness Environment

**LO2:** Toprovideaninsightintothetheoriesofeconomic,naturalandglobal Environment to the students

**LO3:** To enable the students to have an overview of technological environment of Business

## CourseOutcomes:

Aftersuccessfulcompletionofthecourse,thestudentswillable to:

**CO1:** Analysetheenvironmentofbusinessfromthelegalandregulatory,Macro economic, cultural, political and technological environment

**CO2:** Applyvariousstrategictoolstoassessperformanceofbusinessenvironment

**CO3:** Criticallymakeanin-depthanalysisofeachcomponentofBusinessEnvironment so that a comparison with own organization is feasible.

**CO4:** Understandthefactorsaffectingtheorganizationaleffectiveness

**CO5:** ExplainandsynthesizeBusinessEnvironmentinformationintheglobal environment

## UnitI:IntroductiontoBusinessanditsEnvironment

Characteristics of modern business, concept and nature of Business Environment, characteristics of environment, Micro and macro environment, Impactof business environment on business decisions- Stages of Environmental Analysis – approaches to environmental analysis.

## UnitII:EconomicEnvironment:

Economic Environment **-**Concept and nature of economic environment- Economic System – Business Cycle – Inflation – Causes – Impact of Inflation – Deflation- Stagflation – Planned Economy- Five year Plans - NITI Aayog - Members– Functions - Fiscal Policies – Union Budget – Structure of Union Budget.

## UnitIII:GlobalEnvironment

Nature of Globalisation – Rational for Globalisation – MNCs, Benefits from MNCs –Problems – Strategies in Globalisation – FIIs and FDI – WTO – Functions - implications for India.

Privatisation – Nature and Objectives – Privatisation routes - Arguments against Privatisation – Disinvestment in India.

## UnitIV:Political Environment:

Concept and nature of political environment, components of political environment, Economic role of government- Regulatory role, Promotional role, Entrepreneurial role, Planning role. State intervention in business - Pros and Cons of intervention.

## UnitV:NaturalandTechnologicalEnvironment:

Natural environment – meaning - impact on business. Natural pollution- meaning, types. Concept and nature of Technological environment- Elements of technological environment- Technology and Society Economic effect of technology - New Technology policy.

Ethics in Business- Social Responsibility of business - Arguments for and against Social Responsibility- Social Audit.

Faculty member will impart the knowledge on recent trends in Business Environment to the students and these components will not cover in the examination.

**RecentTrendsinBusinessEnvironment**

## TextBooks:

1. Acharya andGovekar,2015,BusinessPolicyandAdministration,Himalaya Publishing House, Mumbai
2. Aswathappa, K, 2016, Essentials of Business Environment, Himalaya Publishing House, Mumbai
3. CharlesW.L.Hill,2014,GlobalBusinessToday,TataMcGrawHill,UK.

## SupplementaryReadings:

1. HeldiVernon,2016,BusinessandSociety,TataMcGrawHill,UK
2. Adrian Palmer and Bob Hartley, 2017, The Business Environment, McGraw Hill, UK
3. Rajan,V.R 2017,Globalisation of Indian Industries – Strategies and Management, Deepand Deep Publications, New Delhi
4. Cherunilam, Francis, 2017, Business Environment, Himalaya Publishing House, Mumbai
5. Ghosh,P.K2017,BusinessPolicy-StrategicPlanningandManagementSultan Chand and Sons, New Delhi

## OutcomeMapping

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **CO/ PO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** | **PSO 6** |
| **CO1** | M |  |  |  |  |  |  |  |  |  | M |  | S |  |  |  |  | L |
| **CO2** | M |  | M | S |  |  |  |  |  |  |  |  |  | M |  | M | L | M |
| **CO3** | M | M |  |  |  |  |  |  | L |  | M |  | S |  |  |  | M |  |
| **CO4** | L |  |  | S |  |  |  |  |  |  |  |  | M |  |  |  |  |  |
| **CO5** |  |  | M |  |  |  |  | L | M |  |  |  | M |  |  | S |  | M |

* + **L**–Low, **M**-Medium,**S**- Strong

## SuggestedMOOCCourses:

* + 1. ***International Business Environment and Global Strategy (edX),*** Created by: Indian Institute of Management, Bangalore, Delivered by:EdX.
    2. ***Economics of Money and Banking,*** Created by: Columbia University, Delivered by: Coursera, Taught by: Perry G Mehrling.

## SemesterI

## 19CBIC102:ADVANCEDFINANCIALACCOUNTING

**Credits:5**

**Hours:75**

**LearningObjectives:**

**LO1:** ToprovideanindepthknowledgeinPartnershipaccounts

**LO2:** Tofosteranalyticalthinkingandtheuseofrelatedareasofaccountingviz., branch and departmental accounting

**LO3:** Toimpartknowledgeinrecenttrendsinspecializedaccounting.

## CourseOutcomes:

Aftersuccessfulcompletionofthecourse,thestudentswillable to:

**CO1:** SolvetheproblemsofpartnershipaccountsrelatingtoAdmissionofpartner

**CO2:** SolvetheproblemsofpartnershipaccountsrelatingtoDissolutionandSale ofPartnership

**CO3:** PracticeaccountingproblemsrelatingtoBranchandDepartmentalAccounts

**CO4:** SolvetheaccountingproblemsrelatingtoHirePurchaseandInstallment System

**CO5:** UnderstandemergingareasinSpecializedAccounting

## UnitI:PartnershipAccounts–Admission,RetirementandDeathofPartner

Partnership accounts - Division of profits – past adjustments and guarantee – Admission, Retirement and Death of a Partner – Intangible assets and Goodwill - Accounting Treatment.

## UnitII:PartnershipAccounts-DissolutionandSaleofPartnership

Dissolution –Insolvencyof Partners– RuleinGarnerVs. Murray–Piecemeal Distribution – Sale of a Partnership Firm to a company.

## UnitIII:HirePurchaseandInstallmentsystem

Hire purchase system – Default in payment of Installment-Partly and Complete Repossession of Stock – Accounting Procedures - Hire purchase trading A/c – Stock and Debtors System – Installment system

## UnitIV:BranchandDepartmental Accounts

Branch accounts – Dependent Branches – Stock and Debtors System – Independent branches –WholesaleBranchsystem–Foreign Branch–Departmental Accounts- Inter-Departmental transfer – Treatment of unrealized profit

## UnitV:Recentaccounting

Concept and Need for Responsibility Accounting - Responsibility Accounting– Human Resource Accounting. Financial Reporting – Annual reports – Half yearly report – Content of Annual Reports Disciplines in Financial Reporting

Faculty member will impart the knowledge on recent trends in Financial Accountingto the students and these components will not cover in the examination.

**RecentTrendsinFinancialAccounting**

## Note:QuestionPapershallcover20%Theoryand80%Problems.

**TextBooks:**

1. GuptaR.LandRadhasamy,2015,AdvancedAccounting,S.ChandandSons Publishers, New Delhi
2. ShuklaM.C.andGrewal.T.S2015,AdvancedAccounts,2015,S.Chandand Sons Publishers, New Delhi
3. JainS.PandKLNarrang2017,AdvancedAccountancyIandII,Kalyani Publishers, Ludhiana

## SupplementaryReadings:

1. Charumathi,B.andVinayakam.N,2015,FinancialAccounting,S.Chandand Sons Publishers, New Delhi.
2. Battacharyya,S.K.2015,AccountingforManagement,VikasPublication,NewDelhi
3. Jawahar Laland Seema Srivastava,2016, Financial Accounting (Principles and Practices), S. Chand Publishers, New Delhi.
4. Pillai R.S.N, Bagavathi and S.Uma, 2015, Fundamentals of Advanced AccountingFinancial Accounting, S.Chand and Sons Publishers, New Delhi.
5. ReddyT.SandA.Murthy2016,FinancialAccounting, MarghamPublications Chennai

## OutcomeMapping

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **CO/ PO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO**  **11** | **PO12** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** | **PSO 6** |
| **CO1** | S |  |  |  |  | M | M |  |  |  |  |  |  | L |  |  |  |  |
| **CO2** | M |  |  |  |  |  | L |  |  |  |  |  |  | M |  |  |  |  |
| **CO3** | M |  |  |  |  | S | M |  |  |  |  |  |  | M |  |  |  |  |
| **CO4** | S |  |  |  |  |  | M |  |  |  |  |  |  | L |  |  |  |  |
| **CO5** | M |  |  |  |  | M | L | M | M |  | M |  |  | S |  |  |  |  |

* + **L**–Low, **M**-Medium,**S**- Strong

## SUGGESTEDMOOCCOURSES:

* + 1. *Financial Accounting: Advanced Topics (Coursera),* Created by: University of Illinois at Urbana-Champaign, Delivered by: Coursera, Taught by:OktayUrcan.
    2. *Financial Accounting: Foundations (Coursera),* Created by: University of Illinois at Urbana-Champaign, Delivered by: Coursera, Taught by:OktayUrcan.

## SemesterI

## 19CBIC103:BANKINGANDINSURANCE

**Credits:4**

**Hours:60**

**LearningObjectives:**

**LO1:** Toimpartthestudentstohaveadeepknowledgeinthefunctioningof commercial banks

**LO2:** Tomakethestudentstocomprehendthegeneralprinciplesofcontractof insurance and other forms of insurance

**LO3:** Toimpartthestudentstomasterovertheprovisionsofbanking instruments.

## CourseOutcomes:

Aftersuccessfulcompletionofthecourse,thestudentswillableto: **CO1:** Understand the fundamental concepts of banking and Insurance **CO2:** Recall the role of commercial banks in Economic Development.

**CO3:** Masterovertheprovisionsofbanking instruments.

**CO4:** Understandtheapplicabilityofvarioustypesofpolicies

**CO5:** Recognizethefundamentalprinciplesofgeneralinsurance

## UnitI:BankingFunctionaryServices

Commercial Banks - Functions – services – mechanism of Credit creation; merchantbanking–virtualbanking –Centralbanking –Functions–Creditcontrolling mechanism.

## UnitII:CommercialbanksroleonEconomicdevelopment

Industrialand prioritysectorslending –policies termlending, industrialpriority sector lending.Rehabilitation of small sick units, guidelines for prioritysector lending commercial bank role in SME - micro credit.

## UnitIII:InstrumentsinBanking

Negotiable Instruments-Features-Types of Cheques-Draft-Promissory notes- Other type of Banking Institutions.

DebitcardandCreditcard-Smartcard-Endorsements-Types

## UnitIV:InsuranceandFunction

Definition-Importance, Introduction – General Principles of insurance contract - Life insurance Vs other forms of insurance – various plans and claim settlement – recent development in life insurance.

## UnitV:GeneralInsurancePolicies

Features of marine insurance, types of marine policies, marine clauses – marine losses, Features of fire insurance, insurable interest – types of fire insurance policies.

Facultymemberwillimparttheknowledge onrecent trendsinBanking and Insurance to the students and these components will not cover in the examination.

**RecentTrendsinBankingand Insurance**

## TextBooks:

1. Mishra,M.N and Mishra. S.B., 2015, Insurance Principles and Practice, S.Chand and Sons PVT Ltd, Ram Nagar, New Delhi
2. Murhty,A.2017,PrinciplesandPracticesofInsurance,MargamPublications, Chennai
3. Gorden.EandNataraj,2016BankingHimalayaPublication,NewDelhi

## SupplementaryReadings:

1. ShekharK.C.,LekshmyShekhar,2017,BankingTheoryandPractice,Vikas Publishing houses Pvt Ltd., Chennai
2. RamachandranR.2015,BankingTheoryandPracticesMJPPublishers,5,Muthu Kalathy Street, Triplicane, Chennai – 5.
3. Sundaram,KPM, and E.N.Sundaram,2016, ModernBankingSultanChandand Sons, New Delhi.
4. Gupta,P.K.,2016,InsuranceandRisk ManagementHimalayaPublishingHouse, Mumbai.
5. PremkumarSrivatsava2017,BankingLawandPractice,HimalayaPublishing House, Mumbai.

## OutcomeMapping

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| **CO/ PO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO**  **11** | **PO12** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** | **PSO 6** |
| **CO1** |  | M |  |  |  |  |  |  |  |  |  |  | M | L |  |  |  |  |
| **CO2** |  |  |  |  |  |  |  |  | L |  |  | M | S |  |  |  |  |  |
| **CO3** |  |  | S |  |  |  |  |  |  |  |  |  | M |  |  |  |  |  |
| **CO4** |  |  |  |  |  |  |  |  |  |  | M |  | M |  |  |  |  |  |
| **CO5** |  |  |  |  |  |  |  |  |  |  | S |  | M | M |  |  |  |  |

* + **L**–Low, **M**-Medium,**S**- Strong

## SUGGESTEDMOOCCOURSES:

* + 1. ***Just Money: Banking as if Society Mattered (edX),*** Created by: MIT and MITx Delivered by EdX, Taught by: Alice Maggio, J. Phillip Thompson, KatrinKaeufer, Lafayette Cruise and Lily Steponaitis.
    2. ***Economics of Money and Banking,*** Created by: Columbia University, Delivered by: Coursera, Taught by: Perry G Mehrling.

## SemesterI

## 19CBIC104:DIGITAL MARKETING

**Credits:5**

**Hours:75**

**LearningObjectives:**

**LO1:** Toenablethestudentstorecognizethechangingdimensionsofdigital Marketing

**LO2:** Toinculcatesthestudentsaboutthesignificanceofdigitalmarketingmix.

**LO3:** ToeducatethestudentstounderstandthesignificanceofonlineAdvertising

## CourseOutcomes:

Aftersuccessfulcompletionofthecourse,thestudentswillable to:

**CO1:** Recognizethechangingdimensionsofdigitalmarketing. **CO2:** Understand the forces behind the digital marketing**CO3:** Recognize the significance of digital marketing mix**CO4:** Discriminate various models of digital marketing

**CO5:** Understandthesignificanceofonlineadvertising

## UnitI:IntroductiontoDigitalMarketing

Marketing in the Digital Era- Traditional Marketing and Digital Marketing – E Concepts: E-business- E-Commerce – M-Commerce-U- Commerce – S- Commerce – Meaning and its features – Digital Marketing- Meaning and Definition – Factors Influencing Digital Marketing - Digital Marketing Applications, Benefit, Opportunities and Challenges

## UnitII:DigitalMarketingEnvironmentandStrategy

Digital Consumer– Impact of Digital Technology on Consumer Behaviour – AttributesofonlinebuyingBehaviour-DigitalMarketingStrategyFrameworkand plan

-ASCOR-AIDA(R)and(P)REAN/RACEModelforDigitalMarketingStrategy

## UnitIII:DigitalMarketingMix

Customer Development Strategy- Segmentation, Targeting,Positioning(STP 2.0)-Porter’s Five Force Model -Brand/ Perceptual Positioning-Boston Consulting Group (BCG) Matrix- Digital Marketing Mix- Elements –Digital Product/ Offering Mix- Digital Pricing-Factors impacting Pricing in Digital Space-Extended Marketing Mix.

## UnitIV:DigitalCommunicationandChannelMix

Concepts-Offline Media and Digital Media- Paid, owned and Earned Media - Search Engine Marketing-Search Engine - Meaning-Importance-Search Engine Marketing-Meaning and Importance- Keyword research- Search Engineoptminisation - on page and off page optminisation -Factors influencing- Search Engine Marketing -Email Marketing-Meaningand Significance-E-mail Marketing Strategy.

## UnitV:SocialMediaMarketingandDigital Analytics

Social Media Marketing -Meaning –Uses-opportunities- e-word of mouth in Social Media Social Media platforms-Face book, Twitter and YouTube. Mobile Marketing -Meaning and It Application-Digital Marketing Metrics and Measurements- Key Performance Indicators -Meaning ROI, CTR, PPC,CPL-Legal and Ethical Aspects.

Facultymemberwillimparttheknowledge onrecent trendsinDigitalMarketingto the students and these components will not cover in the examination.

**RecentTrendsinDigital Marketing**

## TextBooks:

1. VandanaAhuja,2017,DigitalMarketing,OxfordUniversityPress,NewDelhi
2. Damian Ryan and Calvin Jones, 2016, Understanding Digital Marketing: MarketingStrategies for engaging the Digital Generation Great Britain and the United States,Kogan Page Limited, USA
3. Charles F.Hofacker, 2018, Digital Marketing Communicating, Selling and Connecting Edward Elgar Publishing Limited, UK

## SupplementaryReadings:

1. Simon Kingsnorth, 2016, Digital Marketing Strategy: An Integrated Approach toOnline Marketing Great Britain and the United States, Kogan Page Limited, USA
2. AnnmarieHanlon2016,DigitalMarketingStrategicPlanning andIntegration Sage Publications, New Delhi
3. Drayton Bird, 2017, Commonsense Directand Digital MarketingGreat Britainand the United States, Kogan Page Limited,USA
4. MarjoleinVisser,BerendSikkengaandMikeBerry2018, DigitalMarketing Fundamentals Wolters-Noordhoff B.V USA
5. TravisWright,Chris2016,DigitalSense.WileyPublishersU.S.A

## OutcomeMapping

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| **CO/ PO** | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** | **PO 9** | **PO 10** | **PO 11** | **PO 12** | **PS O1** | **PS O2** | **PS O3** | **PS O4** | **PS O5** | **PS O6** |
| **CO1** |  |  | M | S |  |  |  | M | L |  | M | M | M |  | M |  |  | L |
| **CO2** |  | M |  | M |  |  | M |  | S |  |  |  | M |  | L |  |  |  |
| **CO3** |  |  |  |  |  |  | L |  | M |  |  |  | S |  |  |  |  |  |
| **CO4** |  |  |  | M |  | S |  |  |  |  |  |  | M |  | M | L |  | M |
| **CO5** | S |  |  | M |  |  | L | M | M |  |  |  | S |  |  |  |  |  |

**\*L**–Low, **M**-Medium,**S**- Strong

## SemesterII

## 19CBIC201:HUMANRESOURCEMANAGEMENT

**Credits:5**

**Hours:75**

**LearningObjectives:**

**LO1:** To enable the students to have a thorough understanding of changing role of HRM in global and Indian perspective

**LO2:** To disseminate the studentsaboutvariousmethods ofrecruitment,training and performance appraisal techniques

**LO3:** Toimpartthestudentstogainexpertknowledgeofvarioustheoriesof motivation and human resource audit.

## CourseOutcomes:

Aftersuccessfulcompletionofthecourse,thestudentswillable to:

**CO1:** ComprehendthefundamentalsofHumanResourceManagement

**CO2:** Compute job analysis report and be able to develop job description and jobspecification.

**CO3:** Describethevariousmotivationalapplicationsinpractice

**CO4:** Explain performance appraisal techniques and able to prepare performance appraisal forms

**CO5:** DevelophumanresourceauditplanandconductHRaudit.

## UnitI:IntroductiontoHumanResourceManagement

HRM Concepts – Significance- Scope –Nature of human resource management – Features of HRM – Personal Management Vs HRM, Functions of HRM-Competencies of HR manager- Employer Identifying – and competency mapping – Changing role of HRM -Global and Indian scenario.

## UnitII:HRPlanningandJobAnalysis

Importance of HR planning - Characteristics of HR planning – Factors influencing HR planning Levels – Process in HR planning – HR – Format System – Job analysis – Job description – Job designation.

## UnitIII:HumanResource Development

Recruitment – Factors –Recruitment Policy- Recruitment process – Sources of recruitment – selection – Concept – Selection Strategies – Selection Tests –Interview – Process- Types –Training- Features- Process- Various methods of Training.

## UnitIV:PerformanceappraisalandCompensationManagement

Concept – Scope – Significance –Objectives- Traditional and Modern methods of appraisal – MBO – 360 degree appraisal –developing carriers- talent management-Compensation – Job evaluation – Methods – Compensation management and compensationplan –Wage –Wage structure –Methods ofWage payment.

## UnitV:Motivation

Meaning – Nature – Significance – All Theories of Motivation – Approaches to Motivation – Motivational Applications – Human Resource Audit – Meaning – Objectives – Quantitative indicators – HR Audit Plan.

Faculty member will impart the knowledge on recent trends in Human Resource Management to the students and these components will not cover in theexamination.

**RecentTrendsinHumanResourceManagement**

## TextBooks:

1. Prasad,LM,2017,HumanResourceManagement,SultanChandandSons, New Delhi.
2. Aswathappa,K,2017HumanResourceManagement,6(e)TataMcGrawHill Education PVT Ltd,New Delhi.
3. SundarKandSrinivasanJ2018,HumanResourceManagementVijayNicole Imprints(P) Ltd, Chennai

## SupplementaryReadings:

1. Gary Dessler and Biju Varkkey, 2017, Human Resource Management – Pearson Education India Ltd., New Delhi.
2. Rao, VSP, 2018, Human Resource Management-Text and Cases, 3(e) Excel Books, New Delhi.
3. Narayan.B,2016, Human Resource Management, APH Publishing Corporation, Ansari Road, Darya Ganj, New Delhi.
4. Jayant Mukherjee, 2017, Designing Human Resource Management Systems-A Leader’s Guide, SAGE Response, Mohan Co-operative Industrial Area, Mathura Road, New Delhi.
5. Jaya Bharathi, S and Raju. T, 2017, Human Resource Management,Wiley India Pvt.Ltd., New Delhi.

## OutcomeMapping

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| **CO/ PO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** | **PSO 6** |
| **CO1** |  | M |  |  |  |  |  |  |  | M |  |  | S |  |  |  |  |  |
| **CO2** |  | M |  |  | S | M |  | M |  | M |  |  | L |  |  | M |  |  |
| **CO3** |  | M |  |  |  | M |  |  | L | M | S |  |  |  |  |  |  |  |
| **CO4** |  |  | M | M |  |  |  |  |  |  |  |  | M |  |  | S |  | L |
| **CO5** |  | S |  |  |  |  |  | L |  |  |  |  | M |  |  |  |  |  |

**\*L**–Low, **M**-Medium,**S**- Strong

## SemesterII

## 19CBIC202:FINANCIALMANAGEMENT

**Credits:5**

**Hours:75**

**LearningObjectives:**

**LO1:** Toenablethestudentstograspprinciplesandtechniquesoffinancial management

**LO2:** To impart the students to understand the significance and application of cost of capital and capital structure theories

**LO3:** Toimpartthestudentstogainexpertknowledgeofdividendpolicyandworking capital management

## CourseOutcomes:

Aftersuccessfulcompletionofthecourse,thestudentswillable to:

**CO1:** AppraisethebasiccomponentsofFinancialManagement

**CO2:** Gainexpertknowledgeoncalculatingvarioustechniquesofcapital budgeting.

**CO3:** Generateandmanagefundswhileundertakinganybusiness venture.

**CO4:** Gainexpertknowledgeindividenddecisions.

**CO5:** Understandthecomputationsandtechniquesofworking capital

## UnitI:FinancialManagementanIntroduction

Natureandscopeoffinancialmanagement–objectives–Financialdecisions

- Relationship between Risk and Return – Role and functions of financial manager – Time value of money – concept of value and return.

## UnitII:CostofCapitalandCapitalBudgeting

Cost of Capital – Meaning and importance – Cost of debt, preference, equity and retained earnings – weighted average cost of capital – capital budgeting – Techniques –Traditional Methods - payback period and ARR - Discounted cash flow Technique – NPA, PI and IRR – Risk Analysis in Capital Budgeting.

## UnitIII:FinancialLeverageandCapitalStructureTheories

Financial leverage –measures – EBIT, EPS Analysis – operating leverage – financial - business and operating risks – Theories of capital structure – net income approach – Net – operating income Approach. MM Hypothesis – Determinants of capital structure; Leasing – Natureand Types of leasing –Advantages and disadvantages of leasing

## UnitIV:DividendPolicy

Dividend Theories – Walter's model – Gordon and MM’s models – Dividend policy – forms of Dividend – Determinants of dividend policy

## UnitV:WorkingCapital

Management of working capital – concept – importance – Determinants and computation of working capital – Management of cash, inventory and receivables.

Facultymember will impart theknowledge onrecent trendsin Financial Management to the students and these components will not cover in the examination.

**RecentTrendsinFinancial Management**

**TextBooks:**

1. Prasanna Chandra, 2018, Financial Management, Tata McGraw Hill Publishing CompanyLimited, Noida.
2. MaheswariS.N2017,FinancialManagement,S.ChandandSonsPublisher, New Delhi.
3. Khan M Y and Jain. P K, 2018,Basic Financial Management, Tata McGraw-Hill Publishing Company Limited, New Delhi

## SupplementaryReadings:

1. GitmanL.JandDr.M.Manickam,2018,PrinciplesofManagerialFinance, Pearson Education, New York
2. PandeyI.M,2017,FinancialManagement,VikasPublication,NewDelhi
3. KhanandJain,2017,FinancialManagement,TataMcGrawHillPublishingCompany Limited, Noida,
4. SharmaShashiR.K andGuptaK,2017,FinancialManagement,KalyaniPublishers, Ludhiana
5. MurthyA.,2017,FinancialManagement,MarghamPublishers,Chennai

## OutcomeMapping

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| **CO/ PO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** | **PSO 6** |
| **CO1** |  |  |  |  |  |  |  |  | S |  |  | L |  |  |  | M |  |  |
| **CO2** | S |  |  |  |  |  |  |  |  |  | M |  |  |  |  | L |  |  |
| **CO3** | M |  |  |  |  | M | S |  | M |  |  |  | M |  |  |  |  |  |
| **CO4** |  |  |  |  |  |  |  |  | L |  | M |  | M |  |  | M |  |  |
| **CO5** |  |  |  |  |  | M | S |  |  |  |  |  | M |  |  | L |  |  |

* + **L**–Low, **M**-Medium,**S**- Strong

## SUGGESTEDMOOCCOURSES:

* + 1. ***Corporate Financial Decision-Making for Value Creation*** (Coursera), Created by: Universityof Melbourne, Delivered by: Coursera,Taught by: Paul Kofman Sean Pinder.
    2. ***Corporate Finance Essentials*** (Coursera), Created by: IESE Business School, Delivered by: Coursera, Taught by: Javier Estrada.

## SemesterII

## 19CBIC203:BUSINESSRESEARCHMETHODS

**Credits:4**

**Hours:60**

**LearningObjectives:**

**LO1:** Totrainthestudentstoacquirefoundationalunderstandingofconducting business research

**LO2:** Toimpartthestudentstohaveasoundknowledgeof sampling design, data collection methods and analysis of data

**LO3:** Toinculcatethestudentstolearnthebestpracticeofreportwriting

## CourseOutcomes:

Aftersuccessfulcompletionofthecourse,thestudentswillable to:

**CO1:** Describetheobjectivesandtypesofresearch

**CO2:** Constructgoodresearchdesign

**CO3:** UnderstandthesignificanceandprocessofBusinessresearch

**CO4:** Haveaninsightintothesamplingtechniquesanddevelopsamplingplan

**CO5:** Analyzeandinterpretthedataandwritetheresearchreport

## UnitI:IntroductiontoResearch

Concept of Research, Social and Business Research-Objectives of Research –Significance–TypesofBusinessResearch–StepsinBusinessResearchprocess

-IdentificationofResearchProblem–Literaturesurvey–stepsinliteraturereview process –identification of Research Gap - Formulation of objectives and Hypothesis. **Unit II: Research and Sample Design**

Research Design**:**Meaning– Features of good Design – Types of research Design.Sample Design:Census and Sample Survey – Steps in sample Design - Types of Sample Designs – Probability and non-probability sampling techniques

## UnitIII:DataCollectionandMeasurementofScales

Meaning of Data- Classification of Data –PrimaryData and SecondaryData – Method of Data Collection – Observation -Interview Tools - Questionnaires and schedules –collection of Secondary data-Scaling Technique - Types of Scales.

## UnitIV:ProcessingandAnalysisofData

Date processing operations – Editing, Coding, Classifying and tabulation – Analysis of data –Application of Statistics in research : Descriptive statistics – Inferential analysis – Hypothesis testing – Meaning – Characteristics – Types of Hypothesis- steps in Testing of Hypotheses- Mean Difference and relationship testing

## UnitV:InterpretationandReportwriting

Interpretation:Meaning – Need for interpretation – Techniques of Interpretation – precautions.Report Writing: Meaning – Significance –Types of Report – Layout and mechanics of the research report writing– Footnotes, endnote and Citations- Bibliography. Blooms Taxonomy as related to Commerce education.

Faculty member will impart the knowledge on recent trends in Business Research to the students and these components will not cover in the examination.

**RecentTrendsinBusinessResearch**

## TextBooks:

1. Anusree,M.,Mohapatra,S.,andSreejesh,S,2017,BusinessResearch Methods

-AnAppliedOrientation.SpringerInternationalPublishing,NewDehi

1. Kothari, C. 2018 ,Research Methodology Methods and Techniques. New Delhi:New Age International (P) Limited, Publishers, New Delhi
2. Kumar,R., 2017,ResearchMethodology -Astep-by StepGuideforBeginners SAGE Publications India Pvt Ltd.,New Delhi

## SupplementaryReadings:

1. Creswell, J. 2017,Research Design Qualitative, Quantitative, and Mixed Methods Approaches. New Delhi: SAGE Publications India Pvt. Ltd.
2. Neuman,W.2014,SocialResearchMethods QualitativeandQuantiative Approaches. Harlow, Essex: Pearson Education Limited.
3. Walliman,N.2018,ResearchMethods-Thebasics.NewYork: Routledge.
4. Zikmund,W.G.2017,BusinessResearchMethods CengageLearningIndia Private Limited.New Delhi
5. Panneerselvam, R. 2018,Research Methodology: Prentice-Hall of India Private Limted. New Delhi.

## OutcomeMapping

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| **CO/ PO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** | **PSO 6** |
| **CO1** | M |  | M | S | M | M |  |  | L |  |  | M |  |  |  | M |  |  |
| **CO2** | M |  |  |  | L | M |  |  |  |  |  |  |  |  |  | S |  |  |
| **CO3** |  |  |  |  | S |  |  | M |  |  |  |  | L |  |  | M |  |  |
| **CO4** |  |  |  |  | L |  |  |  |  |  |  |  |  |  |  | S |  |  |
| **CO5** | M |  | S | M | M | M |  | M | L |  |  |  | S |  |  | M |  |  |

* + **L**–Low, **M**-Medium,**S**- Strong

## SUGGESTEDMOOCCOURSES:

* + 1. ***UnderstandingResearchMethods***,Createdby:UniversityofLondon, Delivered by: Coursera, Taught by: J.SimonRofe and Yenne Lee.
    2. ***Mastering Data Analysis in Excel***, Created by: Duke University, Deliveredby: Coursera, Taught by Daniel Egger and Jana Schaich Borg.

## SemesterII

**LearningObjectives:**

## 19CBIC204:BUSINESS ANALYTICS

## Credits:5

**Hours:75**

**LO1:** Toenablethestudentstounderstandtheroleofbusinessanalyticsin businessdata processing

**LO2:** Toimpartthestudentstogainknowledgeofapplicationofinformation technology in the core business process

**LO3:** Toequipthestudentswithbigdataapplicationinbusiness intelligence

## CourseOutcomes:

Aftersuccessfulcompletionofthecourse,thestudentswillable to:

**CO1:** Understandthelanguageof business analytics,theoryandmodelsinthefield of business analytics

**CO2:** Perceiveskillsondataanalyticsanditsapplication

**CO3:** Gainexpertknowledgeindataintegrationtechnology

**CO4:** Analyzedifferenttypesofdigitaldata,useofappropriatemodelsforanalysis and derive insights from results

**CO5:** Equipwithkeyanalyticaltoolsandtechniquesofbusiness intelligence.

## UnitI:IntroductiontoBusinessAnalytics

Business Analysis-Different Levels - Business Analyst- Role of Business Analyst -Basic rules-Requirements and Tasks performed by Business Analyst – Project Definition and Scoping –Project phases and approaches – Role of Business Analyst across the project Life cycle.

## UnitII:InformationTechnology Applications

Core business Process – Baldrige Business Excellence framework-Keypurpose of using IT in Business – Enterprise Applications – Information users and their requirements – Data-Types- Attributes and Measurement-Types of data sets- Data quality-Types of Digital Data.

## UnitIII:IntroductiontoOLTPandOLAP

Introduction to OLTP and OLAP – Different OLAP Architectures-Data Models- Tools inBusiness Intelligence-Roleof DSS, EIS,MIS and digital Dash boards – Need for Business Intelligence- Business Intelligence value chain-Components- applications-roles and responsibilities.

## UnitIV:DataIntegration

Data Integration-Data Warehouse-Goals-Data Sources- Data Integration Technologies-Data Quality maintenance-Data profiling-Data modeling-Types and Techniques-Fact table-Dimension Table-Typical Dimensional Models-Life cycle- Designing..

## UnitV:PerformanceandMeasurementSystemTerminology

Performance and Measurement System terminology- Role of Metrics –Supply Chain-Fact based decision making and KPIS use of KPIS-Potential source for metrics-Enterprise Reporting –Report Standardization –Balanced score card Scoreboards Vs Dashboards-Business Intelligence in Real world- Mobility-Cloud computing.

Faculty member will impart the knowledge on recent trends in Business Analytics to the students and these components will not cover in the examination.

**RecentTrendsinBusinessAnalytics**

## TextBooks:

1. EdwardMize,2017,DataAnalysis,CreateSpaceIndependentPublishing Platform
2. SeemaAcharyaandR.N.Prasad,2016,FundamentalsofBusinessAnalysis Wiley
3. Pang–NingTan,MichaelSteinbach,AnujKarpatneandVipinKumar,2018, Pearson Publishers, New Delhi.

## SupplementaryReadings:

1. PaulTurner2018,BusinessAnalysisTechniques,InternationalInstituteof Business Analyst, London
2. HowardPodeswa2017,HandbookofBusinessAnalyst,outskirtsPress,London
3. DebraPaul,LyndaGirvan2018,BusinessAnalyst,BCSLearning and Development Limited, New Delhi.

## OutcomeMapping

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| **CO/ PO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** | **PSO 6** |
| **CO1** | M | M |  | L |  |  |  |  |  |  |  |  |  |  | S |  | M |  |
| **CO2** |  | M |  | S |  |  |  |  |  |  |  |  |  |  | M |  | L |  |
| **CO3** |  |  |  | M |  |  |  |  | L |  |  | M |  |  | S |  | M |  |
| **CO4** |  |  |  | S |  |  |  |  |  |  |  |  |  |  | M |  | L |  |
| **CO5** | M |  | M | M |  |  |  |  | M |  |  | L |  |  | M |  | S |  |

**\*L**–Low, **M**-Medium,**S**- Strong

## SemesterIII

## 19CBIC301:ORGANISATIONALBEHAVIOUR

**Credits:5**

**Hours:75**

**LearningObjectives:**

**LO1:** Tomakethestudentstounderstandandtheneedandimportanceof Organizational Behaviour

**LO2:** Toimpartthestudentstogainexpertknowledgeabouttheapplicationof organizational conflict technique to resolve problems in an organization.

**LO3:** To make an awareness among students about the implication of organizational changes and its effectiveness

## CourseOutcomes:

Aftersuccessfulcompletionofthecourse,thestudentswillable to:

**CO1:** Appreciate the implication of Organizational Behaviour in an organization. **CO2:** Compare the strength and limitations of different organizational structure. **CO3:** Solvethedifferentformsof conflictsandassumedifferentleadershipstyles. **CO4:** Recall the significance of quality of work life and organizational changes.

**CO5:** Recognizethefactorsaffectingtheorganizationaleffectiveness**.**

## UnitI:IntroductiontoOrganisationalBehaviour

OrganisationalBehaviour – Meaning- Importance- Nature and Scope- Organisation Goals-Functions- Evolution of OrganisationalBehaviour-Factors Influencing OrganisationalBehaviour.

## UnitII:OrganisationalStructureandCulture

Organisational Structure– Meaning-Need – Elements- Typology- Organisational Structure and Employee Behaviour-Meaning and Definition of Organizational Culture-Types Functions –Factors influencing organizational culture- Differentiation between organizational culture and climate.

## UnitIII:OrganisationalConflictsandLeadership

Organisational Conflicts – Causes and Types – Managing Conflicts – Leadership Qualities - Types –Styles.

## UnitIV:OrganisationalEffectivenessandQualityofWork Life

Organisational Effectiveness- Meaning-Approaches to Organisational Effectiveness- Factors influencing Organisational Effectiveness-Quality of Work Life- Meaning – Definition- Evolution and Development of the Concept of QWL- Constituents of QWL.

## UnitV:OrganisationalChangeand Development

Organisational Change – Meaning- Reasons for changing – Types of Changes- Organisational Resistance-Managing Resistance to Change- Organisational Development Meaning-Characteristics – Models – Factors influencing of an OD Intervention

FacultymemberwillimparttheknowledgeonrecenttrendsinOrganisationalBehaviour to the students and these components will not cover in the examination.

**RecentTrendsinOrganizationalBehaviour**

## TextBooks:

1. Ahuja,K.K.,2017,OrganisationalBehaviour,KalyaniPublishers,Ludhiana.
2. GangadhaarRaoM,RaoV.S.PandNarayana P.S 2017OrganaisationalBehaviour Text and Cases, Konark Publishers Pvt.Ltd. New Delhi.
3. KhankaS.SOrganisationalBehaviour,2018S.ChandandCompanyLtd, New Delhi

## SupplementaryReadings:

1. Aswathappa,K.2018,OrganisationalBehaviourText,CasesandGames,Himalaya Publishers Pvt.Ltd, New Delhi
2. Prasad, L.M Organisational Behaviour ,2018 Sultan Chand Publishers, New Delhi
3. MrityunjoyBanerjee.2009,OrganisationalBehaviour.AlliedPublishersLtd, New Delhi
4. PaulHerseyKennethBlanchardDewey,Johnson.K2018,ManagementofOrganisationalBehaviour, Prentice Hall of India, New Delhi
5. LaurieJ.Mullins.2017,ManagementandOrganisationalBehaviour,Wheeler Publishing Pvt. Ltd., New Delhi.

## OutcomeMapping

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| **CO/ PO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** | **PSO 6** |
| **CO1** |  | M |  |  |  | L |  | M |  | M | S |  | M |  |  |  |  |  |
| **CO2** |  |  |  |  |  | M | S | L | M |  | L | M | M |  |  |  |  | S |
| **CO3** |  |  |  |  |  | M | L |  | M | M | S |  | M |  |  | M |  |  |
| **CO4** |  | M |  |  |  | M |  | S |  | L |  |  | M |  |  | M |  |  |
| **CO5** | M |  | M |  |  |  |  | L | M | M | M |  | S |  |  | L |  | S |

**\*L**–Low, **M**-Medium,**S**- Strong

## SemesterIII

**LearningObjectives:**

## 19CBIC302:BUSINESSDATAMINING

## Credits:5

**Hours:75**

**LO1:** Tointroducethestudentsaboutthevariousdatawarehouse architecture

**LO2:** Toenablethestudentstounderstandthedataminingfunctionalities

**LO3:** Toimpartthestudentstointroducethevariousdataminingtechniquesand apply cluster analysis in data

## CourseOutcomes:

Aftersuccessfulcompletionofthecourse,thestudentswillable to:

**CO1:** Understandthedatawarehouse architecture

**CO2:** Prepare, classify and predict the data **CO3:** Apply cluster analysis in data mining **CO4:** FamiliarizewithdesignofDatamining

**CO5:** Applyknowledgeonstructuresofdatamining techniques

## UnitI:DataWarehousing

Data Warehouses- Multidimensional Data Model –Schemes-OLAPOperations -Data Warehouse Architecture – Indexing – Data Pre Processing – Knowledge Discovery from Data Base – Need-Data Cleaning - Data Reduction

## UnitII: AssociationRuleMining

DataMiningFunctionalities-RuleMining-Miningvariouskindsof Association Rules-Data Mining Tasks-Datamining primitives -Issues- Data cleaning – Data transformation –Data reduction- Mining multi- dimensional association rules. **UnitIII: Classificationand Prediction**

Datapreparation for classification and prediction-Classification by Decision Tree-BayesianClassification-RuleBasedClassification–ClassificationbyBack propagation-Support Vector Machines- Associative Classification- Other Classification – Accuracy and Error measures –Ensemble Methods – Model Section. **Unit IV : Cluster Analysis**

Cluster Analysis – Types and Methods –Clustering High Dimensional Data – Constraints –Based Cluster Analysis-Outlier Analysis.

## UnitV:DataMiningTool

Data Mining Tool– Loadingthedata–Filteringattributes– Selection-Training a classifier-Building your own classifier- Tree visualization-Testing and evaluating your models- Regression models-Clustering- Reusing model- Data mining in marketing –Using WEKA for stock value forecasting.

Faculty member will impart the knowledge on recent trends in Business Data Mining to the students and these components will not cover in the examination.

**RecentTrendsinBusinessDataMining**

## TextBooks:

1. Jiawei Han and Micheline Kamber, 2017, Data Mining Concepts and Technologies, Morgan Kaufman
2. BostjanKaluza2018, InstantWekaHow–to,PACKTPublishing
3. DavidandYoung2018,IntroductiontoBusinessDataMining,IrwinProfessional Publishing, USA

## SupplementaryReadings:

1. IanHWittenandEibeFrank2018,DataMining:PracticalMachineLearning Tools and Techniques, Morgan Kaufmann Publications
2. DunhamM.H2017,DataMining:IntroductoryandAdvancedTopicsImprint Pearson Education,New Delhi
3. ArunK.Pujari2018,DataMiningTechniquesUniversitiesPress(India)PvtLtd New Delhi.

## OutcomeMapping

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| **CO/ PO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** | **PSO 6** |
| **CO1** | M |  |  |  |  | L |  | M | S |  |  | L |  |  | M |  | M | S |
| **CO2** | S |  | M |  |  | M |  |  |  |  | L | M |  |  | S | M | L | M |
| **CO3** | M |  | S | M |  |  |  | M |  |  | M |  |  |  | M | L | M | M |
| **CO4** |  |  | M | M |  |  |  | L | S |  |  |  |  |  | S | M | L | M |
| **CO5** | M |  | L | M |  |  |  |  |  |  |  |  |  |  | M | M |  | S |

**\*L**–Low, **M**-Medium,**S**- Strong

## SemesterIII

## 19CBIC303:DATABASEMANAGEMENTSYSTEM

**Credits:5**

**Hours:75**

**LearningObjectives:**

**LO1:** Tointroducetheconceptualframeworkofdatabasesystemtothestudents

**LO2:** Toimpartthestudentsbasicconceptsindatabasearchitecture

**LO3:** Toenablethestudentstohaveabroadunderstandingofdatabaseconcepts And data base management software.

## CourseOutcomes:

Aftersuccessfulcompletionofthecourse,thestudentswillable to:

**CO1:** UnderstandthedatabaseconceptsandDBMSsoftware

**CO2:** GainknowledgeonDataBaseManagementComponentsanditsfunctions

**CO3:** UnderstandtheArchitectureofDatabasesystem

**CO4:** Improvethequalityofdatabasedesignbynormalization

**CO5:** Haveahighlevelunderstanding ofDataBaseManagementComponentsand its functions

## UnitI:DatabaseSystemArchitecture-Basicconcepts

Data system, operational data, data independence, Architecture for a database system, Distributed databases. Storage Structures : Representation of Data. DataStructuresandcorresponding operators- Relation Approach,Hierarchical Approach, Network approach.

## UnitII:RelationalApproach

Relational Data Structure : relation, Domain, attributes, keys. Relational Algebra:Introduction,Traditionalsetoperation.Attributenamesforderivedrelations, special relational operations.

## UnitIII:NetworkApproach

Architecture of DBTG system. DBTG Data Structure : The Set construct, Singular sets, sample schema, the external level of DBTG – DBTG Data manipulation.

## UnitIV:RelationalDatabaseDesign

Relational Database Design: Pitfalls – Normalization Using Functional Dependencies- Decomposition – Boyce-Codd Normal Form – Third Normal Form – Normalization Using Multivalve Dependencies- Fourth Normal Form- Normalization Using Join Dependencies – Domain Key Normal Form.

## UnitV:QueryInterpretation

Query Interpretation – Equivalence of Expression – Query Processing Cost – Query Optimizer.

Basic Concepts of Database Recovery- Concurrency Control Database Security and Integrity- Distributed Database.

Faculty member will impart the knowledge on recent trends in Data Base Management System to the students and these components will not cover in the examination.

**RecentTrendsinDataBaseManagementSystem**

## TextBooks:

1. Abraham Silberschatz, Henry F.Korth, Sudharshan. S, 2012, Database System Concepts 6th Edition, Tata McGraw Hill, New Delhi.
2. JefferyD.Ullman,2017,PrinciplesofDatabaseSystem,GalgotiaPublishers, New Delhi
3. Ramakrishnan,2017,DatabaseManagementSystemTataMcGrawHill, New Delhi.

## SupplementaryReadings:

1. RamezElmasri,ShamkantB.Navathe,2017,FundamentalsofDatabase Systems, 4thEdition, Addidion Wesley,
2. RaghuRamakrishnan,2016,DatabaseManagementSystems,3rdEdition Tata McGraw Hill, New Delhi.
3. SubhashBatnagar2017,InformationandCommunicationTechnologyin Development, Sage Pub. India, New Delhi
4. Suresh,Basandra.K,2017,ComputersToday,GalgotiaPublisher,NewDelhi

## OutcomeMapping

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| **CO1** | M | S |  | M |  |  |  |  | L |  |  | M |  |  | S |  | M | M |
| **CO2** |  |  |  | L |  |  |  |  | S |  |  | M |  |  | M |  | L | M |
| **CO3** |  |  |  | M |  |  |  |  | L |  |  | M |  |  | S |  | M | M |
| **CO4** | M | L |  | M |  |  |  |  | S |  |  | L |  |  | M |  | M | S |
| **CO5** | M | M |  | S |  |  |  |  | M |  |  | M |  |  | L |  | M | M |

**\*L**–Low, **M**-Medium,**S**- Strong

## SemesterIII

## 19CBIP304:INSTITUTIONALTRAINING/INTERNSHIP

## Credits:5

**LearningObjectives:**

**LO1:** Tofamiliarizethestudentstohaveaknowledgeoninstitutional/industrial environment

**LO2:** Toprovidestudentsaninsightintotheorganizationalstructureofan institution/industry

**LO3:** Toenablethestudentstogainpracticalknowledgeoninstitution/industrial operations

## CourseOutcomes:

Aftersuccessfulcompletionofthecourse,thestudentswillable to:

**CO1:** Familiarwithinstitution/industrialenvironment

**CO2:** Understandtheorganizationalstructureofaninstitution/industry

**CO3:** Comprehendtheinstitutional/industrialpracticeslike,HR,Finance, Manufacturing and Marketing

**CO4:** Gainpracticalknowledgeoninstitutional/industrialoperations

**CO5:** Integratethetheoreticalknowledgewithpracticalknowledge

## OutcomeMapping

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| **CO/ PO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** | **PSO 6** |
| **CO1** |  | M | L |  | M | M | S | M |  |  | M |  | S | M | L | M |  |  |
| **CO2** |  |  |  |  |  |  |  |  | M |  | S | M | M | L |  | M | M |  |
| **CO3** |  | M |  | L |  | M | S | M |  |  |  |  | M | S |  | L | M |  |
| **CO4** |  | M | M |  |  |  |  |  | M |  |  | L |  | M | M | S |  |  |
| **CO5** |  | L |  |  |  |  |  | S | M |  |  | S | M | M | M | L |  |  |

**\*L**–Low, **M**-Medium,**S**- Strong

**SemesterIV**

**19CBIC401:BUSINESSINTELLIGENCESTRATEGIESANDPROCESS**

**Credits:5**

**Hours:75**

**LearningObjectives:**

**LO1:** Toimpartthestudentstounderstandbasicconceptsofbusinessintelligence and its frame work

**LO2:** Toequipthestudentstoformulatestrategiesinrelationtobusinessperformance measurement

**LO3:** Tomakethestudentstogainaninsight intothetext and web designing

## CourseOutcomes:

Aftersuccessfulcompletionofthecourse,thestudentswillable to:

**CO1:** Understandtheconceptualframeworkofbusinessintelligence

**CO2:** Formulatestrategiesinrelationtobusinessperformancemeasurement

**CO3:** Appreciate the importance of text and web mining data **CO4:** Analyzeandapplyvariousbusinessintelligencemethods **CO5:** Tackle the issues in business intelligence

## UnitI:IntroductiontoBusinessIntelligence

Business Intelligence – Framework for Business Intelligence-Creation- Transaction Processing Vs analytical Processing – Major Tools and Techniques of Business Intelligence.

## UnitII:BusinessPerformanceManagement

Business Performance Management – Strategies – Plan –Monitor – Performance Measurement – Business Process Management Methodologies – Performance of Dashboards and Scorecards.

## UnitIII:TextandWebMining

Text and Web mining – Concepts and Definition – Language processing.-Text Mining applications – text mining process – text mining tools – web mining and web structure mining – web usage mining

## UnitIV:BusinessIntelligenceandImplementation

Business Intelligence Implementation – Implementation of Business Intelligence and Integration Implementation – Connecting Business Intelligence systems to Databases and other enterprise systems.

## UnitV:BusinessIntelligenceIssues

On Demand Business Intelligence – Issues of Legality, Privacy and Ethics- Emerging Topics in Business Intelligence- the Web 2.0 revolution- On line social networking-virtual worlds-social networks and Business Intelligence-collaborative decision making-RFID and new Business Intelligence application opportunities – reality mining.

Faculty member will impart the knowledge on recent trends in Business Intelligenceto the students and these components will not cover in the examination.

**RecentTrendsinBusinessIntelligence**

## TextBooks:

1. EfraimTurban,RameshSharda,DursunDelenandDavidKing,2017,Business Intelligence Prentice Hall, New Delhi
2. RusselandPeterNorvig2017,ArtificialIntelligence:AModernApproach, Prentice Hall, New Delhi
3. GalitShmeliNitinR.PatelandPeterC.Bruce2017,DataMiningforBusiness Intelligence, Wiley- India Pv t Ltd,New Delhi

## SupplementaryReadings:

1. CindiHowson,2017,SuccessfulBusinessIntelligence,McGrawHill,NewDelhi.
2. Grossmann,Wilfried,Rinderie-maStefanie2017,FundamentalsofBusiness Intelligence , For Dummies, London
3. Rausch,PeterShetaAlaaFAyesh2017,BusinessIntelligenceandPerformance Management ,Berrett Koehler, London

## OutcomeMapping

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| **CO/ PO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** | **PSO 6** |
| **CO1** |  |  | M | S |  |  |  |  | L |  |  | M | S |  | L |  | M | M |
| **CO2** |  |  |  | M |  | L | M | M | S |  |  |  |  |  | M | S | L |  |
| **CO3** |  |  | M | S |  |  |  |  |  |  | M |  |  |  | L |  | M | M |
| **CO4** |  | M |  | L |  |  |  |  |  |  |  | S |  |  | M |  | M |  |
| **CO5** | M | M |  | M |  |  | M |  | L |  |  | M |  |  | S |  | M | M |

**\*L**–Low, **M**-Medium,**S**- Strong

**SemesterIV**

**19CBIC402:E-CUSTOMERRELATIONSHIPMANAGEMENT**

**Credits:4**

**Hours:60**

**LearningObjectives:**

**LO1:** Toimpartthestudentstounderstandonvariousconceptsofcustomer relationship management practices

**LO2:** Tomakethestudentstoacquireexpertknowledgeoncustomerinformation data base

**LO3:** To train the students to gain knowledgeon customer relationship management process

## CourseOutcomes:

Aftersuccessfulcompletionofthecourse,thestudentswillable to:

**CO1:** ComprehendtheconceptsrelatingtoCustomerRelationshipmanagement practices

**CO2:** Analyze CustomerInformationDatabasetounderstandthecustomer behaviour

**CO3:** Graspanideaofcustomerrelationshipmanagement process

**CO4:** AppreciatethevariousModelsofCustomerRelationshipManagement

**CO5:** Understand the e-CRM solutions for better customer relationship management

## UnitI: IntroductiontoCRM

Definitions – Concepts and Context of relationship Management Evolution – Transactional Vs Relationship Approach – CRM as a strategic marketing tool – CRM significance to the stakeholders

## UnitII:UnderstandingCustomers

Customer information Database – Customer Profile analysis Customer perception, Expectations analysis – Customer behavior in relationship perspectives; individual and group customer segments

## UnitIII: CRMStructures

Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications

## UnitIV:CRMPlanningAndImplementation

Strategic CRM planning process – Implementation issues – CRM Tools – Analytical CRM – Operational CRM – Call centre management – Role of CRM Managers

## UnitV:TrendsinCRM

e-CRM Solutions – Data Warehousing –Data mining for CRM – an introduction to CRM software packages

Faculty member will impart the knowledge on recent trends in Electronic Customer RelationshipManagement to thestudentsandthesecomponentswillnot coverin the examination.

**RecentTrendsinElectronic-CustomerRelationshipManagement**

## TextBooks:

1. Shainesh, G and Jagdish, N Sheth, 2018, Customer Relationship Management- Strategic Perspective, New Delhi: MacMillan, New Delhi
2. AlokKumaretal.2018CustomerRelationshipManagement:Conceptsand Applications, Biztantra
3. ShanthiR.2013,CustomerRelationshipManagement:MJPPublishers, New Delhi

## SupplementaryReadings:

1. Mohammed, H.P., and Sagadevan, A.2018 Customer Relationship Management – A step by step ApproachNew Delhi, Wiley India Pvt.Ltd.
2. Jim Catheart, 2018. The Eight Competencies of Relationship Selling, New Delhi, McMillan India
3. Assel,2018ConsumerBehaviour–AStrategicApproach,Biztranza

## OutcomeMapping

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| **CO/ PO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** | **PSO 6** |
| **CO1** |  |  |  |  |  |  |  |  |  |  | M | L | M | M | S |  |  |  |
| **CO2** | M |  | M | L |  |  |  |  |  |  |  |  | S | M |  | M | L | M |
| **CO3** | M |  | S |  |  | M | M |  |  |  |  |  |  |  | L | M | M |  |
| **CO4** | M |  | L |  |  |  |  |  | M |  | M | S |  |  | M | M | S |  |
| **CO5** | M |  | S | M |  |  |  |  | L |  |  | M | M |  | S |  | L | M |

**\*L**–Low, **M**-Medium,**S**- Strong

## SemesterIV

## 19CBIC403:BUSINESSVISUALISATIONANALYSIS

**Credits:5**

**Hours:75**

**LearningObjectives:**

**LO1:** Tomakethestudentstounderstandtheconceptof Tableau

**LO2:** Totrainthestudentstoconstructvariousvisualization techniques

**LO3:** To impart the students to gain expert knowledge on Apache Spark platformfor business intelligence data storage and analysis

## CourseOutcomes:

After successful completion of the course, the students will able to: **CO1:** ComprehendtheoreticalframeworkofbusinessvisualizationTableau **CO2:** Connect various business data for visualization

**CO3:** Constructvariousvisualizationtechniques

**CO4:** ApplyPowerBusinessIntelligenceservicesinbusiness intelligence

**CO5:** ApplyApacheSparkplatformforbusinessintelligencedatastorageand Analysis

## UnitI:Tableau

Introduction to Tableau – Tableau Role –Application – Tableau workbooks- Publishing-PDF-Best Practices in Connecting to Data- Working with Meta data- Data source changes- Working with data –Filtering- Building groups- hierarchies- Sets.

## UnitII: BuildingVisualizations

Building Visualization– Barcharts-Linecharts–PieCharts–BuildingPacked Bubble Charts -Text Tables –– Building Scatter Plots- Map views- Building heatMaps –Building Tree Maps –Dash Boards- Overview – Building Dashboards.

## UnitIII:PowerBusiness Intelligence

Introduction – Parts of Power Intelligence – Flow of work in Power Business Intelligence – Using Power Business Intelligence- Building Blocks of Power Business Intelligence – Visualizations –Datasets-Reports –Quick Look at the power Business Intelligence service- Create out of Box dashboards with cloud services- Refreshing data in the Power Business Intelligence Service.

## UnitIV:Connecttodata

Data Sources in Power Business Intelligence Desktop – Connect to data in Power Business Intelligence Desktop-Import Excel workbooks into Power Business Intelligence Desktop- Connect to an Oracle database- Run R Scripts- Connect to CSV files.

## UnitV:Spark Overview

Features of Apache Spark – Components – Spark Clusters andFiles- RDD Fundamentals – Purpose and Structure –Transformations, actions and DAG – Spark SQL and Data frame uses – Spark Streaming – Sources and Tasks- Principles of Machine Learning-Classification-regression-clustering-collaborativefiltering, dimensionality reduction.

Faculty member will impart the knowledge on recent trends in Business Visualisation to the students and these components will not cover in the examination.

**RecentTrendsinBusinessVisualisation**

## TextBooks:

1. JoshuaN.Milligan2016,LearningTableau–HowDataVisualizationBrings Business Intelligence to Life Packt Publishing, USA
2. GeorgePack2018,Tableau andOfficialGuideMcGrawHillPublication, New Delhi
3. Efraim Turban, Ramesh Sharda,DursunDelen and David King2012,Business Intelligence Prentice Hall, New Delhi

## SupplementaryReadings:

1. CindiHowson2018,SucessfulBusinessIntelligence,McGrawHill,NewDelhi.
2. Grossmann,Wilfried,Rinderie-maStefanie2017,FundamentalsofBusiness Intelligence , For Dummies, London
3. Stuart Russel and Peter Norvig 2018, Artificial Intelligence: A Modern Approach, Prentice Hall, New Delhi

## OutcomeMapping

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| **CO/ PO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** | **PSO 6** |
| **CO1** | M |  |  | S |  |  |  |  |  |  |  |  |  | M | L |  | M |  |
| **CO2** | M |  |  | L |  |  |  |  | S |  |  | M |  |  | M |  | L | M |
| **CO3** | S |  |  | M |  |  |  |  | M |  |  | L |  | M | M | M | S |  |
| **CO4** | M | M | M | L |  |  |  | M | M |  |  |  |  |  | S |  | L |  |
| **CO5** | M | M | S | M |  |  |  | M | L |  |  |  |  |  | M |  | S | M |

**\*L**–Low, **M**-Medium,**S**- Strong

**SemesterIV**

**19CBIP404:BUSINESSVISUALISATIONANALYSIS**

**(ProjectorPracticalCourse)**

**Credits:6**

**LearningObjectives:**

**LO1:** TogivepracticalknowledgetothestudentsonBusinessvisualization Tableausoftware

**LO2:** Totrainthestudentstoconnectvariousbusinessdatafor visualization

**LO3:** To impart the students to comprehend and relate power business intelligence services in business intelligence

## CourseOutcomes:

Aftersuccessfulcompletionofthecourse,thestudentswillable to:

**CO1:** WorkinginTableauforcreating,visualizingandreportingondata

**CO2:** Analyzevariousbusinesssystemsusingpowerbusinessintelligencetechniques

**CO3:** Corroboratepowerbusinessintelligenceservicesinbusinessintelligence

**CO4:** Implementthevariousdataprocessingoperationsusing Spark

**CO5:** ConstructApache’ssparkplatformforbusinessintelligence

## Tableau

1. CreatingormodifyaSchedule
2. PublishingdatainTableau
3. Working withdata,filter,sorting
4. Datavisualizationusingchartsandscatterplots
5. ReportsgenerationinTableau

## PowerBusinessIntelligence

1. SalesandMarketingsampleofPowerBusinessIntelligence
2. CustomerProfitabilitySamplePowerBusinessIntelligence
3. HumanResourcesforsamplepowerBusinessIntelligence
4. SupplierQualityAnalysissampleforpowerBusinessIntelligence

## Spark

1. CreatingRDDsfromDatafiles,Reshaping DatatoAddStructures
2. CreatingDataframes,CatchingandRe-usingDataframes
3. CreatingDStreamsfromsources,operatingonDStream Data

## OutcomeMapping

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| **CO/ PO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** | **PSO 6** |
| **CO1** | S |  | M | L |  |  |  |  |  |  |  |  |  | L | S |  | M |  |
| **CO2** | M |  |  | M |  | L |  | S | M |  |  | M |  |  | L |  | M | M |
| **CO3** | M |  | L | S |  |  |  |  | M |  |  | M |  | L | M | S | M |  |
| **CO4** | M |  | M | M |  |  |  |  | S |  |  | L |  |  | M |  | M | M |
| **CO5** | M |  | L | S |  |  |  |  | M |  |  | M |  |  | S |  | M | M |

**\*L**–Low, **M**-Medium,**S**- Strong

**Elective Courses DepartmentElectives(DE)**

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| **S.**  **No** | **CourseCode** | CourseTitle | **Hours/ week** | **C** | **Marks** | | |
| **L** | **CIA** | **ESE** | **Total** |
| 1. | 19CODE205 | CorporateSocial Responsibility | 3 | 3 | 25 | 75 | 100 |
| 2. | 19CODE206 | InternationalFinanceand  Foreign Exchange | 3 | 3 | 25 | 75 | 100 |
| 3. | 19CODE207 | InternationalLogistics Management | 3 | 3 | 25 | 75 | 100 |
| 4. | 19CODE305 | Goodsand Services Tax | 3 | 3 | 25 | 75 | 100 |
| 5. | 19CODE306 | MarketingofFinancial Services | 3 | 3 | 25 | 75 | 100 |
| 6. | 19CODE307 | Project Finance and  Management | 3 | 3 | 25 | 75 | 100 |

## SemesterII

## 19CODE205:CORPORATESOCIALRESPONSIBILITY

**Credits:3**

**Hours:45**

**LearningObjectives:**

**LO1:** To enable the students to understand the meaning and concept of Corporate Social responsibility

**LO2:** ToenablethestudentstounderstandthepreparationofCustomer Relationship Reports

**LO3:** Toimpartthestudentstogainknowledgeonprinciplesandpracticeof CSRin Indian context

## CourseOutcomes:

Aftersuccessfulcompletionofthecourse,thestudentswillable to:

**CO1:** Gainallessentialandfundamentalknowledgeontheprinciplesandpractices of CSR in India.

**CO2:** Enhance the skill of implementation of CSR in their own enterprises as andwhen required

**CO3:** Augmenttheskilltobringuptheirstart-ups.

**CO4:** EvaluateCSRactivities

**CO5:** TacklevariousissuesrelatingtoCSRaudit

## UnitI:MeaningofCorporateSocialResponsibility(CSR)

MeaningandDefinition of CSR - - Principles of CSR - CSR and Corporate Governance-DriversofCSR-Conceptof Charity-CorporateCitizenship -Corporate Philanthropy.

## UnitII:CSRPolicyunderSec.135oftheCompaniesAct2013

CSR Policy - Constitution of CSR committee and its composition - CSR Design - CSR Budget -Implementation of CSR - CSR Process - CSR Activities - Provision of CSR in Companies Act, 2013

## UnitIII:CSRActivities

Meeting of the CSR Committee - Preparation of CSR Report - Placing CSR Report in Board meeting - Board’s responsibility towards CSR -CSR project management approach - Evaluation of CSR projects –

## UnitIV:EvaluationofCSRActivities

Internal Monitoring and Evaluation of CSR Activities- External Monitoringand Evaluation of CSR Activities; - CSR Committee and Board level review of CSR performance-CSR Reporting

## UnitV:AuditandStandardsCSR

CSRAudit;variousissuesrelatingtoCSRAudit-SustainabilityofCSRAudit

- benefits of CSR audit - CSR Ratings, CSR awards. Social Accountability 8000 (SA8000) **-** Indian Standard Organization (ISO-26000-2010).

Faculty member will impart the knowledge on recent trends in Corporate Social Responsibility to the students and these components will not cover in the examination.

**RecentTrendsinCorporateSocial Responsibility**

## TextBooks:

1. SanjayK.Agarwal2017,CorporateSocialResponsibilityinIndia Sage Publications, New Delhi
2. NancyLeeandPhilipKotler2017,CorporatesocialResponsibility:Doing the mostGood for your company, John Wileyand Sons, USA
3. WayneVisser2018,CSR2.0TransformingCorporateSustainabilityand Responsibility, Springer Scienceand Business Media, USA

## SupplementaryReadings:

1. MiaMahmudurRahim2015,LegalRegulationofCorporateSustainabilityand ResponsibilitySpringer Scienceand Business Media, USA
2. Christoper2018,SustainableValue:Howtheworld’sleadingcompaniesdoing well by doing good Stanford University Press, USA
3. Ilangovan Dand. R.Durga doss 2018, Corporate Governance – An Insight, The United Publishers, Mangalore

## OutcomeMapping

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| **CO/**  **PO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO**  **10** | **PO**  **11** | **PO**  **12** | **PSO**  **1** | **PSO**  **2** | **PSO**  **3** | **PSO**  **4** | **PSO**  **5** | **PSO**  **6** |
| **CO1** |  |  |  |  |  |  |  | M | M | L |  |  |  |  | S |  |  |  |
| **CO2** |  | M |  |  |  | M |  |  |  |  |  |  |  |  | S |  |  | M |
| **CO3** |  |  |  |  |  |  | M |  | S |  | M | L |  |  | M |  |  |  |
| **CO4** |  |  |  | M |  | L |  | M | M |  | S |  |  |  | M |  |  | M |
| **CO5** |  |  | M |  |  |  |  |  |  |  |  |  |  |  | L |  |  | S |

**\*L**–Low, **M**-Medium,**S**- Strong

**SemesterII**

**19CODE206:INTERNATIONALFINANCEANDFOREIGNEXCHANGE**

**LearningObjectives:**

**Credits:3**

**Hours:45**

**LO1:** Toenablethestudentstogainknowledgeoninternationalfinancial institutions and its Functions

**LO2:** Tomakethestudentstocomprehendtheforeignexchangedealingsbycommercial banks and RBI

**LO3:** Toeducatethestudentstounderstandandcomputetheexchangerates

## CourseOutcomes:

Aftersuccessfulcompletionofthecourse,thestudentswillable to:

**CO1:** Appraisethefundamentalknowledgeonworkingofinternationalfinancial Institutions in India.

**CO2:** GainknowledgeofroleofinternationalfinancialinstitutionslikeBISand ADB

**CO3:** Monitorforeignexchangemarketmovement

**CO4:** RecalltheforeignexchangedealingsbycommercialbanksandRBI.

**CO5:** Calculateandcomputeforeignexchangerates.

## UnitI: Introduction

SignificanceandImportanceofInternationalFinance–ScopeandLimitation –Foreign Aid – Indian Experience.

## UnitII:InternationalFinancial Institutions

Organisation, Functions, Objective and working of International Bank for Reconstruction and Development (IBRD) and International Monetary Fund (IMF).

## UnitIII:RegionalFinancialInstitutions

Objectives and Functions of International Development Association, InternationalFinance Corporation–TheBankforInternationalSettlements(BIS)and Asian Development Bank (ADB).

## UnitIV:ForeignExchange

Foreign Exchange – Meaning and Definition –Foreign Exchange Market – Authorised Dealers – Money changers – Foreign Exchange Dealings by Commercial Bank and Reserve Bank of India

## UnitV:Rateof Exchange

Introduction – Factors influencing exchange rates – Direct rate and Indirect Rate –– Exchange arithmetic – Computation of exchange rates.

Faculty member will impart the knowledge on recent trends in International Finance and Foreign Exchange to the students and these components will not cover in the examination.

**RecentTrendsinInternationalFinanceandForeignExchange**

## Note:TheoryQuestions Only

**TextBooks:**

1. AlanC.Shapiro2017, MultinationalFinancialManagement,PrenticeHallof India,New Delhi
2. Bhalla,V.K2016InternationalFinancialManagement,AnmolPub.,NewDelhi.
3. Keshkamat,V.V-2015,ForeignExchange:AIntroduction,VivekPub.,Mumbai

## SupplementaryReadings:

1. Balagopal,T.A.S2016,ExportManagement,HimalayaPub.,Mumbai,
2. Buckly2016MultinationalFinance,PHI,NewDelhi.
3. Jeevanatham2016, Foreign Exchangeand Risk Management, Sultan Chand, NewDelhi.
4. Jeevanatham,2016,ForeignExchange–PrinciplesPractices and Control, Sultan Chand,and Sons, New Delhi.
5. Simha,SLN2017,InternationalMonetaryReforms,VoraandCo,Mumbai,

## OutcomeMapping

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| **CO/**  **PO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO**  **10** | **PO**  **11** | **PO**  **12** | **PS**  **O1** | **PS**  **O2** | **PS**  **O3** | **PS**  **O4** | **PS**  **O5** | **PS**  **O6** |
| **CO1** |  |  |  |  |  |  |  |  | M |  |  | L |  |  | M |  |  |  |
| **CO2** |  |  |  |  |  |  |  |  |  |  | S |  |  |  | L |  |  |  |
| **CO3** | M |  |  | M |  |  |  |  |  |  |  | M |  |  | S |  |  |  |
| **CO4** |  |  |  |  |  |  |  |  | L |  |  | M |  |  | M |  |  |  |
| **CO5** | M |  |  | S |  |  |  |  |  |  |  |  |  |  | M |  |  |  |

**\*L**–Low, **M**-Medium,**S**- Strong

**SemesterII**

**19CODE207:INTERNATIONALLOGISTICSMANAGEMENT**

**Credits:3**

**Hours:45**

**LearningObjectives:**

**LO1:** To acquaint the students with basic knowledge of business logistics **LO2:** Tomakethestudentstodevelopawarenessaboutoceantransportation **LO3:** Toenablethestudentstoacquireknowledgeoninventorymanagement

## CourseOutcomes:

Aftersuccessfulcompletionofthecourse,thestudentswillable to:

**CO1:** Understandtheknowledgeaboutthefundamentalsandbasicconceptsof business logistics and supply chain

**CO2:** Enlightenwiththeknowledgefreightstructureandpracticesinshipping

**CO3:** Masterovertheprocedureandprinciplesofoceantransportation

**CO4:** UnderstandtheapplicabilityofinventorymanagementandwarehousingFunctions

**CO5:** Applythestrategiesfortransportationandpackaging

## UnitI:IntroductiontoBusinessLogisticsandSupplyChain

Business logistics and Supply Chain-Meaning-Importance-objectives and drivers Strategy-Planning selecting proper channel, Performance measurement- outsourcing-Make or Buy approach

## UnitII:Structureofshipping

Structure – Types of ships-Operating systems-Characteristics liner and tramp operators-code of conduct for liner conferences, freight structure and practices- chartering principles.

## UnitIII:DevelopmentsinOceanTransportation

Containerization:CFS and inland container depots, Multi-model transportation and CONCOR – Role of intermediaries including fright Agents, shipping agents, Container Agents.

## UnitIV:InventoryandWarehousing

Inventory-Objectives, Bullwhip effect, control-Probabilistic inventory models- Risk pooling-Vendor managed inventory-Warehousing functions

## UnitV:TransportationandPackaging

Transportation-Drivers modes measures-Strategies for transportation, 3PL and 4PL., Vehicle routing and scheduling-Packaging-Design consideration material and cost-packing

Faculty member will impart the knowledge on recent trends in International Logistics Management to the students and these components will not cover in theexamination.

**RecentTrendsinInternational Logistics**

## TextBooks:

1. Natarajan L 2017, Logistics Supply Chain Management, MarghamPublications, Chennai
2. SunilChopraandPetermeindi2016,SupplyChainManagement–StrategyPlanning and Operation PHI Learning, New Delhi
3. DonoldJBolversoxandDavisJ.Closs2016,LogisticsManagement:The Integrated Supply chain, Tata McGraw Hill., New Delhi

## SupplementaryReadings:

1. RahulV.Altekar,2016,SupplyChainManagement,PHILearning,NewDelhi
2. AilawadiandRakeshSingh2016,LogisticsManagementPHILearning, New Delhi
3. DonoldWatersandPalgrake2016,Logistics:AnIntroductiontoSupplyChain Management, Mac Millan, New Delhi
4. SarikaKulkarniandAshokSharma2018,SupplyChainManagement,TataMcGraw Hill Publishing Company, New Delhi
5. HaroldDyckhoffandSpringer2017,SupplyChainManagementandReverse Logistics, International Edition, New Delhi

## OutcomeMapping

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| **CO/ PO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** | **PSO6** |
| **CO1** | M | M |  |  |  |  |  | M | M |  |  | S |  |  | L |  |  |  |
| **CO2** | M | M |  |  |  |  |  | S | M |  |  | L |  |  | M |  |  |  |
| **CO3** | M | M |  | L |  |  |  | M | M |  |  | S |  |  | M |  |  | S |
| **CO4** | M | S |  |  |  |  |  | M | L |  |  | M |  |  | M |  |  |  |
| **CO5** | M |  |  | L |  |  |  |  |  |  |  |  |  |  | S |  |  |  |

**\*L**–Low, **M**-Medium,**S**- Strong

## SemesterIII

## 19CODE305:GOODSANDSERVICESTAX

**Credits:3**

**Hours:45**

**LearningObjectives:**

**LO1:** Toenablethestudentstounderstandthebasicconceptofindirecttax

**LO2:** ToprovidethestudentsbasicknowledgeofprovisionsofGST

**LO3:** Toeducatethestudentswithregistrationprocess,returnsandpaymentprocedure of Goods and Services Tax.

## CourseOutcomes:

Aftersuccessfulcompletionofthecourse,thestudentswillableto: **CO1:** Comprehend the fundamentals of indirect tax and need for GST **CO2:** Understand the structure of GST and their schemes in practice **CO3:** Disseminate various modes of registration of GST

**CO4:** Familiarizewiththeadjustmentofdebitandcredit notes

**CO5:** Understandandapplythee-fillingofGSTinpractice

## UnitI:IntroductiontoGoodsandServices Tax

Indirect Taxes – Problems of Indirect taxes – Need for introduction of GST – Commodities kept out the preview of GST – Other indirect Taxes

## .UnitII:StructureofGST

GST Structure – CGST –SGST- IGST – Futures – Exemptions – Schemes – Composition Schemes – Ordinary Scheme – GST Structured Rates

## UnitIII:GSTRegistrationProcess

Registration process in GST – Types – Compulsory Registration -Cancellation

## UnitIV:InputTax Credit

Input Tax Credit – Adjustment of Debit Notes and Credit Notes – Problems in Input Tax Credit

## UnitV:Returns,Payments,RefundProcessand Assessment

Process ofReturn Filing-Types of Returns - E-Ledger and E-Payment ProcessinGST-AssessmentMethods–RefundunderGST–RefundunderSpecial Occasions - Authorities of GST.

Faculty Member will impart the knowledge on theAmendments in Goods and Services Tax made from time to time, to the students and these components will not cover in the examination.

**AmendmentsinGoodsandServicesTaxmadefromTimetoTime**

## TextBooks:

1. BalachandranV.,2018,IndirectTaxes,SultanChandandSons,NewDelhi
2. SatrangiG.Goods andServicesTaxPreceptandPractice2018,CentaxPublications, New Delhi
3. Anandaday Mishra,2017,GSTLawandProcedure,TaxmannPublication, NewDelhi

## SupplementaryReadings:

1. C.A.RajandK.Agarwal,2017,TaxationandIndirectTaxes,Taxmann Publication, New Delhi
2. V.S.Datey,2017,GoodsandServicesTax,TaxmannPublication,NewDelhi
3. PullaniandManiyar,2017,GoodsandServicesTax,LawJournal,Bangalore Development Limited, New Delhi

## OutcomeMapping

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| **CO/**  **PO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO**  **10** | **PO**  **11** | **PO**  **12** | **PSO**  **1** | **PSO**  **2** | **PSO**  **3** | **PSO**  **4** | **PSO**  **5** | **PSO**  **6** |
| **CO1** |  |  |  |  |  |  |  |  |  |  |  | L | M | M |  |  |  |  |
| **CO2** | M |  |  |  |  |  |  |  |  |  | M |  | M | S |  |  |  |  |
| **CO3** |  |  |  |  |  |  |  |  |  |  |  |  | L | M |  |  |  |  |
| **CO4** |  |  |  |  |  |  |  |  |  |  |  |  | S | M |  |  |  |  |
| **CO5** |  |  | M | L |  |  |  |  |  |  |  |  | M | S |  |  |  |  |

**\*L**–Low, **M**-Medium,**S**- Strong

## SemesterIII

## 19CODE306:MARKETINGOFFINANCIALSERVICES

**Credits:3**

**Hours:45**

**LearningObjectives:**

**LO1:** Toacquaintthestudentswiththeconceptandfeaturesoffinancial services.

**LO2:** Toenable students to learnthe conceptof marketsegmentation andbuyer behaviour.

**LO3:** Toeducatestudentswith7-Psofservicesmarketingmix.

## CourseOutcomes:

Aftersuccessfulcompletionofthecourse,thestudentswillable to:

**CO1:** Explaintheconceptandfeaturesoffinancial services

**CO2:** Gainknowledgeonsegmentationstrategyof marketing

**CO3:** Understand the significance of customer loyalty and product life cycle **CO4:** Explainpriceandpromotionstrategyandprotectionofcorporateimage. **CO5:** Describe 3 -Psof service marketing

## UnitI:MarketingConceptinFinancial Services

Services Marketing-Concept-Features of Services Marketing-Need for applyingMarketingConceptinFinancialServices–CustomerServicesinFinancial Marketing.

## .UnitII:MarketSegmentationandBuyerBehaviour

FinancialServicesMarketing-Environment-MarketSegmentationinFinancial Market-Buyer Behaviour with reference to Financial Services.

## UnitIII:MarketingMix– ProductandPlace

MarketingMixinFinancialServicesMarkets-ProductDevelopment-Product Life Cycle-Branding related to Financial Services-Customer Loyalty-Place related issues in financial services

## UnitIV:MarketingMix–Priceand Promotion

Pricingoffinancialservices-Methods-PromotionalMix-FinancialAdvertising- Role of media-Corporate image-Publicity-Sales Promotion-Service Guarantee and Assurance.

## UnitV:MarketingMix-People, ProcedureandPhysical Evidence

InternalMarketing-PersonnelforFinancialServices-TQM-Proceduralissues in Financial Services- Role in Service Delivery-Physical evidence in Financial Services.

Faculty member will impart the knowledge on recent trends in Marketing of Financial Services to the students and these components will not cover in the examination.

**RecentTrendsinMarketingofFinancial Services**

## TextBooks:

1. Balachandran.S, 2017,CustomerServicesManagementResponseBooks, New Delhi.
2. Chawla. A.S and Others 2016, Indian Banking towards 21st Century, Deep andDeep Publications ,New Delhi.
3. JhaS.M,2016,ServicesMarketingHimalayaPublishingHouse,NewDelhi

## SupplementaryReadings:

1. RajeevSeth,2017,MarketingofBankingServices,MacMillanPublishing House, New Delhi.
2. RolandTRust2016,ServicesMarketingAddisonWesley,NewYork
3. BalajiB 2017,ServiceMarketingandManagementS.Chand andCo., New Delhi

## OutcomeMapping

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| **CO/ PO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** | **PSO 6** |
| **CO1** |  | M | M |  |  | M | S |  |  |  |  |  | L |  | M |  |  |  |
| **CO2** | S | M |  |  |  |  | L |  |  |  |  |  | M |  | S |  |  |  |
| **CO3** |  |  |  |  |  | S |  | M | M |  |  |  | L |  |  |  |  |  |
| **CO4** | M | M | S | M |  | M | M | L | M |  |  |  |  |  |  |  |  |  |
| **CO5** |  | M |  |  |  |  | L |  | M |  | M |  | S |  | M |  |  |  |

**\*L**–Low, **M**-Medium,**S**- Strong

## SemesterIII

## 19CODE307:PROJECTFINANCEANDMANAGEMENT

**Credits:3**

**Hours:45**

**LearningObjectives:**

**LO1:** Toenablethestudentstounderstandtheneedforinnovative projects

**LO2:** To make the students to gain knowledge on Net Work Analysis of PERT and CPM methods

**LO3:** Togainexpertknowledgeonmonitoringofcostcontrolandevaluatethe Project Performance.

## CourseOutcomes:

After successful completion of the course, the students will able to: **CO1:** Understandtheroleofprojectmanagerinestablishing aNewProject. **CO2:** Evaluate the project feasibility study of new project in the market

**CO3:** GaintheknowledgeofNetWorkAnalysisofPERTandCPMmethods.

**CO4:** Determinethecost controlmethodsinproject.

**CO5:** Conductperformanceappraisalofprojectreport.

## UnitI:Projectan Introduction

Meaning andDefinitionof Project–Features–Establishing aNewProject– Organisation – Innovative Projects – Need for Project Management – Duties and Responsibilities of a Project Manager.

## UnitII:ProjectFeasibilityStudy

Project Feasibility Study – Market or Demand analysis –Technical and Financial Analysis of Projects.

## UnitIII:NetWork Analysis

Minimization of Cost and Time of Projects – Net Work Analysis – PERT – Methods – CPM methods – Details.

## UnitIV:ProjectCostControl

Project Cost Control – Cost forecasting – Monitoring and Control of Costs – Estimation techniques – Factorial, Man-hour, unit rate and operational cost estimation.

## UnitV:Projectperformance

Project performance – Indicators – Review of Project performance – Benefits –Project report – Project failures – Precautions and Practical guidelines.

Faculty member will impart the knowledge on recent trends in Project Managementto the students and these components will not cover in the examination.

**RecentTrendsinProjectManagement**

## TextBooks:

1. Choudhury,S,2016,ProjectManagement,TataMcGrawHillPub.,NewDelhi
2. KesavaRao,P.C,2017,ProjectManagementandControl,SultanChandand Sons, New Delhi
3. PrasannaChandra,2017,ProjectPreparation,Appraisal,ImplementationTata McGraw Hill (P)., New Delhi.

## SupplementaryReadings:

1. Goel,BB2017,ProjectManagement:PrinciplesandTechniquesDeep and DeepPub., New Delhi.
2. HarveyMaylor2017,ProjectManagement,MacMillanIndiaLtd.,NewDelhi.
3. JohnM.Nicholas-2018,ProjectManagementforBusinessTechnology,Prentice Hall of India, New Delhi.

## OutcomeMapping

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| **CO/ PO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** | **PSO 6** |
| **CO1** |  | L | S |  |  |  |  | M | L |  | M | M | S |  | M |  |  |  |
| **CO2** | M |  | M | L |  |  | S | M | M |  |  |  | M |  | L |  |  |  |
| **CO3** | M |  |  |  | S | M | M | M |  |  |  |  | L |  | S |  |  | M |
| **CO4** | M |  |  |  |  | L |  |  |  |  |  |  | S |  | M |  |  |  |
| **CO5** | M |  | M | L |  | M | S | M | M |  | M | M | L |  | S |  |  | M |

**\*L**–Low, **M**-Medium,**S**- Strong

**SemesterIV**

**19IPSCI406:CONSTITUTIONOFINDIA**

**Self StudyCourse NonCreditCourse**

**Hours:30**

**LearningObjectives:**Studentswillbeableto

**LO1:** TograspaboutthebasicRightsandDuties ofIndianCitizenry.

**LO2:** Toponderovertheformof IndianPoliticalSystem.

**LO3:** To have broad understanding about the pivotal provisions related with liberty, Equality and fraternity.

## CourseOutcomes:

Aftersuccessfulcompletionofthecourse,thestudentswillable to:

**CO1:** ImbibedwiththebasicfeaturesofIndianPolitical System

**CO2:** EnlightenthemselveswiththerightsanddutiesofIndian Citizens

**CO3:** Understandthesignificanceofruleoflaw.

**CO4:** Inculcatedwithbasicliberties.

## UnitI:ConstitutionofIndia–BasicFeaturesandFundamentalPrinciples

Making of Indian Constitutional Law and Constitutionalism- Historical Perspective of the Constitution of India –Salient features and Characteristics of the Constitution of India.

## UnitII:FundamentalRightsandDuties

Scheme of Fundamental Rights-The Scheme of Fundamental Duties and its legal status-The Directive Principles of State Policy – Its Importance and Implementation.

## UnitIII:LegislativeandFinancialPowersofStates

Federal Structure and Distribution of Legislative and Financial powers between the Union and the States-Parliamentary form of Government of India- The Constitution powers and States of the President of India.

## UnitIV:ConstitutionalAmendmentsinIndia

TheHistoricalPerspectivesoftheConstitutionalAmendmentsinIndia–Emergency Provisions : National Emergency,President Rule- Financial Emergency. **Unit V : Fundamental Rights**

Schemes of the Fundamental Right to Equality – Scheme of the Fundamental Rights to certain Freedom under Article 19 – Scope of the Right to Life and Personal Liberty underArticle 21.

Faculty Member willimpart theknowledgeon thediscussions made in theparliament impacting the Indian society on the Indian Constitution to the students.

**RecentDiscussionsonIndianConstitutionintheIndianParliament**

## TextBooks:

1. BipinChandra,MridulaMukherjeeandAdityaMukherjee,2016.,IndiaAfterIndependence 1947- 2000, Penguin Publishers,New Delhi.
2. Durga Das Basu,2018., Introduction to theConstitution of India,Prentice Hall, New Delhi.
3. JogendraYadav, 2000,TransformingIndia:DynamicsofDemocracy,Oxford University Press, New Delhi

## SupplementaryReadings:

1. TheConstitutionofIndia1950(BareAct),GovernmentofIndiaPublications, New Delhi
2. BusiS.NAmbedkarB.R2015,FramingofIndianConstitution,NewDelhi
3. JainM.P2014IndianConstitutionLaw,LexisNexis, London
4. PaulR.Brass1999ThePoliticsofIndiaSinceIndependenceCambridge UniversityPress, London
5. Granvila Austin 2006 The Indian Constitution:Cornerstone ofaNation,Oxford University Press, New Delhi.