

BHARATHIDASANUNIVERSITY
TIRUCHIRAPPALLI-620024



**CHOICE BASED CREDIT SYSTEM-LEARNING OUTCOMES BASED
CURRICULUM FRAMEWORK (CBCS - LOCF)**

**BACHELOR OF BUSINESS ADMINISTRATION
(B.B.A.,)**

BOARD OF STUDIES 2026
Date: 29.05.2026

(Applicable to the candidates admitted from the Academic Year 2026-2027 onwards)

PROGRAMME OUTCOMES

After completion of the BBA Programmes, students will be able to:

1. Demonstrate foundational knowledge in management areas such as marketing, finance, human resource management, operations, and entrepreneurship for effective business functioning.
2. Communicate effectively in oral and written forms in academic, professional, and business contexts using appropriate communication methods and digital tools.
3. Analyse basic business situations, interpret data, and evaluate alternatives to support informed business decisions.
4. Identify business problems and suggest suitable solutions using fundamental management concepts, principles, and techniques.
5. Apply basic quantitative, statistical, financial, and analytical tools for business analysis and decision-making.
6. Use digital technologies, information systems, and e-business applications in business operations and communication processes.
7. Demonstrate teamwork, leadership qualities, interpersonal skills, and the ability to work effectively in diverse and multidisciplinary environments.
8. Apply ethical values, social responsibility, and sustainability principles in personal and professional decision-making.
9. Exhibit adaptability, lifelong learning skills, and readiness to respond to changing business environments and emerging technologies.
10. Apply logical, critical, and analytical thinking skills to address business challenges and contribute to organizational effectiveness and innovation.

B.B.A., CURRICULUM STRUCTURE

**CHOICEBASEDCREDITSYSTEM– LEARNING OUTCOMES BASED
CURRICULUMFRAMEWORK(CBCS - LOCF)**

(Applicable to the candidates admitted from the academic year 2026-2027onwards)

Sem.	Part	Name of the Courses	Title of Course	Ins. Hrs	Credits	Exam Hours	Maximum Marks		
							Int.	Ext.	Total
I	I	Ability Enhancement Course – I (AEC - I)	(Tamil\$/Other Languages+, #)	6	3	3	30	70	100
	II	Ability Enhancement Course – II (AEC - II)	English Course - I	6	3	3	30	70	100
	III	Core Course–1 (CC-1)	Management Concepts	4	4	3	30	70	100
		Core Course-2 (CC-2)	Business Statistics	4	4	3	30	70	100
		Allied Course - 1 (AC - 1)	Business Economics	3	3	3	30	70	100
		Allied Course - 2 (AC - 2)	Managerial Communication	3	3	3	30	70	100
	IV	Value Education		2	2	3	30	70	100
		Interdisciplinary Course – 1 (IDC - 1) #	One Course from Outside Department	2	2	3	30	70	100
		Total		30	24				800
II	I	Ability Enhancement Course – III (AEC - III)	(Tamil\$/Other Languages+, #)	6	3	3	30	70	100
	II	Ability Enhancement Course – IV (AEC - IV)	English Course - II	6	3	3	30	70	100
	III	Core Course–3 (CC-3)	Marketing Management	4	4	3	30	70	100
		Core Course- 4(CC-4)	Accounting for Managers - 1	4	4	3	30	70	100
		Allied Course – 3 (AC -3)	Legal Aspects of Business	3	3	3	30	70	100
		Allied Course – 4 (AC -4)	Business Environment	3	3	3	30	70	100
		Skill Enhancement Course -1 (SEC-1) ##	Naan Mudhalvan Course	2	2	3	30	70	100
		Interdisciplinary Course – 2 (IDC - 2) #	One Course from Outside Department	2	2	3	30	70	100
		Total		30	24				800

III	I	Ability Enhancement Course – V (AEC - V)	(Tamil\$/Other Languages+,#)	6	3	3	30	70	100
	II	Ability Enhancement Course – VI (AEC - VI)	English Course - III	6	3	3	30	70	100
	III	CoreCourse–5 (CC-5)	Organisational Behaviour	4	4	3	30	70	100
		Core Course- 6 (CC-6)	Accounting for Managers - II	4	4	3	30	70	100
		Allied Course – 5(AC- 5)	Management Information System	3	3	3	30	70	100
		Allied Course -6 (AC - 6)	Consumer Behaviour	3	3	3	30	70	100
	IV	Skill Enhancement Course- 2 (SEC- 2) ##	Naan Mudhalvan Course	2	2	3	30	70	100
		Interdisciplinary Course – 3 (IDC - 3) \$\$	One Course from Outside Department	2	2	3	30	70	100
		Health &Wellness @		--	1	--			100
		Total			30	25			
IV	I	Ability Enhancement Course – VII (AEC - VII)	(Tamil\$/Other Languages+,#)	6	3	3	30	70	100
	II	Ability Enhancement Course – VIII (AEC - VIII)	English Course - IV	6	3	3	30	70	100
	III	Core Course – 7(CC-7)	Human Resource Management	4	4	3	30	70	100
		Core Course - 8(CC-8)	Computer Application for Business	4	4	3	30	70	100
		Allied Course -7 (AC- 7)	Digital Marketing	3	3	3	30	70	100
		Allied Course -8 (AC- 8)	Business Taxation	3	3	3	30	70	100
	IV	Skill Enhancement Course -3 (SEC- 3) ##	Naan Mudhalvan Course	2	2	3	30	70	100
		Interdisciplinary Course – 4 (IDC - 4) \$\$	One Course from Outside Department	2	2	3	30	70	100
		Total			30	24			
	Summer Internship / Industrial Activity during the Summer Vacation after II Year								

V	III	Core Course - 9(CC-9)	Strategic Management	5	4	3	30	70	100
		Core Course - 10 (CC-10)	Financial Management	5	4	3	30	70	100
		Core Course – 11 (CC-11)	Production and Materials Management	5	4	3	30	70	100
		Core Course - 12(CC-12)	Operations Research	5	4	3	30	70	100
		Core Course – 13 (CC-13)	Research Methodology	5	4	3	30	70	100
	IV	Skill Enhancement Course - 4 (SEC-4) ##	Basics of Event Management	2	2	3	30	70	100
		Skill Enhancement Course – 5 (SEC-5) ##	Naan Mudhalvan Course	2	2	3	30	70	100
		Introduction to Disaster Management		1	2	3	30	70	100
Summer Internship / Industrial Activity@@		(with Viva-Voce)	--	2	--	20	80	100	
	Total			30	28				900
VI	III	Core Course-14(CC-14)	Entrepreneurial Development	5	4	3	30	70	100
		Core Course-15(CC-15)	Industrial Relations	5	4	3	30	70	100
		Core Course-16(CC-16)	Business Ethics	5	4	3	30	70	100
		Core Project Work - 17 (CPW-17) @@	Project (with viva voce)	5	3	4	20	80	100
	IV	Value Added Course	General Studies for Competitive Examinations	2	2	3	30	70	100
		Skill Enhancement Course - 6 (SEC-6) ##	Introduction to Hospital Administration	2	2	3	30	70	100
		Skill Enhancement Course - 7 (SEC-7) ##	Naan Mudhalvan Course	2	2	3	30	70	100
		Environmental Science		2	2	3	30	70	100
		Gender Studies		2	1	3	30	70	100
		Extension Activities *		--	1	--	--	--	--
		Total			30	25			
Grand Total			180	150				5100	

SKILL ENHANCEMENT COURSE			
Sl.No.	Title of Courses	Sl. No.	MANDATORY Naan Mudhalvan Course ##
1	Basics for Event Management	1	2 nd Semester:
2	Managerial Skill Development		
3	Introduction to Office Management	2	3 rd Semester:
4	Small Business Management		
5	Tourism and Travel Management	3	4 th Semester:
6	Introduction to Hospital Administration		
7	Team Management	4	5 th Semester:
	--	5.	6 th Semester:

INTERDISCIPLINARYCOURSE (IDC) FOR WHO HAVE OPT TAMIL AS PART – I (for other Department Students only)	
1 st Semester	Intellectual Property Rights
2 nd Semester	Business Etiquette and Corporate Grooming
3 rd Semester	Knowledge Management
4 th Semester	Stress Management

INTERDISCIPLINARYCOURSE (IDC) # FOR WHO HAVE NOT OPT TAMIL AS PART - I		
Those who have studied Tamil upto 10 th +2 but opt for other language sin degree	1 st Semester	Special Tamil - I
	2 nd Semester	Special Tamil - II
Those who have not studied Tamil in school level	1 st Semester	Basic Tamil - I
	2 nd Semester	Basic Tamil – II
Those students who opt for either special Tamil (or) Basic Tamil as IDCs, have to choose 2 more IDCs courses in their 3rd and 4th Semester from Outside his/her department.		

INTERDISCIPLINARYCOURSE (IDC) \$\$ FOR NCCADETS ONLY	
NCC Course is a Compulsory Course for the NCC Cadets in the 3 rd Semester:	NCC Course is a Compulsory Course for the NCC Cadets in the 4 th Semester:
Introduction to NCC (Existing Syllabus)	Special Subject Army (or) Special Subject Navy (or) Special Subject Air force
Those students who opt for NCC Courses as IDCs, have to choose 2 more IDCs courses in their 1 st and 2 nd Semester from Outside his/her department.	

SUMMARY OF CURRICULUM STRUCTURE OF B.B.A., PROGRAMME

Sl. No.	Part	Types of the Courses	No. of Courses	Credits for Each Course	Total Credits	Marks
1	I	Ability Enhancement Course	4	3	12	400
2	II	Ability Enhancement Course	4	3	12	400
3	III	Core Courses	16	4	64	1600
4		Allied Course (AC)	8	3	24	800
5		Core Project Work (CPW)	1	3	03	100
6	IV	Skill Enhancement Courses (SEC)	7	2	14	700
7		Interdisciplinary Course (IDC)	4	2	08	400
8		Value Education	1	2	02	100
9		Health and Wellness	1	1	01	100
10		Introduction to Disaster Management	1	2	02	100
11		Summer Internship/ Industrial Activity	1	2	02	100
12		Value Added Course	1	2	02	100
13		Environmental Studies	1	2	02	100
14		Gender Studies	1	1	01	100
15		Extension Activities (NCC/NSS/SPORTS/ANTI DRUG CELL/YRC & Any Other Activities)	--	1	01	--
	Total		51		150	5100

\$	For those who have studied Tamil upto10 th +2(Regular Stream)															
+	Syllabus for other Languages should be on par with Tamil at degree level															
#	Those who have studied Tamil up to10 th +2 but opt for other language sin degree level under Part –I should study special Tamil and those who have not studied Tamil in the school level should study Basic Tamil in Part– IV under the Ability Enhancement Course.															
##	Naan Mudhalvan Scheme: As per the Naan Mudhalvan Scheme instructions 5 courses from 2 nd to 6 th semester should be studied under Skill Enhancement Course.															
\$\$	NCC Course is one of the Choices in the Ability Enhancement Course. Only the NCC Cadets are eligible to choose this course .However, NCC Course is a Compulsory Course for the NCC Cadets.															
@	Health and Wellness: Assessments: • Use self-reflective worksheets to assess their understanding • submit the worksheets to internal audit / external audit • Every student’s activity report should be documented and the same have to be assessed by the Physical Director with Mentor. The evaluation should be for 100 marks. No examination is required. Scheme of Evaluation: <table><tr><th>Part</th><th>Description</th><th>Marks</th></tr><tr><td>A</td><td>Report</td><td>40</td></tr><tr><td>B</td><td>Attendance</td><td>20</td></tr><tr><td>C</td><td>Activities (Observation During Practice)</td><td>40</td></tr><tr><td colspan="2">Total</td><td>100</td></tr></table>	Part	Description	Marks	A	Report	40	B	Attendance	20	C	Activities (Observation During Practice)	40	Total		100
Part	Description	Marks														
A	Report	40														
B	Attendance	20														
C	Activities (Observation During Practice)	40														
Total		100														
@@	Summer Internship / Industrial Activity Summer Internship will be carried out during the summer vacation after the second year. Viva Voce will be conducted by the college and Marks shall be sent to the University and the same will be included in the 5th semester Mark Statement. Summer Internship / Industrial Activity & Project Scheme of Evaluation: <table><tr><th>Description</th><th>Marks</th></tr><tr><td>Report</td><td>80</td></tr><tr><td>Viva-Voce</td><td>20</td></tr><tr><td>Total</td><td>100</td></tr></table>	Description	Marks	Report	80	Viva-Voce	20	Total	100							
Description	Marks															
Report	80															
Viva-Voce	20															
Total	100															
*	Extension Activities shall be outside instruction hours.															

SEMESTER - I												
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
	MANAGEMENT CONCEPTS	Core 1	Y	-	-	-	4	4	30	70	100	
Learning Objectives												
CLO1	To impart knowledge about evolution of management											
CLO2	To provide understanding on planning process and importance of decision making in organization											
CLO3	To learn the application of principles in organization											
CLO4	To study the process of effective controlling in organization											
CLO5	To familiarize students with the significance of ethics in business and its implications.											
UNIT	Details							No. of Hours	Learning Objectives			
I	Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.							15	CLO1			
II	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision – making – Process of Decision – making – Types of Decision.							15	CLO2			
III	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.							15	CLO3			
IV	Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.							15	CLO4			
V	Definition of Business ethics - Types of Ethical issues - Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business							15	CLO5			
	Total							75				
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Describe nature, scope, role, levels, functions and approaches of management							PO5				
CO2	Apply planning and decision making in management							PO2, PO5,				

		PO6,PO8
CO3	Identify organization structure and various organizing techniques	P01, PO4
CO4	Understand Direction, Co-ordination & Control mechanisms	PO2,PO6
CO5	Relate and infer ethical practices of organisation.	PO3, PO8
Reading list		
1.	JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.	
2.	Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.	
3	Stephen A. Robbins & David A. Decenzo& Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011	
4	Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India	
5	Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.	
Reference Books		
1.	P.C. Tripathi & P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017	
2.	L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.	
3.	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017	
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.	
5.	Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015	
Web Resources		
1	https://www.toolshero.com/management/14-principles-of-management/	
2	https://open.umn.edu/opentextbooks/textbooks/693	
3	https://open.umn.edu/opentextbooks/textbooks/34	
4	https://openstax.org/subjects/business	
5	https://blog.hubspot.com/marketing/management-principles	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

S –Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes , Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weight age	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

SEMESTER - I											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	BUSINESS STATISTICS	Core2	Y	-	-	-	4	4	30	70	100
Learning Objectives											
CLO1	Apply the Measures of Central Tendency in business										
CLO2	Understanding the Measures of Variation										
CLO3	Analyzing Time Series										
CLO4	Understand Index Numbers and Statistical quality control										
CLO5	Testing of hypothesis										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.							15	CLO1		
II	Measures of Variation – Standard Deviation –Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve –Simple Correlation – Scatter Diagram – Karl Pearson’s Correlation – Rank Correlation – Regression.							15	CLO2		
III	Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations							15	CLO3		
IV	Index Numbers – Consumer Price Index – And Cost of Living Indices.							15	CLO4		
V	Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.							15	CLO5		
	Total							75			
Course Outcomes											
Course Outcomes	On Completion of the course the students will							Program Outcomes			
CO1	Measures of Central Tendency							PO1,PO2,PO4,PO6			
CO2	Measures of Variation							PO1,PO2,PO6			
CO3	Analyze of Time Series							PO1,PO2,PO6			
CO4	Understand Index Numbers							PO1,PO2,PO6			
CO5	Test Hypothesis							PO2,PO8			
Reading List											
1.	P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai,2004.										
2.	S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi,2007.										
3.	S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, New Delhi,2007.										
4.	J.K. Sharma, Business Statistics, Pearson Education, New Delhi,2007.										
5.	Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill										

References Books		
1.	David M.Levine, David F.Stephanetal. Business Statistics : A first Course, 7 th edition	
2.	Dina Nath Pandit, Statistics: A Modern Approach , Hindustan Publishing Corporation	
3.	Hazarika Padmalochan, A textbook of Business Statistics , S.Chand Publications	
4.	Vohra ND, Business Statistics: Text and Problems – With Introduction to Business Analytics, Mc Graw Hill ,2021	
5.	Alexander Holmes, Barbara Illowsky and Susan Dean, Introductory Business Statistics, 12 th Media Services, 2017	
Web Resources		
1	https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/	
2	https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf	
3	http://www.statisticshowto.com	
4	https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/	
5	https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

SEMESTER - I											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	BUSINESS ECONOMICS	Allied 1	Y	-	-	-	3	3	30	70	100
Learning Objectives											
CLO1	To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario										
CLO2	To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.										
CLO3	To Understand the optimal point of cost analysis and production factors of the firm										
CLO4	To describe the pricing methods and strategies that are consistent with evolving marketing needs										
CLO5	To Provide insights to the various market structures in an economy.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.							12	CLO1		
II	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.							12	CLO2		
III	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.							12	CLO3		
IV	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination							12	CLO4		
V	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly							12	CLO5		
	Total							60			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Analyze & apply the various managerial economic concepts in individual & business decisions.	PO2, PO6,PO8
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	PO6, PO8
CO3	Employ production, cost and supply analysis for business decision making	PO1, PO2,PO6
CO4	Identify pricing strategies	PO1, PO2,PO6
CO5	Classify market structures under competitive scenarios.	PO2, PO6, PO8
Reading List		
1.	Journal of Economic Literature – American Economic Association	
2.	Arthasastra Indian Journal of Economics & Research	
3.	Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai	
4.	Indian Economic Journal/Sage Publications	
5	Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi	
References Books		
1.	Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019	
2.	Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.	
3.	D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.	
4.	H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.	
5.	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016	
Web Resources		
1	https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597	
2	https://www.intelligenteconomist.com/profit-maximization-rule	
3	http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134	
4	http://www.simplynotes.in/e-notes/mbabba/managerial-economics/	
5	https://businessjargons.com/determinants-of-elasticity-of-demand.html	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks

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

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

SEMESTER - I											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	MANAGERIAL COMMUNICATION	Allied 2	Y	-	-	-	3	3	30	70	100
Learning Objectives											
CLO1	To educate students role & importance of communication skills										
CLO2	To build their listening, reading, writing & speaking communication skills.										
CLO3	To introduce modern communication for managers.										
CLO4	To understand the skills required for facing interview										
CLO5	To facilitate the students understanding the concept of Communication.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.							12	CLO1		
II	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.							12	CLO2		
III	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language							12	CLO3		
IV	Communication through Reports – Agenda- Minutes of Meeting - Resume Writing							12	CLO4		
V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites							12	CLO5		
	Total							60			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Understand communication process and its barriers.							PO1,PO2,PO3,PO4, PO8			
CO2	Develop business letters in different scenarios							PO1,PO2,PO3,PO4, PO5,PO6			
CO3	Develop oral communication skills & conducting interviews							PO2,PO3,PO4,PO5, PO6,PO7			
CO4	Use managerial writing for business communication							PO1,PO2,PO4,PO5, PO6,PO8			
CO5	Identify usage of modern communication tools & its significance for managers							PO3,PO4,PO5,PO6, PO7,PO8			

Reading List		
1.	Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008	
2.	Mallika Nawal –Business Communication – CENGAGE	
3.	Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi.	
4	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008	
5	Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.	
References Books		
1.	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017	
2.	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017	
3.	R C Sharma & Krishan Mohan, Business Correspondence and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006	
4.	Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010	
5.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015	
Web Resources		
1.	https://www.managementstudyguide.com/business_communication.html	
2	https://studiousguy.com/business-communication/	
3	https://www.oercommons.org/curated-collections/469	
4	https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/	
5	https://open.umn.edu/opentextbooks/textbooks/8	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

SEMESTER - II											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s		
									CIA	External	Total
	MARKETING MANAGEMENT	Core 3	Y	-	-	-	4	4	30	70	100
Learning Objectives											
CLO1	To understand the marketplace.										
CLO2	To identify the market segmentation and the Product mix										
CL03	To select the different pricing methods and channels of distribution.										
CLO4	To know the communication mix and sales promotion tools										
CLO5	To prepare according to the latest trends in market.										
UNIT	Details						No. of Hours		Learning Objectives		
I	Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.						15		CLO1		
II	Segmentation – Need And Basis of Segmentation - Targeting – Positioning - Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging.						15		CLO2		
III	Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market. Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.						15		CLO3		
IV	A Brief Overview of Communication Mix- Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.						15		CLO4		
V	Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force – Digital Marketing: Introduction- Applications & Benefits .						15		CLO5		
							75				
Course Outcomes	On Completion of the course the students will						Program Outcomes				
CO1	To list and identify the core concepts of Marketing and its mix.						PO1, PO2, PO3				
CO2	To sketch the market segmentation, nature of product, PLC						PO1, PO2, PO3,PO6, PO8				

CO3	To analyze the appropriate pricing methods	PO1 PO2, PO3, PO4, PO8
CO4	To determine the importance of various media	PO1, PO2, PO6
CO5	To assess the sales force and applications of digital marketing	PO1, PO2, PO7
Reading List		
1.	Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.	
2.	Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.	
3.	L.Natarajan, Marketing, Margham Publications, 2017.	
4.	J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.	
5.	K Karunakaran, Marketing Management, Himalaya Publishing House, 2017.	
References Books		
1.	C.B.Gupta & Rajan Nair Marketing Management, Sultan Chand & Son 2020	
2.	V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,	
3.	Cranfield, Marketing Management, Palgrave Macmillan.	
4.	Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.	
5.	Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana. 2016	
Web Resources		
1.	http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf	
2.	https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf	
3.	https://www.enotesmba.com/2013/01/marketing-management-notes.html	
4.	Industrial Marketing Management Journal ScienceDirect.com by Elsevier	
5.	Journal of Marketing Management Taylor & Francis Online (tandfonline.com)	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

SEMESTER - II											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	ACCOUNTING FOR MANAGERS I	Core 4	Y	-	-	-	4	4	30	70	100
Learning Objectives											
CLO1	To impart knowledge about basic concepts of accounting its applications										
CLO2	To analyze and interpret financial reports of a company										
CLO3	To understand the gross profit and net profit earned by organization										
CLO4	To foster knowledge on Hire Purchase system										
CLO5	To understand the procedures of Accounting under Single entry system.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance							15	CLO1		
II	Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account							15	CLO2		
III	Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.							15	CLO3		
IV	Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.							15	CLO4		
V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method							15	CLO5		
	Total							75			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Prepare Journal, ledger, trial balance and cash book							PO2, PO1			
CO2	Classify errors and making rectification entries							PO1			
CO3	Prepare final accounts with adjustments							PO2, PO6			
CO4	To understand Hire Purchase system							PO2, PO6			
CO5	Prepare single and double entry system of accounting.							PO6			

Reading List		
1.	Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.	
2.	Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition	
3.	Rakesh Shankar. R & Manikandan.S, Financial Accounting, SCITECH, 3rd edition.	
4.	Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand & Sons, New Delhi, 15th edition.	
5.	Tulsian P.C., 2006, Financial Accounting, Pearson Education	
References Books		
1.	Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai	
2.	TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019	
3.	David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017	
4.	M N Arora; Accounting for Management- Himalaya Publications House 2019.	
5.	SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.	
6.	T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.	
Web Resources		
1.	https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf	
2.	https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf	
3.	https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles	
4.	https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system\	
5.	https://www.profitbooks.net/what-is-depreciation	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix) Level of Correlation between PSO's and CO's

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

SEMESTER - II											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	LEGAL ASPECTS OF BUSINESS	Allied 3	Y	-	-	-	3	3	30	70	100
Course Objectives											
CLO1	Understand the basic concepts and scope of Business Law										
CLO2	Apply the principles of Contract Law in business situations										
CLO3	Analyze the provisions relating to Sale of Goods and Consumer Protection										
CLO4	Understand the legal framework governing companies and business organizations										
CLO5	Examine the role of Business Ethics, Intellectual Property Rights, and Cyber Laws in business practices										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction – Meaning and Scope of Business Law – Sources of Business Law – Essential Elements of Contract – Types of Contract – Offer and Acceptance – Consideration – Capacity of Parties							12	CLO1		
II	Law of Contract – Performance of Contract – Breach of Contract – Remedies for Breach – Quasi Contracts – Indemnity and Guarantee							12	CLO2		
III	Sale of Goods Act – Formation of Contract of Sale – Conditions and Warranties – Transfer of Ownership – Rights of Buyer and Seller – Consumer Protection Act							12	CLO3		
IV	Company Law – Meaning and Characteristics of Company – Types of Companies – Incorporation of Company – Memorandum of Association – Articles of Association – Meetings and Resolutions							12	CLO4		
V	Business Ethics and Cyber Laws – Intellectual Property Rights – Copyright – Patent – Trademark – Information Technology Act – Legal Issues in E-C							12	CLO5		
								60			
Course Outcomes	On Completion of the course the students will							Program Outcomes			
CO1	Understand the concepts and scope of Business Law							PO1, PO2, PO6			
CO2	Apply the principles of Contract Law in business situations							PO1,PO2,PO3,PO4, PO5,PO8			
CO3	Analyze the provisions relating to Sale of Goods and Consumer Protection							PO3,PO4,PO6,PO8			
CO4	Understand the legal framework governing companies and business organizations							PO1,PO2,PO3,PO6, PO7,PO8			
CO5	Examine the importance of Business Ethics, Intellectual Property Rights and Cyber Laws in business practices							PO1,PO3,PO6,PO7,P O8			

Reading List		
1	Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications	
2	Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand	
3	N D Kapoor(2019), Elements of Merchantile Law, Sultan Chand & Sons	
4	Constitutional Law – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni	
5	Business Law (Commercial Law) – Dr. M.R. Sreenivasan	
References Books		
1	Business Regulatory Framework, Sahitya Bhawan Publications. Revised, 2022.	
2	Business Regulatory Framework, <u>Garg K.C., Sareen V.K., Sharma Mukesh,</u> 2013	
3	Business Regulatory Framework - Pearson Education India, 2011	
4	Bare Acts- RTI, Consumer Protection Act	
5	Business Regulatory Framework , Dr. Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015	
Web Resources		
1	https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework--1.html	
2	http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/	
3	https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661	
4	International Journal of Law (lawjournals.org)	
5	https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70+ Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand / Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

SEMESTER - II												
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s			
									CIA	External	Total	
	BUSINESS ENVIRONMENT	Allied 4	Y	-	-	-	3	3	30	70	100	
Learning Objectives												
CLO1	To impart knowledge on the concept of business environment & its significance											
CLO2	To know the political environmental factors and its impact on business.											
CLO3	To know the Economic environmental factors and its impact on business											
CLO4	To throw light on the importance of Social Organization.											
CLO5	To create awareness of industrial-technological advancements.											
UNIT	Details							No. of Hours	Learning Objectives			
I	The concept of Business Environment: its nature and significance A brief overview of political, cultural, legal, economic, and social environments and their impact on business and strategic decisions							12	CLO1			
II	Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention							12	CLO2			
III	Economic Environment: Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business Decisions Five-year planning; establishment of NITI Aayog (National Institution for Transforming India); 1991 New Economic Policy; business liberalization, privatization, and globalization							12	CLO3			
IV	Social environment; cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups; types of social organisation							12	CLO4			
V	Technology environment – Industry 4.0-Meaning-Features-basic Applications and Uses- Blockchain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics							12	CLO5			
	Total							60				
Course Outcomes												
Course Outcomes	On Completion of this course, the students will							Program Outcomes				
CO1	To understand the concepts of Business Environment.							PO1,PO2				
CO2	To apply knowledge in the business and strategic decisions.							PO1, PO2,PO3				
CO3	To analyze the importance of business in various social groups.							PO2,PO4, PO5,PO6, PO8				
CO4	To evaluate the types of economic environment and its impact on business.							PO3,PO4, PO5, PO6				

CO5	To construct and assess the environment for real-time business	PO1,PO2,PO3, PO8
Reading List		
1.	Sankaran.S (Reprint 2016) Business Environment, Margham Publishing House, hid Revised Edition	
2.	Gupta C B (Reprint 2018) ,Business Environment, Sultan Chand & Sons. Eleventh Revised Edition	
3.	K.Ashwathappa, (Reprint 2016) Essentials of Business Environment, Himalaya Publishing House, 6 th Edition, India	
4.	Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana	
References Books		
1.	Business Environment : A Test/Reference Book With Case Studies Ebook : Prakash , N R Mohan	
2.	Business Environment <u>Ruchi Goyal</u> Publisher: Neelkanth Publishers Pvt. Ltd.2019	
3.	Business Environment, Fourth Edition, By Pearson	
4.	Business Environment Indian And Global Perspective 3Rd Edition by AHMED, FAISAL ALAM, M. ABSAR, PHI Learning	
Web Resources		
1.	https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/	
2.	https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences	
3.	Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11 th Revised Edition,India.	
4.	https://pestleanalysis.com/political-factors-affecting-business/	
5.	https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	2	3	3
CO 3	3	3	3	3	3
CO 4	2	3	3	3	3
CO 5	3	3	3	3	3
Weightage	14	15	14	15	15
Weighted percentage of Course Contribution to POs	2.8	3.0	2.8	3	3.0

SEMESTER - III											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	ORGANIZATIONAL BEHAVIOUR	Core 5	Y	-	-	-	4	4	30	70	100
Learning Objectives											
CLO1	To have extensive knowledge on OB and the scope of OB.										
CLO2	To create awareness of Individual Behavior.										
CLO3	To enhance understanding of Group Behaviour										
CLO4	To know the basics of Organizational Culture and Organisational Structure										
CLO5	To understand Organisational Change, Conflict and Power										
UNIT	Details							No. of Hours	Learning Objectives		
I	INTRODUCTION : Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics)							10	CLO1		
II	INDIVIDUAL BEHAVIOUR: 1. Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace. 2. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs, 3. Personality and Values : Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit) 4. Perception, Decision Making : Perception and Judgements; Factors; Linking perception to individual decision making:							18	CLO2		
III	GROUP BEHAVIOUR: 1. Groups and Work Teams:Concept: Five Stage model of group development; Group norms, cohesiveness; Group think and shift; Teams; types of teams; Creating team players from individuals and team-basedwork (TBW) 2. Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal)							17	CLO3		
IV	ORGANISATIONAL CULTURE AND STRUCTURE: Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure,							15	CLO4		

	Prevalent organizational designs: New design options		
V	ORGANISATIONAL CHANGE, CONFLICT AND POWER: Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organisational development);. Concept of conflict, Conflict process; Types, Functional/ Dysfunctional. Introduction to power and politics.	15	CLO5
		75	
Course Outcomes	On Completion of the course the students will	Program Outcomes	
CO1	To define Organisational Behaviour, Understand the opportunity through OB.	PO1, PO2, PO6, PO7	
CO2	To apply self-awareness, motivation, leadership and learning theories at workplace.	PO2,PO4. PO5, PO6	
CO3	To analyze the complexities and solutions of group behaviour.	PO1, PO2, PO4, PO5, PO6	
CO4	To impact and bring positive change in the culture of the organization.	PO2, PO3, PO4 PO5, PO8	
CO5	To create a congenial climate in the organization.	PO1, PO2, PO5 PO6, PO8	
Reading List			
1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge , <i>Organizational Behaviour</i> , Pearson Education, 18 th Edition, 2022.		
2.	Fred Luthans, <i>Organizational Behaviour</i> , Tata Mc Graw Hill, 2017.		
3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, <i>Organizational Behaviour</i> , John Wiley & Sons, 2011		
4.	Louis Bevoc, Allison Shearsett, Rachael Collinson, <i>Organizational Behaviour Reference</i> , Nutri Niche System LLC (28 April 2017)		
5.	Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, <i>Organizational Behaviour: A Skill-Building Approach</i> , SAGE Publications, Inc; 2nd edition (29 November 2018).		
References Books			
1.	Uma Sekaran, <i>Organizational Behaviour Text & cases</i> , 2 nd edition, Tata McGraw Hill Publishing CO. Ltd		
2.	Gangadhar Rao, Narayana, V.S.P Rao, <i>Organizational Behaviour</i> 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1 st edition		
3.	S.S. Khanka, <i>Organizational Behaviour</i> , S. Chand & Co, New Delhi.		
4.	J. Jayasankar, <i>Organizational Behaviour</i> , Margham Publications, Chennai, 2017.		
5.	John Newstrom, <i>Organizational Behaviour: Huma Behaviour at Work</i> , McGraw Hill Education; 12th edition (1 July 2017)		
Web Resources			
1	https://www.iedunote.com/organizational-behavior		
2	https://www.london.edu/faculty-and-research/organisational-behaviour		
3	Journal of Organizational Behavior on JSTOR		
4	International Journal of Organization Theory & Behavior Emerald Publishing		
5	https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf		

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand / Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

SEMESTER - III											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s		
									CIA	External	Total
	ACCOUNTING FOR MANAGERS II	Core 6	Y	-	-	-	4	4	30	70	100
Learning Objectives											
CLO1	To provide basic understanding of cost concepts and classification.										
CLO2	To develop skills in tools & techniques and critically evaluate decision making in business.										
CLO3	To understand various ratios and cash flow related to finance										
CLO4	To recognize the role of budgets and variance as a tool of planning and control.										
CLO5	To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios										
UNIT	Details							No. of Hours	Learning Objectives		
I	Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets – Tenders & Quotation							15	CLO1		
II	Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.							15	CLO2		
III	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement.							15	CLO3		
IV	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget.							15	CLO4		
V	Marginal Costing – CVP analysis – Break even analysis							18	CLO5		
	Total							75			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Interpret cost sheet & write comments.							PO1, PO2, PO4			
CO2	Compare cost, management & financial accounting							PO6			
CO3	Analyze the various ratio and compare it with standards to assess deviations							PO2, PO6			
CO4	Estimate budget and use budgetary control							PO1, PO2, PO8			
CO5	Evaluate marginal costing and its components							PO2, PO6			
Reading List											
1.	Gupta, R.L and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2016.										

2.	T. S. and A .Murthy. Management Accounting. Chennai: Margham, 2007.	
3.	Jain S.P and K.L Narang. Advanced Accountancy (Part II).Kalyani, 2007.	
4	Maheshwari S.N, Advanced Accountancy (PartII). Vikas, 2007.	
5	Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: Sahitya Shawan, 2017.	
References Books		
1.	Dr.K.Ganesan & S. Ushena Begam, Accounting for Managers – Volume II, Charulatha Publications, Chennai	
2.	T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016	
3.	Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications,2015.	
4.	Horngren Sunderu Stratton, Introduction to Management Accounting, Pearson Education,2013.	
5.	Rajiv Kumar Goel & Ishaan Goel, Concept Building Approach to Management Accounting ,2019	
6.	Colin Drury, Management and Cost Accounting (with Course Mate and eBook Access), Cengage, 2015.	
Web Resources		
1	https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/	
2	https://efinancemanagement.com/financial-accounting/management-accounting	
3	http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859	
4	https://www.wallstreetmojo.com/ratio-analysis/	
5	http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

CO /PO	PSO 1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

SEMESTER - III												
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s			
									CIA	External	Total	
	MANAGEMENT INFORMATION SYSTEM	Allied 5	Y	-	-	-	3	3	30	70	100	
Learning Objectives												
CLO1	Understand MIS in decision making											
CLO2	Explain MIS, its structure and role in management functions											
CLO3	Classify & discuss information system categories, Database Management systems											
CLO4	Discuss SDLC and functional information system categories											
CLO5	Outline functions of BPO, Data mining and the recent trends in information management											
UNIT	Details							No. of Hours	Learning Objectives			
I	Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues							12	CLO1			
II	Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage							12	CLO2			
III	Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.							12	CLO3			
IV	System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.							12	CLO4			
V	Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data.							12	CLO5			
								60				
Course Outcomes	On Completion of the course the students will							Program Outcomes				
CO1	Understand MIS in decision making							PO1, PO4,PO5,PO7, PO8				
CO2	Explain MIS, its structure and role in management functions							PO1, PO4, PO5, PO7				
CO3	Classify & discuss information system categories, Database Management systems							PO2, PO5, PO6, PO7, PO8				
CO4	Discuss SDLC and functional information system categories							PO1, PO4, PO5, PO7				
CO5	Outline functions of BPO, Data mining and the recent trends in information management							PO2, PO3, PO4, PO6, PO7, PO8				

Reading List		
1.	Management Information Systems: Conceptual Foundations, Structure & Development by Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India	
2.	Dr. S.P. Rajagopalan, “Management Information Systems and EDP ”, Margham Publications , Chennai.	
3	Management Information System by Jawadekar, Tata Mc Graw hill Publication, 2nd Edition	
4	Management Information System by Ozz Effy	
5	Sadagopan, "Management Information Systems" - Prentice- Hall of India	
References Books		
1.	Mudrick & Ross, "Management Information Systems", Prentice - Hall of India.	
2.	Management Information System by Concise study by Kelkhar S A	
3.	CSV Murthy -"Management Information Systems" Himalaya publishing House.	
4.	Michael Alexander (2014) Business Intelligence Tools for Excel Analysts	
5	Management Information System by Oka MM	
Web Resources		
1.	https://www.tutorialspoint.com/management_information_system/management_information_system.htm	
2.	http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf	
3	JMIS - Journal of Management Information Systems (jmis-web.org)	
4	Management Information Systems Quarterly AIS Affiliated Journals Association for Information Systems (aisnet.org)	
5	https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

SEMESTER - III											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	CONSUMER BEHAVIOR	Allied 6	Y	-	-	-	3	3	30	70	100
Learning Objectives											
CLO1	Understand the different concepts relating to nature, scope and application of consumer behavior										
CLO2	Understand the various internal influences on consumer behavior										
CLO3	Comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market.										
CLO4	Learn about the various external influences on consumer behavior										
CLO5	Understand the process of human decision making in a marketing context.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Consumer Behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; consumer behavior interdisciplinary approach; Introduction to Industrial Buying Behavior; Market Segmentation, VALS 2 segmentation profile. E-Buying Behavior, The E-Buyer vis-à-vis the Brick-and mortar Buyer, Influences on E-Buying							12	CLO1		
II	Internal Influences on Consumer Behavior: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs, McClelland's APA theory. Types of involvement.							12	CLO2		
III	Consumer Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self-images; Role of self-consciousness. Consumer Perception: Perceptual Process- selection, organization & interpretation. Learning & Consumer Involvement: learning theories- classical conditioning, instrumental conditioning, cognitive learning; involvement theory. Consumer Attitudes: Formation of attitudes; functions performed by attitudes; attitude towards advertisement model							12	CLO3		
IV	External Influences on Consumer Behavior: Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer							12	CLO4		

	Behavior: Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family life cycle. Social Class & Consumer behavior: Determinants of social class; introduction to sub-cultural & cross-cultural influences. Opinion Leadership Process.		
V	Consumer Decision Making: Diffusion of Innovation: Definition of innovation -resistance to innovation; Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation	12	CLO5
	Total	60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Explain the concept of Consumer Behaviour & describe Consumer research process in detail.	PO4	
CO2	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.	PO2, PO3, PO4, PO6	
CO3	Analyze the consumer decision process.	PO6, PO8, PO2	
CO4	Assess the impact of consumer’s motivation, personality on the buying behaviour.	PO6,PO8	
CO5	Determine customer satisfaction and consequent post purchase behavior	PO3, PO1, PO2	
Text Books			
1.	Consumer Behaviour – Satish K Batra, S H H Kazmi		
2.	Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai		
3.	Consumer Behaviour- Suja Nair – Himalaya Publishers. Assael: Consumer Behaviour, 6e Thomson 2006		
4.	Henry Assael, Consumer Behaviour and Marketing Action (2001) Cengage Learning		
5.	Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015		
References Books			
1.	Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India.		
2.	Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited		
3.	Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi		
4.	Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi		
5.	David L. Loudon and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.		

Web Resources		
1.	https://www.economicsdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457	
2.	https://issuu.com/thenappanganesen/docs/e-book_consumer_behaviour_11th_edition	
3.	https://www.youtube.com/watch?v=ssexfXwoeuc&list=PLGqT-zAqQhjQ3NAgn9jcA18W5hPFeeuDr	
4.	https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf	
5.	https://www.iedunote.com/attitude-and-consumer-behavior	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

SEMESTER - IV											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	HUMAN RESOURCE MANAGEMENT	Core 7	Y	-	-	-	4	4	30	70	100
Learning Objectives											
CLO1	Explain the concepts, functions and process of HRM										
CLO2	Examine the selection and placement process										
CLO3	Evaluate the training and performance										
CLO4	Understand the importance of employee engagement and compensation										
CLO5	Understand the recent trends in HR										
UNIT	Details						No. of Hours		Learning Objectives		
I	Nature and scope of Human Resources Management: – Roles & responsibilities of HR manager-HR Policies & procedures-Differences between personnel management and HRM – Environment of HRM -Concept &scope of Strategic Human resource management (SHRM) -HRM as a competitive advantage in the VUCA world						15		CLO1		
II	Human Resource Planning- Job Evaluation-methods- Job analysis-Job description, Job specification .Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement,						15		CLO2		
III	Training and Development, Training Process, Methods, Training Need Assessment , Career Development . Transfer and Promotion. Performance Management – Meaning- Process-Performance appraisal methods-Performance Monitoring and review.						15		CLO3		
IV	Employee Engagement- Meaning- Importance-evaluation- measuring employee engagement-Employee Compensation- components-incentives- benefits- welfare and social security measures						15		CLO4		
V	Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices, Understanding People Analytics, Multigenerational workforce. Global HRM						15		CLO5		
							75				
Course Outcomes	On Completion of the course the students will						Program Outcomes				
CO1	Explain the concepts, functions and process of HRM						PO1,PO2,PO4,PO6				

CO2	Examine the selection and placement process	PO1,PO2,PO4,PO6,PO7,PO8
CO3	Evaluate the training and performance appraisal	PO2,PO 3, PO5,PO6,PO8
CO4	Understand the employee engagement and compensation	PO1 PO2,PO3,PO4,PO5,PO6
CO5	Understand the recent trends in HR	PO2,PO3,PO6,PO7, PO8
Reading List		
1.	Shashi K. Gupta & Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018	
2.	Steve Brown, HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1 st Edition, 2017	
3	Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1 st Edition, 2018	
4	Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition, 2015	
5	Srinivas R Kandula, Competency Based Human Resource Management, PHI Learning , 1st Edition, 2013	
References Books		
1.	V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3 rd Edition, 2010	
2.	K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6 th Edition	
3.	Garry Deseler, Human Resource Management, Pearson, 15 th Edition, 2017	
4.	L M Prasad , Human Resource Management , Sultan Chand and Sons 3 rd Edition , 2014	
5.	Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010	
Web Resources		
1	https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf	
2	http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf	
3	https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf	
4	https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835	
5	http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks

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

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

SEMESTER - IV												
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
T3BASE4	COMPUTER APPLICATION IN BUSINESS	Core 8	Y	-	-	-	4	4	30	70	100	
Learning Objectives												
CLO1	To build skills in MS-Word											
CLO2	To build skills in MS-Excel,											
CLO3	To build skills in MS- Power Point											
CLO4	To understand the basics of tally											
CLO5	To familiarize students with google forms for students with relevance in business scenario and its applications.											
UNIT	Details							No. of Hours	Learning Objectives			
I	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents .							15	CLO1			
II	Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types-Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization							15	CLO2			

III	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.	15	CLO3
IV	Introduction to Tally - Features of tally, creation of company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet	15	CLO4
V	Use Google forms to develop & share questionnaire.	15	CLO5
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Demonstrate hands on experience with Ms-word for business activities	PO1, PO2, PO6, PO7	
CO2	Demonstrate hands on experience with Ms-Excel for business activities	PO1, PO2, PO6, PO7	
CO3	Demonstrate hands on experience with Ms-power point for business activities	PO1, PO2, PO6, PO7	
CO4	Demonstrate hands on experience with Tally for business activities	PO1, PO2, PO6, PO7	
CO5	Demonstrate hands on experience with Tally for reporting in business	PO1, PO2, PO6, PO7	
Reading List			
1.	International Journal of Computer Applications in Technology		
2.	International Journal of Computer Applications – IJCA		
3.	P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.		
4.	Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran		
5.	Taxmann’s Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .		
References Books			
1.	P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.		
2.	Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman		
3.	Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.		
4.	Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.		
5.	S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.		

Web Resources		
1.	https://www.microsoft.com/en-us/microsoft-365/blog/	
2	https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18	
3	https://byjus.com/govt-exams/microsoft-word/	
4	https://edu.gcfglobal.org/en/google-forms/	
5	https://www.tutorialkart.com/tally/tally-tutorial/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

SEMESTER - IV											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	DIGITAL MARKETING	Allied 7	Y	-	-	-	3	3	30	70	100
Learning Objectives											
CLO1	To provide basic knowledge about digital marketing.										
CLO2	To understand and develop various digital marketing tools used for business.										
CLO3	To know the digital analytics and measurement tools used for digital marketing.										
CLO4	To familiarise online and Social media marketing										
CLO5	To Understand various data analytics and measurement tools in digital marketing										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges-Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework.							12	CLO1		
II	Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing.							12	CLO2		
III	Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowdsourcing – Lead generation & sales in social media.							12	CLO4		
IV	Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.							12	CLO5		
V	Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value)							12	CLO3		
	Total							60			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Discuss digital marketing and its framework	PO1, PO2, PO7, PO8
CO2	Identify, use appropriately and explain digital marketing tools	PO1, PO2, PO4, PO6, PO7, PO8
CO3	Explain social media marketing and crowdsourcing	PO1, PO2, PO4, PO6, PO7, PO8
CO4	Discuss online reputation management and its influence	PO1, PO2, PO6, PO7, PO8
CO5	Identify the various data analytics and measurement tools in digital marketing	PO1, PO2, PO6, PO7, PO8
Reading List		
1.	Journal of Digital & Social Media Marketing	
2.	International Journal of Internet Marketing and Advertising	
3.	Understanding Digital Marketing, Damian ryan,4 th Edition 2017 publisher:Korgan page limited USA	
4.	Digital Marketing current trends ,vandanahuja,7 th edition2015 Oxford University press ,Chennai	
5.	Digital Marketing essentials you always wanted to know,7 th edition2012,Vibrant publishers USA	
References Books		
1.	Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016.	
2.	Nitin C Kamat & Chinmay Nitin Kamat,Digital Social Media Marketing, Himalaya Publishing House, 2018.	
3.	Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017.	
4.	Vandhana Ahuja, Digital Marketing, Oxford University Press, 2015.	
5.	Romi Sainy, Rajendra Nargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018.	
Web Resources		
1	.https://www.soravjain.com/ebook/ebook.pdf	
2	.https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners	
3	https://www.optron.in/blog/digital-marketing/	
4	. https://www.tutorialsduniya.com/notes/digital-marketing-notes	
5	https://digitalmarketinginstitute.com/resources/ebooks	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks

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

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

SEMESTER - IV											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s		
									CIA	External	Total
	BUSINESS TAXATION	Allied 8	Y	-	-	-	3	3	30	70	100
Learning Objectives											
CLO1	To understand the basic concepts of Taxes.										
CLO2	To provide insights on the Income Tax Act.										
CLO3	To evaluate the procedure for assessment and methods of valuation for customs.										
CLO4	To discuss on GST.										
CLO5	To analyze and apply the returns, Tax payment and Penalties under GST										
UNIT	Details							No. of Hours	Learning Objectives		
I	Objectives Of Taxation – Canons of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types.							12	CLO1		
II	Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation, Assessment Procedure							12	CLO2		
III	Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming customs duty drawback.							12	CLO3		
IV	Definitions of GST – business related person's capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration, not liable for registration, Registration of casual taxable person, deemed on cancellation of registration, revocation of cancellation of registration-VAT.							12	CLO4		
V	Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit – Tax Incentives and Export Promotions, Deductions and Exemptions.							12	CLO5		
	Total							60			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	To define and understand the basic concepts of tax.	PO2, PO6
CO2	To Examine and apply GST rules in real-time business situations.	PO2, PO5, PO6
CO3	To analyze the elements of GST mechanism in India.	PO6, PO7, PO8
CO4	To evaluate the rules of Income Tax and methods of valuation for customs.	PO2, PO4
CO5	To prepare the needed documents under GST Compliance.	PO1, PO2, PO4, PO8
Reading List		
1.	V.S. Datey, Central Excise , JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.	
2.	Business Taxation (Goods & Services TAX - GST) , Margam Publication, Edition2019.	
3.	Srinivasan N.P and Priya Swami. M, Business Taxation , Kalyani publishers Edition 2013	
4.	Pagaredinkar, Business Taxation , Sultan Chand and Sons,2012.	
5.	VISION: Journal of Indian Taxation	
References Books		
1.	Senthil and Senthil, Business Taxation, Himalaya Publication, 4 th Edition.	
2.	Vinodk. Singania, Indirect Tax, Sultan Chand and Sons, Edition2013.	
3.	Dr. Rajani Bhat& Dr. Dhamodharan V, Indirect Taxation , TR Publications , Chennai , 2020	
4.	DR. VandhanaBangar ,YogendraBangar , Indirect tax laws, AadhyaPrakasam Allahabad 2018.	
5.	T.S. Reddy &Y.HariprasadReddy , Business Taxation, Margham Publications, Chennai 2018.	
Web Resources		
1.	https://www.gst.gov.in/	
2.	https://gstcouncil.gov.in/	
3.	https://taxguru.in/custom-duty/types-duties-customs.html ^{1} _[SEP]	
4.	https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901 ^{1} _[SEP]	
5.	https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

SEMESTER - V												
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s			
									CIA	External	Total	
	STRATEGIC MANAGEMENT	Core 9	Y	-	-	-	4	5	30	70	100	
Learning Objectives												
CLO1	To understand the concept of strategy and strategic management process.											
CLO2	To create awareness of evolving business environment.											
CLO3	To understand strategic alternatives and make appropriate strategic choice											
CLO4	To know the basics of strategic implementation											
CLO5	To understand recent trends for competitive advantage											
UNIT	Details							No. of Hours	Learning Objectives			
I	Introduction to Strategic Management -Overview of Strategic Management Process Levels of Strategy, Strategic Intent-Vision and Mission Business Definition							12	CLO1			
II	External Environment Appraisal using PESTEL Competitor Analysis using Porter's 5-Forces model Environmental Threat and Opportunity Profile (ETOP) Value chain Analysis. Strategic Advantage Profile(SAP) Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) SWOT Analysis							16	CLO2			
III	Strategic alternatives at corporate level: concept of grand strategies -Strategic choice models - BCG, GE Nine Cell Matrix , Hofer's matrix-Strategic alternatives at business level: Michael Porter's Generic competitive strategies							16	CLO3			
IV	Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards Structural Implementation: an overview of Structural Considerations Behavioural Implementation: an overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework Establishing Strategic Control							16	CLO4			
V	Concept of Balanced Scorecard approach. Use of Big data for Balanced score card Importance of Corporate Social Responsibility & Business Ethics Concept of Corporate Sustainability							15	CLO5			
								75				
Course Outcomes	On Completion of the course the students will							Program Outcomes				
CO1	To develop an understanding of the strategic management process and the complexities of business environment.							PO1, PO2, PO5, PO6				

CO2	To analyze the external environmental and internal organizational factors influencing strategy formulation.	PO1, PO2, PO6, PO7
CO3	To demonstrate the skills required for selection of the most suitable strategies for a business organization.	PO1, PO2, PO4, PO5, PO6
CO4	To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies.	PO1, PO2, PO4 PO5, PO8
CO5	To familiarize with current developments	PO1, PO3, PO4, PO8

Reading List

1.	Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 14th Edition (2017)
2.	Azhar Kazmi, Strategic Management and Business Policy, McGraw Hill – Third Edition(2012)
3.	Jauch, Glueck & Gupta, Business Policy and Strategic Management, (Frank Brothers), (7th Edition)
4.	Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12th Edition)
5.	Hitt, Ireland, Hoskisson & Manikuttu (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)

References Books

1.	Thomson & Strickland,(2008), Crafting and Executing Strategy, McGraw Hill.- Sixteenth Edition (2011)
2.	N. Chandrasekaran, Ananthanarayanan(2011), Strategic Management, Oxford University Press – First Edition – Second Impression (2012)
3.	Ireland, Hoskisson & Manikuttu (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)
4.	Dr.LM.Prasad, Strategic Management, Sultan Chand & Sons
5.	Kenneth Carrig, Scott A Snell. StrategicExecution: Driving Breakthrough performance in business, Stanford University Press(2019)

Web Resources

1	Strategic management journal https://onlinelibrary.wiley.com/journal/10970266
2	https://str.aom.org/teaching/all-levels
3	https://online.hbs.edu/courses/business-strategy/
4	https://study.sagepub.com/parnell4e
5	https://www.strategicmanagement.net/

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview

Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

SEMESTER - V											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s		
									CIA	External	Total
	FINANCIAL MANAGEMENT	Core 10	Y	-	-	-	4	5	30	70	100
Learning Objectives											
CLO1	Understand the basics of finance and roles of finance manager										
CLO2	Evaluate Capital structure & Cost of capital										
CLO3	Evaluate Capital budgeting										
CLO4	Assess dividends										
CLO5	Appraise Working Capital										
UNIT	Details							No. of Hours	Learning Objectives		
I	Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.							15	CLO1		
II	Capital structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept. Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)							15	CLO2		
III	Capital Budgeting: ARR, Pay back period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.							15	CLO3		
IV	Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter’s Gordon’s –M.M. Hypothesis)							15	CLO4		
V	Working capital – Components of working capital – operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.							15	C5		
	Total							75			
Course Outcomes											
Course Outcomes	On Completion of this course, the students will							Program Outcomes			
CO1	Understand the basics of finance and roles of finance manager							PO1, PO5,PO6			
CO2	Evaluate Capital structure & Cost of capital							PO1,PO2,PO6			
CO3	Evaluate Capital budgeting							PO1, PO6			
CO4	Assessing dividends							PO1, PO6			
CO5	Appraise Working Capital							PO1, PO6			

Reading List		
1.	Dr.Kulkarni and Dr. Sathya Prasad, Financial Management, 13 th Edition 2011	
2.	Advanced Financial Management kohok, M A, Everest Publishing House	
3.	Financial Management Kishore R M, Taxman Allied Service	
4.	Strategic Financial Management Jakhotiya	
5.	Financial Management & Policy Srivastava, R M Himalaya	
References Books		
1.	Dr. K. Ganesan & S.Ushena Begam, Financial Management, Charulatha Publications , Chennai	
2.	Financial Management - I.M.Pandey, 2009 Vikas Publishing	
3.	Financial Management – Prasanna Chandra , 2008, Tata McGraw Hill, New Delhi	
4.	Financial Management – S.N.Maheswari	
5.	Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons	
6.	Financial Management – A. Murthy	
Web Resources		
1.	https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/	
2.	https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf	
3.	Journal of Financial Management (esciencepress.net)	
4.	Financial Management on JSTOR	
5.	Financial Management Wiley online library	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to POs	3.0	3.0	2.8	3.0	3.0

SEMESTER - V											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	PRODUCTION AND MATERIALS MANAGEMENT	Core 11	Y	-	-	-	4	5	30	70	100
Learning Objectives											
CLO1	To provide comprehensive outlook on basic concepts and practices of production.										
CLO2	To understand types of layout facilities										
CLO3	To analyse work study methods and quality control										
CLO4	To enable the students to gain knowledge on Inventory control and Vendor rating										
CLO5	To give an insight to Purchase management										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction – Meaning, scope and Functions of Production Management - Different types of Production Systems. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.							15	CLO1		
II	Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.							15	CLO2		
III	Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.							15	CLO3		
IV	Integrated materials management- the concept- service function advantages- Inventory Control- Function of Inventory - Importance-Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC-VED-FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning – Stores Keeping and Materials Handling – objectives and Functions							15	CLO4		
V	Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution-Vendor rating and Management							15	CLO5		
	Total							75			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Provide comprehensive outlook on basic concepts, and practices of production	PO1, PO2, PO6
CO2	Identify right plant location and plant layout of factory	PO1, PO2, PO6
CO3	Know work study & method study, its procedure & quality control techniques in production.	PO1, PO2, PO3, PO6
CO4	Outline inventory control concepts and its replenishment to manage inventory	PO1, PO6, PO7
CO5	Discuss purchase management procedure and identify vendor rating mechanisms	PO1, PO2, PO6, PO8
Reading List		
1	P.Saravanavel and S.Sumathi; Production and Materials Management, Margham Publications, 2015	
2	M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004	
3	P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.	
4	P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition 2013.	
5	S.N.Chary, Production and Operations Management, JBA Publishers, Edition VI	
Text books		
1	K.Shridhara Bhat; Material Management; Himalaya Publishing House; Mumbai 2020	
2	R.B Khanna, Production and Operations management , Prentice Hall Publications, 2015	
3	Biswajit Banerjee, Operations Management and Control, S Chand, Revised Edition, 2010	
4	Anil Kumar S and N Suresh, Operation Management, New Age International 1st Edition, 2018	
Web Resources		
1	https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf	
2	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf	
3	https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf	
4	https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf	
5	https://examupdates.in/materials-management-notes/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks

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

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

SEMESTER - V												
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
	OPERATIONS RESEARCH	Core 12	Y	-	-	-	4	5	25	75	100	
Learning Objectives												
CLO1	Introduction to Operations Research definition and concept Essential features of LPP.											
CLO2	Formulation of Transportation problem and finding an initial basic feasible solution.											
CLO3	Expressing Assignment problem, Hungarian method- Minimization and Maximization case and Sequencing Problem.											
CLO4	Analyse Network models and constructing network- critical path, various floats.											
CLO5	Analyse Game Theory and Decision Theory											
UNIT	Details							No. of Hours	Learning Objectives			
I	Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems.							15	CLO1			
II	Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method-Vogel's approximation method to find the optimal solution.							15	CLO2			
III	Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines.							15	CLO3			
IV	Network models-PERT and CPM — difference between PERT and CPM- constructing network-critical path, various floats, three-time estimates for PERT							15	CLO4			
V	Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving 2xn and mx2 game. Decision Theory – statement of Baye’s theorem application - decision trees.							15	CLO5			
								75				
Course Outcomes	On Completion of the course the students will							Program Outcomes				
CO1	Analyse Linear Programming							PO1,PO2,PO6				
CO2	Analyse Transportation problem							PO1,PO2,PO6				
CO3	Analyse Assignment problem							PO1,PO2,PO6				

CO4	Analyse Network models	PO1,PO2,PO6
CO5	Analyse Game Theory and Decision Theory	PO1,PO2,PO6
Reading List		
1.	<u>Operational Research Research.com</u>	
2.	<u>Operations Research Pubs Online (informs.org)</u>	
3.	Prabandhan : Journal of Management	
4.	International Journal of Operations research	
5.	DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019	
References Books		
1.	P.R. Vittal& V. Malini, Operative Research – Margham Publications – Chennai – 17.	
2.	P.K. Gupta& Man Mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi	
3.	V.K. Kapoor, Introduction to operational Research – Sultan Chand & sons – New Delhi	
4.	Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi	
5.	P. Gupta, N. Aruna Rani, M. Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.	
Web Resources		
1	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf	
2	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf	
3	https://www.onlinemathlearning.com › linear-programming-example	
4	https://www.kellogg.northwestern.edu › weber › Notes_6_Decision_trees	
5	www.pondiuni.edu.in › sites › default › files	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

SEMESTER - V											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s		
									CIA	External	Total
	RESEARCH METHODOLOGY	Core 13		-	-	-	4	5	30	70	100
Learning Objectives											
CLO1	To familiarize the students to the basic concepts of Research and operationalize research problem										
CLO2	To provide insights on research design and scaling										
CLO3	To throw light on data collection and presentation										
CLO4	To elucidate on Hypothesis Testing and other statistical Test										
CLO5	To summarize and present research results with focus on ethics and plagiarism										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing.							15	CLO1		
II	Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement-characteristics of sound measurement tool, Scaling methods and sampling-characteristics- process-techniques.							15	CLO2		
III	Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules.							15	CLO3		
IV	Data Analysis and Preparation- Data entry, Data coding, editing, classification and tabulation & cross tabulation- presentation of data.							15	CLO4		
V	Presenting results and writing the report: - The written research Report & Research Ethics – Plagiarism.							15	CLO5		
	Total							75			
Course Outcomes											
Course Outcomes	On completion of this course, students will;										
CO1	Understand the concepts and principles of Research							PO1, PO2, PO6, PO7			
CO2	Comprehend and decide the usage of design and formulate hypothesis							PO1, PO2, PO6			
CO3	Analyze data collection sources and tools							PO1, PO2,PO7			
CO4	Summarize and establish solutions through data analysis							PO1, PO2,PO6			
CO5	Compare and justify the process of writing and organizing a research report.							PO1,PO2,PO3, PO4, PO6			

Reading List		
1	W.Lawrence Newman” Social Research Methods: Qualitative and Quantitative Approaches 7 th Edition, Pearson Education India 2014	
2	Mark Saunders,Philip Lewis. Adrain Thornhill” Research Methods for Business Students” 5 th Edition Pearson India 2011	
3	John W Creswell, Research Design : Qualitative, Quantitative and Mixed Method Approaches , Sage , 4th Edition , 2014	
4	Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press , 6 th Edition , 2022	
5	Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7th Edition,2019	
Reference Books		
1.	C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.	
2.	Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018.	
3.	Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.	
4.	Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.	
5.	Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021	
Web Resources		
1.	https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf	
2.	https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf	
3.	https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf	
4.	https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf	
5.	https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODOLOGY.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

SEMESTER - VI											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s		
									CIA	External	Total
	ENTREPRENEURIAL DEVELOPMENT	Core 14	Y	-	-	-	4	5	30	70	100
Course Objectives											
CLO1	To impart knowledge on the concept of Entrepreneur and Entrepreneurship.										
CLO2	To know the various ideas and implementation of business plan.										
CLO3	To throw light on importance of the Business analysis and evaluation.										
CLO4	To discuss the role of Government in developing entrepreneurship.										
CLO5	To understand the problems and remedies of Entrepreneurial failure.										
UNIT	Details							No. of Hours	Course Objectives		
I	Entrepreneur- Meaning & definition, Types of entrepreneurs, traits of Entrepreneurs, Role of Entrepreneurs in Economic Development. Entrepreneurship- Meaning & definition, Factors affecting entrepreneurship, Difference between entrepreneur and entrepreneurship. Recent development in entrepreneurship.							15	CLO1		
II	Generating innovative ideas of business- Brainstorming, focus group, survey, customer advisory boards. Creativity and selection of Products. Capital budgeting, Project profile preparation, matching entrepreneur with the project,. Introduction of Patent and Trademarks.							15	CLO2		
III	Business Plan Development- Feasibility study and evaluation of projects -Market analysis, technical analysis, cost-benefit analysis,. Project formulation, assessment of business models-Dealing with basic and initial problems of setting up of enterprises.							15	CLO3		
IV	Awareness of various government schemes for start-up business- Start-up India, Stand-up India, Aatmanirbhar Bharat mission, 'Make in India' Program, ASPIRE, MUDRA. Role of Women Entrepreneurs in Economic development.-Schemes for Women entrepreneurs- Annapurna scheme, Dena shakti scheme, Mudra loan for women, Sree Shakti scheme. Role of MSME, SSI, SIDO, EDI and MDI.							15	CLO4		
V	Problems and remedies of sick industries, Causes of Industrial sickness, Preventive and remedial measures of Sick industries. Preventive and rehabilitation of business. Case study discussions.							15	CLO5		
	Total							75			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	To understand the concepts of Entrepreneurship development.	PO1,PO2
CO2	To apply knowledge in the business plans and implementation.	PO1, PO2,PO3
CO3	To analyze the various analyses of business in setting up of enterprises.	PO2,PO4, PO5,PO8
CO4	To create the awareness about various schemes and subsidies of government for entrepreneurial development.	PO3,PO4, PO5, PO6,PO7
CO5	To evaluate and assess the various problems and remedies of entrepreneurship	PO1,PO2,PO3, PO8
Reading List		
1.	Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.	
2.	Kuratko/rao, Entrepreneurship: a south asianperspective.- Cengage, New Delhi.	
3.	Leach/Melicher, Entrepreneurial Finance – Cengage.	
4.	K.Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi, New Delhi.	
5.	Khanka S.S., Entrepreneurial Development, S.Chand & Co. Ltd., New Delhi, 2001.	
References Books		
1.	Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.	
2.	The Lean Startup: How Today’s Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries	
3.	http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/	
4.	Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker	
5.	Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.	
6.	Nagendra and Manjunath, V.S., Entrepreneurship and Management, Pearson, 2010	
7.	Stokes, D., and Wilson, N., Small Business Management and entrepreneurship, 6th Edition, Cengage Learning, 2010	
Web Resources		
1	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf	
2	https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf	
3	https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&%20Dr.%20P.%20Sailaja.pdf	
4	http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20	

	<u>DEVELOPMENT.pdf</u>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

SEMESTER - VI												
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
	INDUSTRIAL RELATIONS	Core 15	Y	-	-	-	4	5	30	70	100	
Learning Objectives												
CLO1	To educate about the Industrial legislation in India.											
CLO2	To provide knowledge about maintaining harmonious relations in India and to resolve disputes, handling grievances etc.,											
CLO3	To know about Labor Legislation											
CLO4	To provide knowledge about the Councils and Collective Bargaining											
CLO5	To educate about Trade Unions											
UNIT	Details							No. of Hours	Learning Objectives			
I	Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India.							12	CLO1			
II	Industrial Dispute: Causes and Consequences, Strikes – Lockouts, Lay Off, Retrenchment, Transfer & Closure - Settlement of Disputes – Machinery – Negotiation, Conciliation, Mediation, Arbitration and Adjudication. Grievance: Causes & Redressal Procedure, Standing Orders							12	CLO2			
III	Labor Legislation: Factories Act 1948, Employee state insurance act 1948, Employee Compensation act 1923 ,Payment of wages act,1936, Payment of Bonus act,1965, Employee Provident Fund and Miscellaneous Provisions Act 1952 , Payment of Gratuity act,1972							12	CLO3			
IV	Workers’ participation in management: Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation. Collective Bargaining: Definition, Meaning, Types, Process &Importance.							12	CLO4			
V	Trade Unions – Growth – Economic, Social and Political Conditions - Objectives-Structures, Types and Functions, Social							12	CLO5			
	Total							60				
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Understand the role and importance of Industrial Relations							PO1,PO2,PO6.PO8				
CO2	Understanding the concepts of industrial Disputes and settlement.							PO1, PO2,PO4,PO5, PO6				
CO3	Understanding the concepts of Labour legislation.							PO1, PO2, PO3,PO6.PO7				
CO4	Identifying the concepts of Workers Participation in Management							PO1,PO2,PO4, PO5,PO6				
CO5	Understanding the concepts of Trade Union							PO1, PO2, PO4,PO5				

Reference Books		
1.	Pradeep Kumar; Personnel Management and Industrial Relations, Kedarnath Ramnath and Company, 2018	
2.	Gupta CB (Dr), Kapoor N.D., Tripathi PC; Industrial Relations and Labour Laws, Sultan Chand and Sons, 2020.	
3.	Chris Hall; Trade Union and its State, Princeton University, 2017	
4.	S C Shrivastava, Industrial Relations & Labour Laws, Vikas Publishing,2022	
5.	R C Sharma; Industrial Relation and Labour Legislation, PHL learning Pvt ltd, 2016	
Text Books		
1	Dr.CBMamoria, Satish Mamoria,P Subba Rao, Dynamics of Industrial Relations, Himalaya Publishing house,16 e,2022	
2	Arun Monappa, Industrial Relations & Labour laws,Tata McGraw Hill, 2012	
3	C S Venkata Ratnam , Manoranjan Dhal, Industrial Relations, Oxford, 2nd Edition	
4	A M Sharma, Industrial Relations and Labour Laws, HPH, Revised Edition	
5	P R N Sinha, Indu Bala Dinha, Seema Priyadarshini Shekhar, Industrial Relations , Trade Unions and Labour Legislation, Pearson , 3e	
Web Resources		
1	https://labour.gov.in/industrial-relations	
2	https://www.srcc.edu/e-resources?field_e_resources_tid=447	
3	https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union	
4	https://theintactone.com/2022/08/17/joint-management-councils/	
5	https://labourlawreporter.com/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

SEMESTER - VI											
Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s		
									CIA	External	Total
TBAGCD	BUSINESS ETHICS	Core 16		-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	Understand the foundations of ethics, including personal and business ethics.										
CLO2	Develop ethical decision-making skills using various models.										
CLO3	Explore factors that influence ethical behavior, such as values and philosophies.										
CLO4	Examine professional principles like honesty and integrity.										
CLO5	Learn from ancient Indian ethical traditions and prominent philosophers for application in contemporary business and leadership contexts.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Concepts and theories of Business Ethics: Definitions of Ethics, Personal ethics and Business ethics, Morality and law, How are moral standards formed? Religion and Morality, Morality, Etiquette and Professional codes, Indian Ethical Traditions.							15	CLO1		
II	Business Ethics: Principles of personal Ethics, Principles of Professional ethics, Evolution of Ethics Over the years, Honesty, Integrity and Transparency are the touchstones of Business Ethics, Distinction Between Values and Ethics, Roots of unethical Behaviour, Ethical Decision – Making							15	CLO2		
III	Ethical Decision – marking in Business: Ethical Models that Guide Decision making, Which Approach to use, Ethical Decision Marking with Cross – holder conflicts and competition, Applying Moral Philosophy to Ethical Decision Making, Kohlberg’s Model of Cognitive Moral Development, Influences on Ethical Decision Making, Personal values and Ethical Decision Marking							15	CLO3		
IV	Individual factors: Moral Philosophies and values – Moral Philosophy defined, Moral philosophies, Applying Moral Philosophy to Ethical decision Making, Cognitive moral Development, White – Collar Crime, Individual factors in Business Ethics							15	CLO4		
V	Human Values for Indian Managers, Lessons from Ancient Indian Education system, The law of Karma, Quality of Working life, Ethics of Vivekananda, Gandhiji, Aurobindo and Tagore.							15	CLO5		
	Total							75			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Develop ethical awareness in personal and professional life.	PO1, PO2, PO6, PO7
CO2	Acquire skills for ethical decision-making in complex business situations.	PO1, PO2, PO6
CO3	Enhance moral reasoning and ethical problem-solving abilities.	PO1, PO2,PO7
CO4	Embrace and demonstrate professional integrity, including values like honesty.	PO1, PO2,PO6
CO5	Navigate ethical challenges effectively in diverse cultural and global business settings.	PO1,PO2,PO3, PO4, PO6
Reading List		
1	Business Ethics by AC Fernando	
2	Business Ethics by Ferrell, Fraedrich and Ferrell.	
3	Ethics in Management and Indian Ethos by Biswanath Gosh	
4	Mike W Martin and Roland Schinzinger, Ethics in Engineering,4th edition, Tata McGraw Hill Publishing Company Pvt Ltd, New Delhi,2014.	
5	Charles D Fleddermann, Engineering Ethics, Pearson Education/ Prentice Hall of India, New Jersey,2004.	
Reference Books		
1.	Charles E Harris, Michael S Protchard and Michael J Rabins, Engineering Ethics- Concepts and cases, Wadsworth Thompson Learning, United states,2005.	
2.	M Govindarajan, S Natarajan and V S Senthil Kumar, Engineering Ethics, PHI Learning Private Ltd, New Delhi,2012.	
3.	R S Naagarazan, A text book on professional ethics and human values, New age international (P) limited ,New Delhi,2006.	
4.	Business Ethics concepts & Cases: Manuel G Velasquez, 6e, PHI, 2008.	
5.	Professional Ethics: R. Subramanian, Oxford University Press, 2015.	
Web Resources		
1.	http://www.slideword.org/slidestag.aspx/human-values-and-Professional-ethics .	
2.	https://www.amazon.in/Professional-Ethics-Human-Values-Govindarajan-ebook/dp/B00K6GSSUW	
3.	https://www.routledge.com/Professional-Ethics/book-series/SE0226	
4.	https://www.phindia.com/Books/ShoweBooks/MTI0Mg/Professional-Ethics-and-Indian-Constitution	
5.	https://books.google.co.in/books/about/Professional_Ethics_and_Social_Responsib.html?id=aApoT4V9zU4C&redir_esc=y	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks

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

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

PROJECT WORK (GROUP) – CWP 17

5 Hours, 3 Credits

Every student shall be assigned an individual project at the beginning of the final year. The individual project report shall be submitted to the college 20 days before the completion of the final year, and the college shall certify the same and submit it to the University 15 days prior to the commencement of the University examinations.

Learning Objectives	
CLO1	To Give Idea about Research Project
CLO2	To identify the research problem
CLO3	To review Literature
CLO4	To give knowledge on Data Collection and Analysis
CLO5	To Learn Project Preparation

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

PROJECT DESCRIPTION

GUIDELINES

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

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

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

CO-PO MAPPING

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

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

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

Level of Correlation between PSO's and CO's

SKILL ENHANCEMENT COURSE			
Sl. No.	Title of Courses	Sl. No.	MANDATORY Naan Mudhalvan Course ##
1	Basics for Event Management	1	2 nd Semester:
2	Managerial Skill Development		
3	Introduction to Office Management	2	3 rd Semester:
4	Small Business Management		
5	Tourism and Travel Management	3	4 th Semester:
6	Introduction to Hospital Administration		
7	Team Management	4	5 th Semester:
	--	5.	6 th Semester:

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	BASICS OF EVENT MANAGEMENT	SEC 1	Y	-	-	-	2	2	30	70	100
Learning Objectives											
CLO1	To know the basic of event management its concepts										
CLO2	To make an event design										
CLO3	To make feasibility analysis for event.										
CLO4	To understand the 5 Ps of Event Marketing										
CLO5	To know the financial aspects of event management and its promotion										
UNIT	Details								No. of Hours	Learning Objectives	
I	Introduction: Event Management – Definition, Need, Importance, Activities.								6	CLO1	
II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design								6	CLO2	
III	Event Feasibility: Resources – Feasibility, SWOT Analysis								6	CLO3	
IV	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations								6	CLO4	
V	Event Budget – Financial Analysis – Event Cost – Event Sponsorship								6	CLO5	
	Total								30		
Course Outcomes											
Course Outcomes	On completion of this course, students will;								Program Outcomes		
CO1	To understand basics of event management								PO1, PO6		
CO2	To design events								PO5, PO6		
CO3	To study feasibility of organising an event								PO2, PO6		
CO4	To gain Familiarity with marketing & promotion of event								PO6		
CO5	To develop event budget								PO6, PO8		
Reading List											
1.	Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.										
2.	Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009										
3.	Event Management & Public Relations by Savita Mohan - Enkay Publishing House										
4.	Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross										
5.	Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers										
References Books											
1.	Event Management By Chaudhary, Krishna, Bio-Green Publishers										
2.	Successful Event Management By Anton Shone & Bryn Parry										
3.	Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid										

4.	Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers	
5.	Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik CreateSpace Independent Publishing Platform, 2015	
Web Resources		
1.	https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf	
2	https://www.inderscience.com/jhome.php?jcode=ijhem International Journal of Hospitality & Event Management	
3	https://www.emeraldgrouppublishing.com/journal/ijefm International Journal of Event and Festival Management	
4	https://www.eventbrite.com/blog/?s=roundup	
5	https://www.eventindustrynews.com/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	MANAGERIAL SKILL DEVELOPMENT	SEC 2	Y	-	-	-	2	2	30	70	100
Learning Objectives											
CLO1	To improve the self-confidence, groom the personality and build emotional competence										
CLO2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.										
CLO3	To assess the Emotional intelligence										
CLO4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions										
CLO5	To improve professional etiquettes										
UNIT	Details							No. of Hours	Learning Objectives		
I	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills							6	CLO1		
II	Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.							6	CLO2		
III	Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.							6	CLO3		
IV	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brainstorming), Image generation and evaluation.							6	CLO4		
V	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing. Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.							6	CLO5		
	Total							30			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Identify the personal qualities that are needed to sustain in the world of work.	PO1, PO2, PO6, PO7
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	PO1, PO2, PO5
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	PO6, PO7
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	PO1, PO2
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	PO4
Reading List		
1.	Managerial Skill Articles	
2.	The Management Skills of SALL Managers - SiSAL Journal	
3.	Managerial Skills by Dr.K.Alex S.CHAND	
4.	Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP	
5.	Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV	
References Books		
1.	Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication	
2.	McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.	
3.	Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.	
4.	P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012	
Web Resources		
1.	https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63	
2.	https://www.academia.edu/4358901/managerial_skill_development_pdf	
3	https://www.academia.edu/4358901/managerial_skill_development_pdf	
4	https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf	
5	https://www.aisectionuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks

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

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	INTRODUCTION TO OFFICE MANAGEMENT	SEC 3	Y	-	-	-	2	2	30	70	100
Learning Objectives											
CLO1	Understand principles of office management.										
CLO2	Enhance office organization and efficiency.										
CLO3	Develop effective communication skills.										
CLO4	Learn time and task management techniques.										
CLO5	Acquire record-keeping and technology proficiency										
UNIT	Details							No. of Hours	Learning Objectives		
I	Office management – Meaning – Elements of office management – Functions of office management.							6	CLO1		
II	Office organization – Definition, Characteristics and Steps – Types of Organization – Functions of an Office administrator.							6	CLO2		
III	Office record management – Importance – Filing essentials –Classification and arrangement of files-Modern methods of filing-Modern filing devices.							6	CLO3		
IV	Office Communication – Correspondence and Report writing –Meaning of office communication & mailing.							6	CLO4		
V	Form letters –Meaning, Principles, and Factors to be considered in designing office forms – Types of report writing.							6	CLO5		
	Total							30			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Understand principles of office management.							PO1, PO2, PO6, PO7			
CO2	Enhance office organization and efficiency.							PO1, PO2, PO6, PO7			
CO3	Develop effective communication skills.							PO1, PO2, PO6, PO7			
CO4	Learn time and task management techniques.							PO1, PO2, PO6, PO7			
CO5	Acquire record-keeping and technology proficiency							PO1, PO2, PO6, PO7			
Reading List											
1.	Fundamentals of Office Management – by J.P.Mahajan,										
2.	Office Management by S.P.Arrora										
3.	Office Management – R.S.N.Pillai & Bagavathi- S.Chand.										
4.	Office Management - Dr I.M Sahai										
5.	Office Management – R.K.Chopra										
References Books											
1.	Principles of Office Management (New) - by Dr. R.C. Bhatia										
2.	Office Organisation and Management - M.E. Thukaram Rao										
3.	Modern Office Management – R.C.Bhatia										
4.	Office Management and Secretarial Practice - Divya Rajni, Dr. ; Sharma										
5.	21 Office Situations - And How To Deal With Them - Anil Karamchandani										

Web Resources		
1.	Galloway, Lee (1922). Office Management, Its Principles and Practice: Covering Organization, Arrangement, and Operation with Special Consideration of the Employment, Training, and Payment of Office Workers. Ronald Press.	
2	https://www.himpub.com/documents/chapter871.pdf	
3	https://books.google.co.in/books/about/Office_Management.html?id=MV4OAgAA CAAJ&redir_esc=y	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	SMALL BUSINESS MANAGEMENT	SEC 4	Y	-	-	-	2	2	30	70	100
Learning Objectives											
CLO1	Understand the concept and importance of small business management.										
CLO2	Analyze the procedures involved in establishing and managing small businesses.										
CLO3	Understand financial and marketing aspects of small businesses.										
CLO4	Evaluate operational and human resource practices in small business organizations.										
CLO5	Examine challenges, opportunities, and growth strategies of small businesses.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Small Business Management: Meaning, nature, characteristics and scope of small business, role and importance of small business in economic development, objectives and functions of small business, classification of small enterprises, entrepreneurship and small business environment.							6	CLO1		
II	Establishment of Small Business: Steps in starting a small business, business idea generation, feasibility analysis, business plan preparation, legal formalities, registration procedures, government support and assistance for small enterprises.							6	CLO2		
III	Marketing and Financial Management of Small Business: Marketing concepts for small businesses, market research, product planning, pricing, promotion and distribution strategies, sources of finance, working capital management, budgeting and financial planning.							6	CLO3		
IV	Operations and Human Resource Management in Small Business: Production planning and control, inventory management, quality management, recruitment and selection, employee training, motivation and performance management.							6	CLO4		
V	Growth and Development of Small Business: Problems and challenges faced by small businesses, risk management, innovation and technology adoption, digital business strategies, sustainability practices and future growth opportunities.							6	CLO5		
	Total							30			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Explain the concepts and significance of small business management.							PO1, PO2, PO5			
CO2	Apply procedures for establishing and operating small businesses.							PO1, PO2, PO3, PO5			

CO3	Analyze financial and marketing functions of small enterprises.	PO1, PO2, PO3, PO6, PO7
CO4	Evaluate operational and human resource practices in small business organizations.	PO1, PO2, PO6, PO7
CO5	Assess growth opportunities and challenges of small businesses.	PO1, PO2, PO3, PO4, PO5, PO6, PO7
Reading List		
1.	Gupta, C.B. & Srinivasan, N.P. <i>Entrepreneurial Development and Small Business Enterprises</i> , Sultan Chand & Sons, New Delhi.	
2.	Desai, V. <i>Small Scale Industries and Entrepreneurship</i> , Himalaya Publishing House, Mumbai.	
3.	Khanka, S.S. <i>Entrepreneurial Development</i> , S. Chand Publishing, New Delhi.	
4.	Hisrich, R.D., Peters, M.P., & Shepherd, D.A. <i>Entrepreneurship</i> , McGraw-Hill Education.	
5.	Scarborough, N.M. <i>Essentials of Entrepreneurship and Small Business Management</i> , Pearson Education.	
References Books		
1.	Zimmerer, T.W., Scarborough, N.M., & Wilson, D. <i>Essentials of Entrepreneurship and Small Business Management</i> , Pearson Education.	
2.	Kuratko, D.F. <i>Entrepreneurship: Theory, Process and Practice</i> , Cengage Learning.	
3.	Holt, D.H. <i>Entrepreneurship: New Venture Creation</i> , Prentice Hall of India.	
4.	Mariotti, S. & Glackin, C. <i>Entrepreneurship and Small Business Management</i> , Pearson Education.	
5.	Norman M. Scarborough, <i>Effective Small Business Management: An Entrepreneurial Approach</i> , Pearson Education.	
Web Resources		
1.	https://msme.gov.in/?utm_source=chatgpt.com	
2.	https://open.umn.edu/opentextbooks/textbooks/140	
3.	https://www.freebookcentre.net/business-books-download/Small-Business-Management-in-the-21st-Century.html	
4.	https://books.google.co.in/books/about/Administrative_Office_Management.html?id=Nfn3AAAACAAJ&redir_esc=y	
5.	https://www.amaindia.org/product/office-management-in-the-21st-century/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	TOURISM AND TRAVEL MANAGEMENT	SEC 5	Y	-	-	-	2	2	30	70	100
Learning Objectives											
CLO1	To know the Tourism concepts										
CLO2	To explain demand and supply										
CLO3	To know the impacts of Tourism										
CLO4	Explain the sustainability,										
CLO5	To know the travel agency etc.,										
UNIT	Details							No. of Hours	Learning Objectives		
I	Definition of Tourism – Types of Tourism – Basic Components of Tourism Motivation for Tourism.							6	CLO1		
II	Different kinds of Accommodations: Star Hotels – Resort Groups – Cottages – Time share Hotels – Motels. Different kinds of Transport: Air Transport - Rail Transport – Sea way Transport and Road Transport.							6	CLO2		
III	Tourism Development in India: Sargent Committee – Ministry of Tourism - ITDC – TTDC – Trade Fair – Travel Agents Association of India (TAAI).							6	CLO3		
IV	Travel Intermediaries: Travel Agency – Tour Operator – Tourist Guides – International Air Transport Association (IATA) - Pacific Area Travel Association (PATA) – International Civil Aviation Organisation (ICAO) - World Tourism Organisations (WTO).							6	CLO4		
V	Documentation: Passport - Visa – Emigration and Immigration – Foreign Exchange – Balance of Payment – Insurance Cover – Overseas Tour Packages.							6	CLO5		
	Total							30			
Course Outcomes											
Course Outcomes	On completion of this course, students will;										
CO1	know the Tourism concepts							PO1, PO2			
CO2	Explain demand and supply							PO1, PO2			
CO3	Know the impacts of Tourism							PO1, PO2			
CO4	To know the sustainability,							PO1, PO2			
CO5	To know the travel agency etc.,							PO1, PO2			
Reading List											
1.	Ramachary, Tourism in India, 2001										
2.	A.K. Bhaattia, Tourism in India, 2001										
3.	Davison Rob, Toursim Pitman London 2004										
4.	G.K. Puri, Handbook of Tourism.										
5	Travel and Tourism Management – 2015 – Md. Abu Barkat Ali										
References Books											
1.	An International Handbook of Tourism Education by David Airey (Editor); John Tribe (Editor)										

2.	Knowledge, Service, Tourism and Hospitality by Ford LumbanGaol (Editor); Fonny Hutagalung (Editor)	
3.	The Economics of Tourism Destinations by Norbert Vanhove	
4.	An International Handbook of Tourism Education by David Airey (Editor); John Tribe (Editor)	
5.	Tourism Crises by Joan C. Henderson	
Web Resources		
1	https://www.perlego.com/book/2193501/tourism-transport-and-travel-management-pdf	
2	https://books.google.co.in/books/about/Tourism_Transport_and_Travel_Management.html?id=OyP0swEACAAJ&redir_esc=y	
3	https://www.vikaspublishing.com/books/business-economics/management/tourism-travel-management/9788125905615/	
4	https://www.treksoft.com/en/resources/ebooks/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

Mapping with program outcomes

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

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	INTRODUCTION TO HOSPITAL ADMINISTRATION	SEC 6	Y	-	-	-	2	2	30	70	100
Learning Objectives											
CLO1	Understand the concepts and scope of hospital administration.										
CLO2	Examine the structure and functions of hospitals and healthcare systems.										
CLO3	Analyze hospital planning, organization, and departmental management.										
CLO4	Understand human resource and financial management practices in hospitals.										
CLO5	Evaluate quality standards and recent trends in hospital administration.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Hospital Administration: Meaning, nature and scope of hospital administration, evolution of hospitals, objectives and functions of hospitals, role and importance of hospital administration, healthcare systems in India.							6	CLO1		
II	Hospital Organization and Structure: Types of hospitals, organizational structure of hospitals, functions of hospital departments, outpatient services, inpatient services, emergency and specialty care services.							6	CLO2		
III	Hospital Planning and Management: Hospital planning, hospital layout and design, material management, inventory control, patient care services, medical records management and information systems.							6	CLO3		
IV	Human Resource and Financial Management in Hospitals: Human resource planning, recruitment and selection, training and development, performance appraisal, hospital budgeting, financial planning and cost control.							6	CLO4		
V	Quality and Emerging Trends in Hospital Administration: Hospital quality standards, accreditation and quality assurance, patient safety, ethics in healthcare management, digital healthcare systems and future trends in hospital administration.							6	CLO5		
	Total							30			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Explain the concepts and importance of hospital administration.							PO1, PO2, PO5			
CO2	Describe hospital structure and healthcare delivery systems.							PO1, PO2, PO3, PO5			
CO3	Analyze planning and operational functions in hospitals.							PO1, PO2, PO3, PO6, PO7			

CO4	Evaluate human resource and financial practices in healthcare institutions.	PO1, PO2, PO6, PO7
CO5	Assess quality standards and emerging trends in hospital administration.	PO1, PO2, PO3, PO4, PO5, PO6, PO7
Reading List		
1.	Goel, S.L. and Kumar, R., <i>Hospital Administration and Management</i> , Deep & Deep Publications.	
2.	Gupta, S.C. and Kant, S., <i>Hospital and Health Care Administration</i> , Jaypee Brothers Medical Publishers.	
3.	Joshi, S.K., <i>Hospital Administration: Principles and Practice</i> , Jaypee Brothers Medical Publishers.	
4.	Kunders, G.D., <i>Hospitals: Planning, Design and Management</i> , Tata McGraw-Hill.	
5.	R.C. Goyal, <i>Hospital Administration and Human Resource Management</i> , PHI Learning.	
References Books		
1.	Sakharkar, B.M., <i>Principles of Hospital Administration and Planning</i> , Jaypee Brothers Medical Publishers.	
2.	Sharma, D.C., <i>Hospital Administration and Management</i> , CBS Publishers.	
3.	Francis, C.M. and De Souza, M.C., <i>Hospital Administration</i> , Jaypee Publications.	
4.	Buchbinder, S.B. and Shanks, N.H., <i>Introduction to Health Care Management</i> , Jones & Bartlett Learning.	
5.	Park, K., <i>Textbook of Preventive and Social Medicine</i> , Banarsidas Bhanot Publishers.	
Web Resources		
1.	https://mis.alagappauniversity.ac.in/siteAdmin/dde-admin/uploads/1/_Diploma_PG%20DIPLOMA_Hospital%20Administration_418%2012_Hospital%20Administration_2467.pdf	
2	https://www.dmiher.edu.in/frontEnd/pages/page/images/pdf/phd/HOSPITAL%20ADMINISTRATION.pdf	
3	https://web.ung.edu/media/university-press/fundamentals-of-healthcare-administration.pdf	
4	https://digirepo.nlm.nih.gov/ext/dw/60120540R/PDF/60120540R.pdf	
5	https://dokumen.pub/principles-of-hospital-administration-and-planning-2nbsped-9788184486322-8184486324.html	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze	Problem-solving questions, Finish a procedure in many steps, Differentiate between	

(K4)	various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	TEAM MANAGEMENT	SEC 7	Y	-	-	-	2	2	30	70	100
Learning Objectives											
CLO1	Understand the concepts and significance of team management in organizations.										
CLO2	Analyze team formation and team development processes.										
CLO3	Understand communication and leadership practices in team settings.										
CLO4	Evaluate conflict management and team performance strategies.										
CLO5	Examine contemporary issues and emerging trends in team management.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Team Management: Meaning, nature and importance of teams, characteristics of effective teams, differences between groups and teams, objectives and functions of team management, role of teams in organizations.							6	CLO1		
II	Team Formation and Development: Stages of team development, team roles and responsibilities, team building process, team dynamics, factors influencing team effectiveness.							6	CLO2		
III	Leadership and Communication in Teams: Leadership styles in team management, communication process in teams, interpersonal communication, decision making in teams, motivation and coordination techniques.							6	CLO3		
IV	Conflict and Team Performance Management: Sources of conflict in teams, conflict resolution techniques, stress management, performance measurement, employee engagement and team productivity improvement.							6	CLO4		
V	Contemporary Trends in Team Management: Virtual teams, cross-functional teams, diversity management, digital collaboration tools, ethical issues and future trends in team management.							6	CLO5		
	Total							30			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Explain the concepts and significance of team management.							PO1, PO2, PO6, PO7			
CO2	Analyze team formation and development processes.							PO1, PO2, PO6			
CO3	Apply leadership and communication strategies in team settings.							PO1, PO2,PO7			
CO4	Evaluate conflict management and performance enhancement practices.							PO1, PO2,PO6			
CO5	Assess emerging trends and challenges in team management.							PO1,PO2,PO3, PO4, PO6			

Reading List		
1.	Robbins, S.P. and Judge, T.A., <i>Organizational Behavior</i> , Pearson Education.	
2.	Maddux, R.B., <i>Team Building: An Exercise in Leadership</i> , Viva Books.	
3.	West, M.A., <i>Effective Teamwork: Practical Lessons from Organizational Research</i> , BPS Blackwell.	
4.	Katzenbach, J.R. and Smith, D.K., <i>The Wisdom of Teams</i> , Harper Business.	
5.	Newstrom, J.W., <i>Organizational Behavior: Human Behavior at Work</i> , McGraw-Hill Education.	
References Books		
1.	Lussier, R.N., <i>Human Relations in Organizations</i> , McGraw-Hill Education.	
2.	Daft, R.L., <i>Management</i> , Cengage Learning.	
3.	Kreitner, R. and Kinicki, A., <i>Organizational Behavior</i> , McGraw-Hill Education.	
4.	Hellriegel, D. and Slocum, J.W., <i>Organizational Behavior</i> , Cengage Learning.	
5.	Schermerhorn, J.R., <i>Management</i> , Wiley Publications.	
Web Resources		
1.	https://www.freebookcentre.net/business-books-download/Managing-Groups-and-Teams.html	
2	https://www.lmmiller.com/wp-content/uploads/2011/06/Team-Management.pdf	
3	https://www.otcbahrain.com/wp-content/uploads/2017/12/There-is-no-I-in-Team.pdf	
4	https://osou.ac.in/eresources/2013_VUSSC_Team-Management-1526017134.pdf	
5	https://www.caalley.com/icaipub/misc/84490psec68048.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

INTERDISCIPLINARYCOURSE (IDC) FOR WHO HAVE OPT TAMIL AS PART - I	
1 st Semester	Intellectual Property Rights
2 nd Semester	Business Etiquette and Corporate Grooming
3 rd Semester	Knowledge Management
4 th Semester	Stress Management

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	INTELLECTUAL PROPERTY RIGHTS	IDC 1	Y	-	-	-	2	2	30	30	100
Learning Objectives											
CLO1	To learn aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.										
CLO2	To disseminate knowledge on patents, patent regime in India and a broad and registration aspects										
CLO3	To evaluate the copyright law										
CLO4	To disseminate knowledge on copyrights and its related rights and registration aspects										
CLO5	To understand about Geographical Indicators										
UNIT	Details							No. of Hours	Learning Objectives		
I	IPR Introduction: and the need for intellectual property right – IPR in India –Different Classifications –Important Principles of IP Management –Commercialization of Intellectual Property Rights by Licensing–Intellectual Property Rights in the Cyber World.							6	CLO1		
II	Introduction–Classification – Importance – Types of Patent Applications in India – Patent able Invention– Inventions Not Patentable.							6	CLO2		
III	Introduction–Fundamentals –Concept–Purpose–Functions–Characteristics–Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non-Registrable Trademarks Industrial Designs –Need for Protection of Industrial Designs.							6	CLO3		
IV	Introduction to Copyright– Conceptual Basis –Copyright and Related Rights–Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer – Infringement– Copyright pertaining to Software/Internet and other Digital media.							6	CLO4		
V	GEOGRAPHICAL INDICATIONS: Concept, Protection & Significance							6	CLO5		
	Total							30			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Imbibe the knowledge of IPR through various laws							PO1, PO6			
CO2	Apply the knowledge of patents							PO5, PO6			
CO3	Understand the process of acquiring a trademark							PO2, PO6			
CO4	Create an awareness about copyrights							PO6, PO8			
CO5	Understand geographical indicators							PO6, PO8			

Reading List		
1.	Journal of Intellectual Property Rights	
2.	Intellectual Property Rights Text and Cases: DR.R.Radhakrishnan, DR.S. Balasubramanian	
3.	Intellectual Property Patents, Trade Marks, And Copy Rights–Richard Stim	
4.	Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K.Toradmalle, Wiley	
5,	Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS	
References Books		
1.	Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing	
2.	Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis	
3.	Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House	
4.	Introduction To Intellectual Property Rights by Chawkam H.S, Oxford &Ibh	
5.	Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain	
Web Resources		
1.	https://nptel.ac.in/courses/110/105/110105139/	
2.	https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf	
3.	https://ipindia.gov.in/	
4.	https://www.tutorialspoint.com/explain-the-intellectual-property-rights	
5.	https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcome

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

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	BUSINESS ETIQUETTE AND CORPORATE GROOMING	IDC 2	Y	-	-	-	2	2	30	70	100
Learning Objectives											
CLO1	To impart knowledge about basic etiquettes in professional conduct										
CLO2	To provide understanding about the workplace courtesy and ethical issues involved										
CLO3	To suggest on guidelines in managing rude and impatient clients										
CLO4	To familiarize students about significance of cultural sensitivity and the relative business attire										
CLO5	To stress on the importance of attire										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Business Etiquette: Introduction-ABCs of etiquette- meeting and greeting scenarios - principles of exceptional work behavior -role of good manners in business-professional conduct and personal spacing.							6	CLO1		
II	Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings-Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment – conflict resolution strategies –Choosing appropriate gift in the business environment-real life work place scenarios -company policy for business etiquette							6	CLO2		
III	Telephone Etiquette, email etiquette and Disability Etiquette, Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the work place, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices							6	CLO3		
IV	Diversity and Cultural Awareness at Work place Impact of diversity -Cultural Sensitivity-Taboos and Practices -Inter-Cultural Communication							6	CLO4		
V	Business Attire and Professionalism Business style and professional image- dress code -guidelines for appropriate business attire – grooming for success.							6	CLO5		
	Total							30			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Describe basic concepts of business etiquette and corporate grooming.	PO5, PO6,
CO2	Outline the etiquette and grooming standards followed in business environment and the significance of communication	PO4, PO2, PO5, PO6
CO3	Create cultural awareness and moral practices in real life workplace scenarios	PO8, PO6
CO4	Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success	PO1, PO3, PO8, PO6
CO5	Apply the professionalism in the workplace considering diversity and courtesy	PO3, PO8, PO6
Reading List		
1.	Journal of Computer Mediated Communication By ICA	
2.	Business and Professional Communication by Sage Journals	
3.	Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse	
4.	Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow	
5.	Shital Kakkar Mehra, “Business Etiquette: A guide for the Indian Professional”, Harper Collins Publisher (2012)	
REFERENCES BOOKS		
1.	Indian Business Etiquette, Raghu Palat, JAICO Publishers	
2.	Nina Kochhar,“At Ease with Etiquette”,B.jain Publisher,2011	
3.	Nimeran Sahukar, Prem P.Bhalla, “The Book of Etiquette and manners”, Pustak Mahi publishers, 2004	
4.	Sarvesh Gulati(2012),Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.	
5.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter , Mc Graw Hill Education	
Web Resources		
1.	http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf	
2.	https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf	
3	https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf	
4	https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm	
5	https://wikieducator.org/Business_etiquette_and_grooming	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks

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

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	S	S	S	M	M	S
CO 2	M	M	S	S	S	M	M	S
CO 3	M	M	S	S	S	M	M	S
CO 4	M	M	S	S	S	S	M	S
CO 5	M	M	M	S	S	S	M	S
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations							

Mapping with program outcomes

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	KNOWLEDGE MANAGEMENT	IDC 3	Y	-	-	-	2	2	30	70	100
Learning Objectives											
CLO1	Understand the concepts and importance of knowledge management in organizations.										
CLO2	Examine knowledge creation, acquisition, and sharing processes.										
CLO3	Analyze tools and technologies used in knowledge management systems.										
CLO4	Evaluate strategies for implementing knowledge management practices.										
CLO5	Assess contemporary issues and emerging trends in knowledge management.										
UNIT	Details							No. of Hour s	Learning Objective s		
I	Introduction to Knowledge Management: Meaning, nature and scope of knowledge management, data, information and knowledge concepts, types of knowledge, objectives and significance of knowledge management, role of knowledge in organizations.							6	CLO1		
II	Knowledge Creation and Sharing: Knowledge creation process, knowledge acquisition, knowledge capture, knowledge sharing and transfer, organizational learning and knowledge culture.							6	CLO2		
III	Knowledge Management Systems and Technologies: Knowledge management systems, information technology support, databases, intranet, internet, artificial intelligence applications, knowledge repositories and decision support systems.							6	CLO3		
IV	Implementation of Knowledge Management: Knowledge management strategies, knowledge audit, barriers to knowledge management, implementation challenges, measurement and evaluation of knowledge management practices.							6	CLO4		
V	Contemporary Trends in Knowledge Management: Intellectual capital management, innovation and knowledge management, digital transformation, big data and analytics, ethics and future trends in knowledge management.							6	CLO5		
	Total							30			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Explain the concepts and significance of knowledge management.							PO5, PO6, PO1			
CO2	Analyze knowledge creation and sharing processes in organizations.							PO4, PO2, PO5, PO6			

CO3	Apply tools and technologies for knowledge management systems.	PO8, PO6, PO4
CO4	Evaluate implementation strategies and challenges in knowledge management.	PO1, PO3, PO8, PO6
CO5	Assess emerging trends and developments in knowledge management.	PO2, PO3, PO8, PO6
Reading List		
1.	Awad, E.M. and Ghaziri, H.M., <i>Knowledge Management</i> , Pearson Education.	
2.	Becerra-Fernandez, I. and Sabherwal, R., <i>Knowledge Management: Systems and Processes</i> , Routledge.	
3.	Tiwana, A., <i>The Knowledge Management Toolkit</i> , Pearson Education.	
4.	Debowski, S., <i>Knowledge Management</i> , Wiley Publications.	
5.	Dalkir, K., <i>Knowledge Management in Theory and Practice</i> , MIT Press.	
REFERENCES BOOKS		
1.	Nonaka, I. and Takeuchi, H., <i>The Knowledge Creating Company</i> , Oxford University Press.	
2.	Davenport, T.H. and Prusak, L., <i>Working Knowledge</i> , Harvard Business School Press.	
3.	Fernandez, I.B., Gonzalez, A., and Sabherwal, R., <i>Knowledge Management: Challenges, Solutions and Technologies</i> , Pearson Education.	
4.	Hislop, D., <i>Knowledge Management in Organizations</i> , Oxford University Press.	
5.	Koenig, M.E.D., <i>Knowledge Management: Learning from Knowledge Engineering</i> , Information Today Inc.	
Web Resources		
1.	https://dianabarbosa.wordpress.com/wp-content/uploads/2009/03/knowledge-management-kimiz-dalkir.pdf	
2.	http://freeit.free.fr/Project%20Management/Butterworth.Heinemann.Knowledge.Management.Tools.and.Techniques.Practitioners.and.Experts.Evaluate.KM.So.pdf	
3	https://repository.unikom.ac.id/46971/1/knowledge_management_book.pdf	
4	https://bloomfire.com/wp-content/uploads/2024/03/Knowledge-Management-Guidebook-2024-Edition.pdf	
5	https://www.psicopolis.com/capitalin/pdf/esskm.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze	Problem-solving questions, Finish a procedure in many steps, Differentiate	

(K4)	between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	STRESS MANAGEMENT	IDC 4	Y	-	-	-	2	2	30	70	100
Learning Objectives											
CLO1	Understand the concepts, causes and effects of stress.										
CLO2	Identify various sources and symptoms of stress in personal and organizational settings.										
CLO3	Analyze stress coping strategies and stress management techniques.										
CLO4	Evaluate organizational approaches to stress management and employee well-being.										
CLO5	Examine recent developments and practices in stress management.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Stress Management: Meaning, nature and concept of stress, types of stress, causes of stress, positive and negative stress, significance of stress management, stress in modern life.							6	CLO1		
II	Sources and Symptoms of Stress: Personal and organizational stressors, environmental stressors, physiological, psychological and behavioral symptoms of stress, work-related stress, stress and lifestyle factors.							6	CLO2		
III	Stress Coping and Management Techniques: Coping mechanisms, relaxation techniques, meditation, yoga, time management, emotional intelligence and stress reduction strategies.							6	CLO3		
IV	Stress Management in Organizations: Workplace stress, job stress and burnout, employee counseling, work-life balance, stress intervention programs, employee wellness initiatives.							6	CLO4		
V	Contemporary Trends in Stress Management: Digital stress, stress in virtual work environments, resilience building, mental well-being practices, stress prevention techniques and future trends.							6	CLO5		
	Total							30			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Explain the concepts and importance of stress management.							PO5, PO6, PO1,PO2			
CO2	Identify sources and symptoms of stress in different settings.							PO4, PO2, PO5, PO6, PO8			
CO3	Apply coping techniques and stress reduction strategies.							PO8, PO6, PO4,PO7			
CO4	Evaluate organizational stress management practices.							PO1, PO3, PO8, PO6			

CO5	Assess contemporary issues and future trends in stress management.	PO2, PO3, PO8, PO6
READING LIST		
1.	Greenberg, J.S., <i>Comprehensive Stress Management</i> , McGraw-Hill Education.	
2.	Robbins, S.P. and Judge, T.A., <i>Organizational Behavior</i> , Pearson Education.	
3.	Cooper, C.L. and Dewe, P., <i>Stress: A Brief History</i> , Wiley Publications.	
4.	Sharma, R.R., <i>Stress Management</i> , Sage Publications.	
5.	Singh, D., <i>Stress Management: A Holistic Approach</i> , Pearson Education.	
REFERENCES BOOKS		
1.	Quick, J.C. and Quick, J.D., <i>Organizational Stress and Preventive Management</i> , McGraw-Hill.	
2.	Ivancevich, J.M. and Matteson, M.T., <i>Organizational Behavior and Management</i> , McGraw-Hill Education.	
3.	Luthans, F., <i>Organizational Behavior</i> , McGraw-Hill Education.	
4.	Pareek, U., <i>Understanding Organizational Behaviour</i> , Oxford University Press.	
5.	Nelson, D.L. and Quick, J.C., <i>Understanding Organizational Behavior</i> , Cengage Learning.	
Web Resources		
1.	https://crpf.gov.in/writereaddata/images/pdf/The Stress Management.pdf	
2.	https://www.stpaulcollege.co.in/assets/PDFs/scannedBooks/Stress-Management-Book.pdf	
3	https://open.umn.edu/opentextbooks/textbooks/methods-for-stress-management	
4	https://www.routledge.com/rsc/downloads/Mental_Health_Awareness_Week_FreeBook_(1).pdf	
5	https://www.barnesandnoble.com/b/free-ebooks/ebooks-nook/psychological-self-help/stress-anxiety-management-self-help/_/N-ry0Z8qaZ1c33	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	30 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	70 Marks
	Total	100 Marks
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Mapping with program outcomes

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CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0
