

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

## **SYLLABUS**

**FROM THE ACADEMIC YEAR  
2023 – 2024**

**ALAGAPPA UNIVERSITY, KARAIKUDI – 630 003**

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

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

**PO7: Cooperation/Team work:** Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team

**PO8: Scientific reasoning:** Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.

**PO9: Reflective thinking:** Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.

**PO10 Information/digital literacy:** Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

**PO 11 Self-directed learning:** Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.

**PO 12 Multicultural competence:** Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.

**PO 13: Moral and ethical awareness/reasoning:** Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

**PO 14: Leadership readiness/qualities:** Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

**PO 15: Lifelong learning:** Ability to acquire knowledge and skills, including „learning how to learn“, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place

	through knowledge/skill development/reskilling.
<b>Programme Specific Outcomes:</b>	<p><b>PSO1:</b> To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.</p> <p><b>PSO 2:</b> To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.</p> <p><b>PSO 3:</b> To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.</p> <p><b>PSO 4:</b> Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.</p> <p><b>PSO 5:</b> Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.</p>

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>PSO 1</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 2</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO3</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 4</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 5</b>	Y	Y	Y	Y	Y	Y	Y	Y

**3 – Strong, 2- Medium, 1- Low**

### **Highlights of the Revamped Curriculum:**

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and Mathematics based problem solving skills are included as mandatory components in the ‘Training for Competitive Examinations’ course at the final semester, a first of its kind.

- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.
- The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
- The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.
- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.
- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

### Value additions in the Revamped Curriculum:

Semester	Newly introduced Components	Outcome/ Benefits
<b>I</b>	<b>Foundation Course</b> To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning Literature and analysing the world through the literary lens gives rise to a new perspective.	<ul style="list-style-type: none"> <li>➤ Instill confidence among students</li> <li>➤ Create interest for the subject</li> </ul>
<b>I, II, III, IV</b>	<b>Skill Enhancement papers</b> (Discipline centric / Generic / Entrepreneurial)	<ul style="list-style-type: none"> <li>➤ Industry ready graduates</li> <li>➤ Skilled human resource</li> <li>➤ Students are equipped with the essential skills to make them employable</li> </ul>
		<ul style="list-style-type: none"> <li>➤ Training on language and communication skills enable the students gain knowledge and exposure in the competitive world.</li> </ul>
		<ul style="list-style-type: none"> <li>➤ Discipline centric skill will improve the Technical know-how of solving real life problems.</li> </ul>
<b>III, IV, V &amp; VI</b>	Elective papers	<ul style="list-style-type: none"> <li>➤ Strengthening the domain knowledge</li> <li>➤ Introducing the stakeholders to the State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and interdisciplinary nature</li> <li>➤ Emerging topics in higher education/industry/communication network/health sector etc. are introduced with hands-on-training.</li> </ul>

<b>IV</b>	ElectivePapers	<ul style="list-style-type: none"> <li>➤ Exposuretoindustryworldsstudentsintosolutionproviders</li> <li>➤ GeneratesIndustryready graduates</li> <li>➤ Employmentopportunitiesenhanced</li> </ul>
<b>VSemester</b>	Electivepapers	<ul style="list-style-type: none"> <li>➤ Self-learning isenhanced</li> <li>➤ Applicationoftheconcepttoarealsituationisconceivedresulting intangibleoutcome</li> </ul>
<b>VISemester</b>	Electivepapers	<ul style="list-style-type: none"> <li>➤ Enriches the studybeyondthe course.</li> <li>➤ Developingaresearchframework and presenting their independent and intellectual ideas effectively.</li> </ul>
<b>ExtraCredits: ForAdvancedLearners/Honorsdegree</b>		<ul style="list-style-type: none"> <li>➤ Tocater totheneeds ofpeer learners/research aspirants</li> </ul>
<b>SkillsacquiredfromtheCourses</b>		Knowledge, Problem Solving, Analytical ability,ProfessionalCompetency,ProfessionalCommunicationandTransferrable Skill

<b>MethodsofEvaluation</b>		
<b>Internal Evaluation</b>	ContinuousInternalAssessmentTest	25 Marks
	Assignments	
	Seminars	
	AttendanceandClassParticipation	
<b>External Evaluation</b>	EndSemesterExamination	75 Marks
	Total	100 Marks
<b>MethodsofAssessment</b>		
<b>Recall(K1)</b>	Simpledefinitions,MCQ,Recallsteps,Conceptdefinitions	
<b>Understand/Comprehend(K2)</b>	MCQ,True/False,Shortessays,Conceptexplanations,Shortsummaryor overview	
<b>Application (K3)</b>	Suggestidea/conceptwithexamples,Suggestformulae, Solveproblems, Observe,Explain	
<b>Analyze(K4)</b>	Problem-solvingquestions,Finishaprocedureinmanysteps,Differentiate betweenvariousideas,Mapknowledge	
<b>Evaluate(K5)</b>	Longer essay/Evaluationessay,Critiqueorjustifywithprosandcons	
<b>Create(K6)</b>	Checkknowledgeinspecificoroffbeatsituations,Discussion,Debatingor Presentations	



**B.B.A.,  
Programme Structure**

SEMESTER			Courses	SUBJECTS	T/P	CREDI T	Hrs/week	MARKS			TOTAL
I	Part	Course Code						CI	Ex	ter	
	Part I	2311T	T/OL	தமிழ் இலக்கிய வரலாறு I/ Other Language	T	3	6	25	75		100
	Part II	2312E	E	General English-I	T	3	6	25	75		100
	Part III	23BBA1C1	CC-I	Principles of Management	T	5	5	25	75		100
		23BBA1C2	CC-II	Accounting for Managers-I	T	5	5	25	75		100
		-	Generic Elective (Allied)	B.Com/History/Tamil/ B.A.Economics	T	3	4	25	75		100
	Part IV	23BBA1S1	SEC-I	Basics of Event Management	T	2	2	25	75		100
		23BBA1FC	FC	Managerial Communication	T	2	2	25	75		100
				<b>Total</b>		<b>23</b>	<b>30</b>	<b>175</b>	<b>525</b>		<b>700</b>
II	Part I	2321T	T/OL	தமிழ் இலக்கிய வரலாறு II/ Other Language-II	T	3	6	25	75		100
	Part II	2322E	E	General English-II	T	3	6	25	75		100
	Part III	23BBA2C1	CC-III	Marketing Management	T	5	5	25	75		100
		23BBA2C2	CC-IV	Accounting for Managers II	T	5	5	25	75		100
		--	Generic Elective (Allied)	B.B.A., Self Allied/ B.Com/ History/Tamil/Economics	T	3	4	25	75		100
	Part IV	23BBA2S1	SEC-II	Managerial Skill Development	T	2	2	25	75		100
		23BBA2S2	SEC-III	Business Etiquette and Corporate Grooming	T	2	2	25	75		100
				<b>Total</b>		<b>23</b>	<b>30</b>	<b>175</b>	<b>525</b>		<b>700</b>
III	Part I	2331T	T/OL	தமிழக வரலாறும் பண்பாடும்/ Other Language-III	T	3	6	25	75		100
	Part II	2332E	E	General English-III	T	3	6	25	75		100
	Part III	23BBA3C1	CC-V	Organisational Behaviour	T	5	5	25	75		100
		23BBA3C2	CC-VI	Financial Management	T	5	5	25	75		100
		--	Generic Elective (Allied)	Business Statistics/ B.Com / History/Tamil/Economics	T	3	4	25	75		100
	Part IV	23BBA3S1	SEC-IV	Computer Applications in Business	T/P	2	2	25	75		100
		233AT/ 23BBA3S2	SEC-V	Adipadai Tamil/Entrepreneurial Skill New Venture Management	T	2	2	25	75		100
		--	NMC	Overview of English Communication		2	-	25	75		100
				<b>Total</b>		<b>23</b>	<b>30</b>	<b>175</b>	<b>525</b>		<b>700</b>
IV	Part I	2341T	T/OL	தமிழும் அறிவியலும்/ Other Language-IV	T	3	6	25	75		100
	Part II	2342E	E	General English-IV	T	3	6	25	75		100

	Part III	23BBA4C1	CC-VII	Business Environment	T	4	4	25	75	100
		23BBA4C2	CC-VIII	Business Regulatory Frame Work	T	4	4	25	75	100
		--	Generic Elective (Allied)	Operations Research/ B.Com / History / Tamil/Economics	T	3	4	25	75	100
	Part IV	23BBA4S1	SEC-VI	Tally	T	2	2	25	75	100
		234AT/ 23BBA4S2	SEC-VII	Adipadai Tamil/Intellectual Property Rights	T	2	2	25	75	100
		23BES4	EVS	Environmental Studies	T	2	2	25	75	100
		--	NMC	Naan Mudhalvan Course		2	-	25	75	100
				<b>Total</b>		<b>23</b>	<b>30</b>	<b>200</b>	<b>600</b>	<b>800</b>
	V	23BBA5C1	CC-IX	Human Resource Management	T	4	5	25	75	100
		23BBA5C2	CC-X	Research Methodology	T	4	5	25	75	100
		23BBA5C3	CC-XI	Business Taxation	T	4	4	25	75	100
		23BBA5C4	CC-XII	Management Information system	T	4	4	25	75	100
		23BBA5E1/ 23BBA5E2/ 23BBA5E3	DSE-I	Digital Marketing or Industrial Relations or Financial Services	T	3	5	25	75	100
		23BBA5PR	DSE-II	Project with Viva –Voce		3	5	25	75	100
		23BVE5		Value Education	T	2	2	25	75	100
		23BBA5IV		Summer Internship/Industrial Training		2	-	25	75	100
		--	NMC	Naan Mudhalvan Course	T	2	-	25	75	100
				<b>Total</b>		<b>26</b>	<b>30</b>	<b>200</b>	<b>600</b>	<b>800</b>
VI	Part III	23BBA6C1	CC-XIII	Entrepreneurship Development	T	4	6	25	75	100
		23BBA6C2	CC-XIV	Services Marketing	T	4	6	25	75	100
		23BBA6C3	CC-XV	Production and Materials Management	T	4	6	25	75	100
		23BBA6E1/ 23BBA6E2/ 23BBA6E3	DSE-III	Consumer Behaviour or Innovation Management or Security Analysis & Portfolio Management	T	3	5	25	75	100
		23BBA6E4/ 23BBA6E5/ 23BBA6E6	DSE-IV	Fundamentals of Logistics Management or E-business or Strategic Management	T	3	5	25	75	100
	Part IV	--		Extension Activity		2		-	-	
		23BBA6S1	Professional Competency Skill	Quantitative Aptitude	T	2	2	25	75	100
		--	NMC	Naan Mudhalvan Course		2	-	25	75	100
				<b>Total</b>		<b>22</b>	<b>30</b>	<b>150</b>	<b>450</b>	<b>600</b>
				<b>Grand Total</b>		<b>140</b>	<b>--</b>	<b>1075</b>	<b>3225</b>	<b>4300</b>

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23BBA1C1	Principles of Management	Core-I	-	T	-	-	5	5	25	75	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 about significance of ethics in business and its implications.										
	Details							No. of Hours	Learning Objectives		
UNIT 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		
UNIT 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		
UNIT 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		
UNIT 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		
UNIT 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			

<b>Course Outcomes</b>		
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>
<b>CO1</b>	Describe nature, scope, role, levels, functions and approaches of management	PO5
<b>CO2</b>	Apply planning and decision making in management	PO2, PO5, PO6, PO8
<b>CO3</b>	Identify organization structure and various organizing techniques	PO1, PO4
<b>CO4</b>	Understand Direction, Co-ordination & Control mechanisms	PO2, PO6
<b>CO5</b>	Relate and infer ethical practices of organisation.	PO3, PO8
<b>Reading list</b>		
1.	JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.	
2.	Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.	
3	.Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011	
4	Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India	
5	Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.	
<b>Reference Books</b>		
1.	P.C. Tripathi & P.N Reddy; Principles of Management, Sultan Chand & Sons, 6th Edition, 2017	
2.	L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8th Edition.	
3.	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017	
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand & Sons, 3rd Edition.	
5.	Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015	
<b>Web Resources</b>		
1	<a href="https://www.toolshero.com/management/14-principles-of-management/">https://www.toolshero.com/management/14-principles-of-management/</a>	
2	<a href="https://open.umn.edu/opentextbooks/textbooks/693">https://open.umn.edu/opentextbooks/textbooks/693</a>	
3	<a href="https://open.umn.edu/opentextbooks/textbooks/34">https://open.umn.edu/opentextbooks/textbooks/34</a>	
4	<a href="https://openstax.org/subjects/business">https://openstax.org/subjects/business</a>	
5	<a href="https://blog.hubspot.com/marketing/management-principles">https://blog.hubspot.com/marketing/management-principles</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External</b>	End Semester Examination	75 Marks

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

**Mapping with program outcomes**

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

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

S –Strong    M-Medium    L-Low  
**CO-PO Mapping with program specific outcomes ,**  
**Level of Correlation between PSO's and CO's**

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CI A	External	Total
23BBA1C2	Accounting for Managers I	Core-II	-	T	-	-	5	5	25	75	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.										
	Details							No. of Hours	Learning Objectives		
UNIT 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		
UNIT II	Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account							15	CLO2		
UNIT 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		
UNIT IV	Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.							15	CLO4		
UNIT 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.UshenaBegam – 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.	<a href="https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf">https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf</a>	
2.	<a href="https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf">https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf</a>	
3.	<a href="https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles">https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles</a>	
4.	<a href="https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system">https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system\</a>	
5.	<a href="https://www.profitbooks.net/what-is-depreciation">https://www.profitbooks.net/what-is-depreciation</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand and/ Comprehend	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

<b>(K2)</b>	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

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

**S-Strong      M-Medium      L-Low**

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



Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
23BBA1S1	Basics of Event Management	SEC-I	-	T	-	-	2	2	25	75	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											
	Details							No. of Hours	Learning Objectives			
UNIT I	Introduction: Event Management – Definition, Need, Importance, Activities.							6	CLO1			
UNIT II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design							6	CLO2			
UNIT III	Event Feasibility: Resources – Feasibility, SWOT Analysis							6	CLO3			
UNIT IV	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations							6	CLO4			
UNIT 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.	<a href="https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf">https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf</a>
2	<a href="https://www.inderscience.com/jhome.php?jcode=ijhem">https://www.inderscience.com/jhome.php?jcode=ijhem</a> International Journal of Hospitality & Event Management
3	<a href="https://www.emeraldgrouppublishing.com/journal/ijefm">https://www.emeraldgrouppublishing.com/journal/ijefm</a> International Journal of Event and Festival Management
4	<a href="https://www.eventbrite.com/blog/?s=roundup">https://www.eventbrite.com/blog/?s=roundup</a>
5	<a href="https://www.eventindustrynews.com/">https://www.eventindustrynews.com/</a>

#### Methods of Evaluation

<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks

#### Methods of Assessment

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

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

**Mapping with program outcomes**

**S-Strong      M-Medium    L-Low**

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23BBA1FC	Managerial Communication	FC	-	T	-	-	2	2	25	75	100
Course Objectives											
CLO1	To educate students role & importance of communication skills										
CLO2	To build their listening, reading, writing & speaking communication skills.										
CLO3	To introduce the modern communication for managers.										
CLO4	To understand the skills required for facing interview										
CLO5	To facilitate the students to understand the concept of Communication.										
	Details							No. of Hours	Course Objectives		
UNIT I	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.							6	CLO1		
UNIT II	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.							6	CLO2		
UNIT III	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language							6	CLO3		
UNIT IV	Communication through Reports – Agenda- Minutes of Meeting - Resume Writing							6	CLO4		
UNIT V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites							6	CLO5		
	Total							30			
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 &MeenaBanerji, Developing Communication Skills, Macmillan India Ltd, 2008	
2.	MallikaNawal –Business Communication – CENGAGE	
3.	Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi.	
4.	Michael Brown, Making Presentation Happen, Allen &Unwin, Australia, 2008	
5.	Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.	
References Books		
1.	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017	
2.	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017	
3.	R C Sharma &Krishan Mohan, Business Correspondance and Report Writing, McGraw Hill, India Pvt Ltd., New Delhi, 2006	
4.	Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010	
5.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015	
Web Resources		
1.	<a href="https://www.managementstudyguide.com/business_communication.html">https://www.managementstudyguide.com/business_communication.html</a>	
2.	<a href="https://studiousguy.com/business-communication/">https://studiousguy.com/business-communication/</a>	
3.	<a href="https://www.oercommons.org/curated-collections/469">https://www.oercommons.org/curated-collections/469</a>	
4.	<a href="https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/">https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/</a>	
5.	<a href="https://open.umn.edu/opentextbooks/textbooks/8">https://open.umn.edu/opentextbooks/textbooks/8</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

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

**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

**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	M	S	S	S
CO 2	S	S	S	S	S	S	M	M
CO 3	M	S	S	S	S	S	S	M
CO 4	S	S	M	S	S	S	M	S
CO 5	M	M	S	S	S	S	S	S

**S-Strong      M-Medium      L-Low**

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>23BBA2C1</b>	<b>MARKETING MANAGEMENT</b>	Core -III	-	T	-	-	5	5	25	75	100
<b>Learning Objectives</b>											
CLO1	To understand the marketplace.										
CLO2	To identify the market segmentation and the Product mix										
CLO3	To select the different pricing methods and channels of distribution.										
CLO4	To know the communication mix and sales promotion tools										
CLO5	To prepare according to the latest trends in market.										
	<b>Details</b>							<b>No. of Hours</b>	<b>Learning Objectives</b>		
<b>UNIT I</b>	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		
<b>UNIT II</b>	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		
<b>UNIT III</b>	Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.							15	CLO3		
<b>UNIT IV</b>	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		

UNIT 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.	RajanSaxena, Marketing Management, Tata McGraw Hill, 2017.		
3.	L.Natarajan, Marketing, Margham Publications, 2017.		
4.	J P Mahajan&AnupamaMahajan, 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&EktaDuggal, Marketing, Oxford University Press, 2017.		
5.	Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana.2016		
Web Resources			
1.	<a href="http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf">http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf</a>		
2.	<a href="https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf">https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf</a>		
3.	<a href="https://www.enotesmba.com/2013/01/marketing-management-notes.html">https://www.enotesmba.com/2013/01/marketing-management-notes.html</a>		



4.	Industrial Marketing Management   Journal   ScienceDirect.com by Elsevier		
5.	Journal of Marketing Management   Taylor & Francis Online (tandfonline.com)		
<b>Methods of Evaluation</b>			
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks	
	Assignments		
	Seminars		
	Attendance and Class Participation		
<b>External Evaluation</b>	End Semester Examination	75 Marks	
	Total	100 Marks	
<b>Methods of Assessment</b>			
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions		
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview		
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain		
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge		
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons		
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations		

**Mapping with program outcomes**

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

S-Strong      M-Medium      L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CI A	External	Total
23BBA2C2	Accounting for Managers II	Core-IV	-	T	-	-	5	5	25	75	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										
	Details							No. of Hours	Learning Objectives		
UNIT I	Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets – Tenders & Quotation							12	CLO1		
UNIT II	Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.							12	CLO2		
UNIT III	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement.							12	CLO3		
UNIT IV	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget							12	CLO4		
UNIT V	Marginal Costing – CVP analysis – Break even analysis							12	CLO5		
	Total							60			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Interpret cost sheet & write comments.							PO1, PO2, PO4			
CO2	Compare cost, management & financial accounting							PO6			
CO3	Analyze the various ratio and compare it with standards to assess deviations							PO2, PO6			
CO4	Estimate budget and use budgetary control							PO1, PO2,PO8			
CO5	Evaluate marginal costing and its components							PO2, PO6			

<b>Reading List</b>
---------------------

1.	Gupta, R.L and M. Radhaswamy.AdvancedAccountancy,Sultan Chand & Sons, 2016.	
2.	T. S. and A .Murthy.ManagementAccounting.Chennai: Margham, 2007.	
3.	Jain S.P and K.L Narang.Advanced Accountancy (Part II).Kalyani, 2007.	
4	Maheshwari S.N, Advanced Accountancy (PartII). Vikas, 2007.	
5	Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: SahityaShawan, 2017.	
References Books		
1.	Dr.K.Ganesan& S. UshenaBegam, 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.	HorngrenSunderu Stratton, Introduction to Management Accounting, Pearson Education,2013.	
5.	Rajiv Kumar Goel&IshaanGoel, Concept Building Approach to Management Accounting ,2019	
6.	Colin Drury, Management and Cost Accounting (with CourseMate and eBook Access), Cengage, 2015.	
Web Resources		
1	<a href="https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/">https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/</a>	
2	<a href="https://efinancemanagement.com/financial-accounting/management-accounting">https://efinancemanagement.com/financial-accounting/management-accounting</a>	
3	<a href="http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859">http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859</a>	
4	<a href="https://www.wallstreetmojo.com/ratio-analysis/">https://www.wallstreetmojo.com/ratio-analysis/</a>	
5	<a href="http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656">http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	

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

**Mapping with program outcomes**

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

**S-Strong      M-Medium      L-Low**

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23BBA2S1	MANAGERIAL SKILL DEVELOPMENT	SEC -II	-	T	-	-	2	2	25	75	100
<b>Learning Objectives</b>											
CLO1	To improve the self-confidence, groom the personality and build emotional competence										
CLO2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.										
CLO3	To assess the Emotional intelligence										
CLO4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions										
CLO5	To improve professional etiquettes										
	<b>Details</b>							<b>No. of Hours</b>	<b>Learning Objectives</b>		
<b>UNIT I</b>	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		
<b>UNIT II</b>	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		
<b>UNIT III</b>	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		
<b>UNIT IV</b>	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 (Brain Storming), Image generation and evaluation.							6	CLO4		
<b>UNIT V</b>	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva							6	CLO5		

	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.		
	<b>Total</b>	<b>30</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>	
<b>CO1</b>	Identify the personal qualities that are needed to sustain in the world of work.	PO1, PO2, PO6, PO7	
<b>CO2</b>	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	PO1, PO2, PO5	
<b>CO3</b>	Acquire practical management skills that are of immediate use in management or leadership positions.	PO6, PO7	
<b>CO4</b>	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	PO1, PO2	
<b>CO5</b>	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	PO4	
<b>Reading List</b>			
1.	Managerial Skill Articles		
2.	The Management Skills of SALL Managers - SiSAL Journal		
3.	Managerial Skills by Dr.K.Alex S.CHAND		
4.	Managerial Skills 2 by Cynthia MenezesPrabhu, Pen to Print Publishing LLP		
5.	Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV		
<b>References Books</b>			
1.	Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication		
2.	McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.		
3.	Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.		
4.	P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012		
5.	EQ- soft skills for Corporate Carrer by Dr. SumeetSuseelan		
<b>Web Resources</b>			
1.	<a href="https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63">https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63</a>		

2.	<a href="https://www.academia.edu/4358901/managerial_skill_development_pdf">https://www.academia.edu/4358901/managerial_skill_development_pdf</a>	
3	<a href="https://www.academia.edu/4358901/managerial_skill_development_pdf">https://www.academia.edu/4358901/managerial_skill_development_pdf</a>	
4	<a href="https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf">https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf</a>	
5	<a href="https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf">https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

### **Mapping with program outcomes**

		S-Strong			M-Medium		L-Low		M	
CO-		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO
	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		
	CO 4	S	S	S	S	S	S	M	S	
	CO 5	M	M	S	S	S	M	S	S	

**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
23BBA2S2	Business Etiquette and Corporate Grooming	SEC -III	-	T	-	-	2	2	25	75	100
<b>Learning Objectives</b>											
CLO1	To impart knowledge about basic etiquettes in professional conduct										
CLO2	To provide understanding about the workplace courtesy and ethical issues involved										
CLO3	To suggest on guidelines in managing rude and impatient clients										
CLO4	To familiarize students about significance of cultural sensitivity and the relative business attire										
CLO5	To stress on the importance of attire										
	<b>Details</b>							<b>No. of Hours</b>	<b>Learning Objectives</b>		
<b>UNIT I</b>	Introduction to Business Etiquette: Introduction-ABCs of etiquette- meeting and greetings scenarios- principles of exceptional work behavior- role of good manners in business- professional conduct and personal spacing.							6	CLO1		
<b>UNIT II</b>	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 workplace scenarios - company policy for business etiquette							6	CLO2		
<b>UNIT III</b>	Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients - internet usage in the workplace, email etiquette, online chat etiquette guidelines - Basic disability Etiquette practices							6	CLO3		
<b>UNIT IV</b>	Diversity and Cultural Awareness at Workplace Impact of diversity- Cultural Sensitivity- Taboos and Practices- Inter-Cultural Communication							6	CLO4		
<b>UNIT V</b>	Business Attire and Professionalism Business style and professional image- dress code-							6	CLO5		

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

<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

CO-PO		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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23BBA3C1	Organisational Behaviour	Core -V	-	T	-	-	5	5	25	75	100
<b>Learning Objectives</b>											
CLO1	To have extensive knowledge on OB and the scope of OB.										
CLO2	To create awareness of Individual Behaviour.										
CLO3	To enhance the understanding of Group Behaviour										
CLO4	To know the basics of Organisational Culture and Organisational Structure										
CLO5	To understand Organisational Change, Conflict and Power										
	<b>Details</b>							<b>No. of Hours</b>	<b>Learning Objectives</b>		
<b>UNIT I</b>	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		
<b>UNIT II</b>	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		
<b>UNIT III</b>	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 based work(TBW) 2. Leadership : Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal);							17	CLO3		
<b>UNIT IV</b>	ORGANISATIONAL CULTURE AND STRUCTURE : Concept of culture; Impact (functions and liability); Creating							15	CLO4		

	and sustaining culture: Concept of structure, Prevalent organizational designs: New design options		
<b>UNIT V</b>	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
		<b>75</b>	
<b>Course Outcomes</b>	On Completion of the course the students will	<b>Program Outcomes</b>	
<b>CO1</b>	To define Organisational Behaviour, Understand the opportunity through OB.	PO1, PO2, PO6, PO7	
<b>CO2</b>	To apply self-awareness, motivation, leadership and learning theories at workplace.	PO2,PO4. PO5, PO6	
<b>CO3</b>	To analyze the complexities and solutions of group behaviour.	PO1, PO2, PO4, PO5, PO6	
<b>CO4</b>	To impact and bring positive change in the culture of the organisaiton.	PO2, PO3, PO4 PO5, PO8	
<b>CO5</b>	To create a congenial climate in the organization.	PO1, PO2, PO5 PO6, PO8	
<b>Reading List</b>			
1.	NeharikaVohra Stephen P. Robbins, Timothy A. Judge , <i>Organizational Behaviour</i> , Pearson Education, 18 <sup>th</sup> Edition, 2022.		
2.	Fred Luthans, <i>Organizational Behaviour</i> , Tata McGraw Hill, 2017.		
3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, <i>Organizational Behaviour</i> , John Wiley & Sons, 2011		
4.	Louis Bevoc, Allison Shearsett, Rachael Collinson, <i>Organizational Behaviour Reference</i> , Nutri Niche System LLC (28 April 2017)		
5.	Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, <i>Organizational Behaviour: A Skill-Building Approach</i> , SAGE Publications, Inc; 2nd edition (29 November 2018).		
<b>References Books</b>			
1.	Uma Sekaran, <i>Organizational Behaviour Text &amp; cases</i> , 2 <sup>nd</sup> edition, Tata McGraw Hill Publishing CO. Ltd		
2.	GangadharRao, Narayana, V.S.P Rao, <i>Organizational Behaviour</i> 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1 <sup>st</sup> edition		
3.	S.S. Khanka, <i>Organizational Behaviour</i> , S. Chand & Co, New Delhi.		
4.	J. Jayasankar, <i>Organizational Behaviour</i> , Margham Publications, Chennai, 2017.		
5.	John Newstrom, <i>Organizational Behaviour: Huma Behaviour at Work</i> , McGraw Hill Education; 12th edition (1 July 2017)		
<b>Web Resources</b>			
1	<a href="https://www.iedunote.com/organizational-behavior">https://www.iedunote.com/organizational-behavior</a>		
2	<a href="https://www.london.edu/faculty-and-research/organisational-behaviour">https://www.london.edu/faculty-and-research/organisational-behaviour</a>		
3	Journal of Organizational Behavior on JSTOR		

4	International Journal of Organization Theory & Behavior   Emerald Publishing	
5	<a href="https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf">https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

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

**S-Strong      M-Medium      L-Low**

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23BBA3C2	Financial Management	Core -VI	-	T	-	-	5	5	25	75	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										
	Details							No. of Hours	Learning Objectives		
UNIT I	Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.							15	CLO1		
UNIT 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		
UNIT III	Capital Budgeting: ARR, Pay back period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.							15	CLO3		
UNIT 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		
UNIT 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			

<b>CO3</b>	Evaluate Capital budgeting	PO1, PO6
<b>CO4</b>	Assessing dividends	PO1, PO6
<b>CO5</b>	Appraise Working Capital	PO1, PO6
<b>Reading List</b>		
1.	DrKulkarni and Dr. SathyaPrasad, Financial Management, 13 <sup>th</sup> Edition 2011	
2.	Advanced Financial Management kohok, M A, Everest Publishing House	
3.	Financial Management Kishore R M, Taxman Allied Service	
4.	Strategic Financial Management Jakhotiya	
5.	Financial Management & Policy Srivastava, R M Himalaya	
<b>References Books</b>		
1.	Dr. K. Ganesan&S.UshenaBegam, Financial Management, Charulatha Publications , Chennai	
2.	Financial Management - I.M.Pandey, 2009 Vikas Publishing	
3.	Financial Management – PrasannaChandra , 2008, Tata McGraw Hill, New Delhi	
4.	Financial Management – S.N.Maheswari	
5.	Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons	
6.	Financial Management – A. Murthy	
<b>Web Resources</b>		
1.	<a href="https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/">https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/</a>	
2.	<a href="https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf">https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf</a>	
3.	Journal of Financial Management (esciencepress.net)	
4.	Financial Management on JSTOR	
5.	Financial Management Wiley online library	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	



**Mapping with program outcomes**

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

**S-Strong      M-Medium      L-Low**

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23BBA3S1	Computer Applications in Business	SEC -IV	-	T	P	-	2	2	25	75	100
<b>Learning Objectives</b>											
CLO1	To build skills in Ms-Word										
CLO2	To build skills in Ms-Excel,										
CLO3	To build skills in Ms- Power Point										
CLO4	To understand the basics of tally										
CLO5	To familiarize students with googleforms for students with relevance in business scenario and its applications.										
	<b>Details</b>							<b>No. of Hours</b>	<b>Learning Objectives</b>		
<b>UNIT I</b>	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 .							6	CLO1		
<b>UNIT II</b>	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							6	CLO2		
<b>UNIT III</b>	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation-Setting presentation style, adding text, Formatting-							6	CLO3		

	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.		
<b>UNIT IV</b>	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	6	CLO4
<b>UNIT V</b>	Use Google forms to develop & share questionnaire.	6	CLO5
	<b>Total</b>	<b>30</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>	
<b>CO1</b>	Demonstrate hands on experience with Ms-word for business activities	PO1, PO2, PO6, PO7	
<b>CO2</b>	Demonstrate hands on experience with Ms-Excel for business activities	PO1, PO2, PO6, PO7	
<b>CO3</b>	Demonstrate hands on experience with Ms-power point for business activities	PO1, PO2, PO6, PO7	
<b>CO4</b>	Demonstrate hands on experience with Tally for business activities	PO1, PO2, PO6, PO7	
<b>CO5</b>	Demonstrate hands on experience with Tally for reporting in business	PO1, PO2, PO6, PO7	
<b>Reading List</b>			
1.	International Journal of Computer Applications in Technology		
2.	International Journal of Computer Applications – IJCA		
3.	P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.		
4.	Computer Application in Business ( Tamil Nadu) by Dr. R.Paramaeswaran		
5.	Taxmann’s Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .		
<b>References Books</b>			
1.	P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.		
2.	Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman		
3.	Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.		
4.	Lisa A. Bucki, John Walkenbach, FaitheWempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.		
5.	S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.		
<b>Web Resources</b>			
1.	<a href="https://www.microsoft.com/en-us/microsoft-365/blog/">https://www.microsoft.com/en-us/microsoft-365/blog/</a>		
2	<a href="https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18">https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18</a>		
3	<a href="https://byjus.com/govt-exams/microsoft-word/">https://byjus.com/govt-exams/microsoft-word/</a>		

4	<a href="https://edu.gcfglobal.org/en/google-forms/">https://edu.gcfglobal.org/en/google-forms/</a>	
5	<a href="https://www.tutorialkart.com/tally/tally-tutorial/">https://www.tutorialkart.com/tally/tally-tutorial/</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

	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	Y	L	T	P	O	Credits	Inst. Hours	Marks		
										CIA	External	Total
23BBA3S2	Entrepreneurial Skill New Venture Management	SEC-V	-	T	-	-	-	2	2	25	75	100
Learning Objectives												
CLO1	To learn to generate and evaluate new business ideas											
CLO2	To learn about a business model that generates money											
CLO3	To understand how to find, evaluate and buy a business											
CLO4	To evaluate the feasibility of idea into a Venture											
CLO5	To understand sources who lend for new ventures											
	Details								No. of Hours	Learning Objectives		
UNIT I	Concept of Entrepreneurship – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.								3	CLO1		
UNIT II	Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.								3	CLO2		
UNIT III	Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture’s Financial Strength and Viability								3	CLO3		
UNIT IV	Moving from an Idea to a New Venture: Preparing the Proper Ethical and Legal Foundation-Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.								3	CLO4		
UNIT V	Financing the New Venture: Financing entrepreneurial ventures - Managing growth; Valuation of a new company - - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions.								3	CLO5		
	Total								15			
Course Outcomes												
Course Outcomes	On completion of this course, students will;								Program Outcomes			
CO1	Understand the concept of entrepreneurship and skill sets of an entrepreneur.								PO2,PO6			
CO2	Assess new venture opportunities & analyze strategic choices in relation to new ventures								PO2, PO6			
CO3	Develop a credible business plan for real life								PO1, PO2, PO5,			

	situations.	PO6
<b>CO4</b>	Coordinate a team to develop and launch and manage the new venture through the effective leadership	PO4, PO5
<b>CO5</b>	Evaluate different sources for financing new venture	PO2, PO6
<b>Reading List</b>		
1.	Journal of Business Venturing – Elsevier	
2.	Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald	
3.	Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,	
4.	Entrepreneurship and New Venture Creation; ArunSahay, V. Sharma; Excel Book (2008)	
5.	Entrepreneurship ,11 <sup>th</sup> Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , SabyasachiSinha , McGraw Hill	
<b>References Books</b>		
1.	New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)	
2.	Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., &Zimmerer, T. (2016). Boston: Pearson.	
3.	Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.	
4.	The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise	
5.	Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, McGraw Hill Publication	
<b>Web Resources</b>		
1.	<a href="https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217">https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217</a>	
2.	<a href="https://core.ac.uk/download/pdf/98660713.pdf">https://core.ac.uk/download/pdf/98660713.pdf</a>	
3.	<a href="https://ugemoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf">https://ugemoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf</a>	
4.	<a href="https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm">https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm</a>	
5.	<a href="https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786">https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate	

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

**Mapping with program outcome**

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

**S-Strong      M-Medium      L-Low**

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23BBA4C1	Business Environment	Core -VII	-	T	-	-	4	4	25	75	100
Course Objectives											
CLO1	To impart knowledge on the concept of business environment & its significance										
CLO2	To know the politicalenvironmental factors and its impact on business.										
CLO3	To know the Economic environmental factors and its impact on business										
CLO4	To throw light on importance of the types of Social Organization.										
CLO5	To create awareness of industrial-technological advancements.										
	Details							No. of Hours	Course Objectives		
UNIT 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		
UNIT 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		
UNIT 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		
UNIT IV	Social environment; cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups; types of social organisation							12	CLO4		
UNIT 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, students will;										
CO1	To understand the concepts of Business Environment.							PO1,PO2			
CO2	To apply knowledge in the business and strategic decisions.							PO1, PO2,PO3			
CO3	To analyze the importance of business in various social groups.							PO2,PO4, PO5,PO6, PO8			
CO4	To evaluate the types of economic environment							PO3,PO4, PO5, PO6			



	and its impact on business.	
<b>CO5</b>	To construct and assess the environment for real-time business	PO1,PO2,PO3, PO8
<b>Reading List</b>		
1.	Sankaran.S (Reprint 2016) Business Environment, Margham Publishing House, hid Revised Edition	
2.	Gupta C B (Reprint 2018) ,Business Environment, Sultan Chand & Sons. Eleventh Revised Edition	
3.	K.Ashwathappa, (Reprint 2016) Essentials of Business Environment, Himalaya Publishing House, 6 <sup>th</sup> Edition, India	
4.	Joshi Rosy KapoorSangam, Business Environment, Kalyani Publishers, Ludhiana	
<b>References Books</b>		
1.	Business Environment : A Test/Reference Book With Case Studies Ebook : Prakash , N R Mohan	
2.	Business Environment RuchiGoyalPublisher: Neelkanth Publishers Pvt. Ltd.2019	
3.	Business Environment,FourthEdition,By Pearson	
4.	Business Environment Indian And Global Perspective 3Rd Edition by AHMED, FAISAL ALAM, M. ABSAR, PHI Learning	
<b>Web Resources</b>		
1.	<a href="https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/">https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/</a>	
2.	<a href="https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences">https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences</a>	
3.	Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11 <sup>th</sup> Revised Edition,India.	
4.	<a href="https://pestleanalysis.com/political-factors-affecting-business/">https://pestleanalysis.com/political-factors-affecting-business/</a>	
5.	<a href="https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf">https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

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

**Mapping with program outcomes**

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

S-Strong      M-Medium      L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23BBA4C2	BUSINESS REGULATORY FRAME WORK	Core - VIII	-	T	-	-	4	4	25	75	100
Course Objectives											
CLO1	Explain Indian Contracts Act										
CLO2	Understand Sales of goods act& contract of agency										
CLO3	Understand Indian Companies Act 1956										
CLO4	Understand Consumer Protection Act – RTI										
CLO5	Understand Cyber law										
	Details							No. of Hours	Learning Objectives		
UNIT I	Brief outline of Indian Contracts Act - Special contracts Act							15	CLO1		
UNIT II	Sale of goods Act - Contract of Agency							15	CLO2		
UNIT III	Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA- Prospectus- Appointment of Directors- Duties-Meeting- Resolutions-Winding up-							15	CLO3		
UNIT IV	Consumer Protection Act – RTI							15	CLO4		
UNIT V	Brief outline of Cyberlaws – IT Act 2000 & 2008							15	CLO5		
								75			
Course Outcomes	On Completion of the course the students will							Program Outcomes			
CO1	Explain Indian Contracts Act							PO1,PO3,PO6,PO8			
CO2	Understand Sales of goods act and Contract of Agency							PO1,PO2,PO3,PO4, PO5,PO8			
CO3	Understand Indian Companies Act 1956							PO3,PO4,PO6,PO8			
CO4	Understand Consumer Protection Act – RTI							PO1,PO2,PO3,PO6, PO7,PO8			
CO5	Understand Cyber law							PO1,PO3,PO6,PO7, PO8			
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, SahityaBhawan Publications. Revised, 2022.	
2	Business Regulatory Framework, <u>Garg K.C., Sareen V.K., Sharma Mukesh, 2013</u>	
3	Business Regulatory FrameworkPearson Education India, 2011	
4	Bare Acts- RTI, Consumer Protection Act	
5	Business Regulatory Framework , <b>Dr. Pawan Kumar Oberoi, Global Academic Publishers &amp; Distributors, 2015</b>	
Web Resources		
1	<a href="https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html">https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html</a>	
2	<a href="http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/">http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/</a>	
3	<a href="https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661">https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661</a>	
4	International Journal of Law (lawjournals.org)	
5	<a href="https://www.himpub.com/BookDetail.aspx?BookId=1936&amp;NB=&amp;Book_TitleM=%20Business%20Regulatory%20Framework">https://www.himpub.com/BookDetail.aspx?BookId=1936&amp;NB=&amp;Book_TitleM=%20Business%20Regulatory%20Framework</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23BBA4S1	Tally	SEC-IV	-	T		-	2	2	25	75	100
Learning Objectives											
CLO1	To impart knowledge about basic use of Tally and its functions										
CLO2	To understand the creation of groups and Ledgers										
CLO3	To provide understanding about Data Management in Tally										
CLO4	To understand the process of GST, EPF etc.										
CLO5	To familiarize students about significance of Tally in implications in the Organizations										
	Details							No. of Hours	Learning Objectives		
UNIT I	Basic of Accounting & Fundamentals of Tally. ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.							6	CLO1		
UNIT II	Accounting Master in Tally. ERP 9: Groups & Ledgers Creation Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.							6	CLO2		
UNIT III	Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.							6	CLO3		
UNIT IV	Advance Inventory & Taxes in Tally. ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.							6	CLO4		
UNIT V	Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP 9							6	CLO5		
	Total							30			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	To understand about the basic accounting and Tally. ERP 9							PO1			
CO2	Identify the maintained of Ledger and inventory system							PO1, PO2, PO7			
CO3	Creation of various vouchers and bill wise details							PO1, PO4, PO7			
CO4	Understand various taxes returns and filing							PO2, PO6, PO7			

<b>CO5</b>	Relate and infer various reports generated in Tally. ERP 9	PO2, PO7
<b>Reading List</b>		
1.	Journal of Emerging Technologies and Innovative Research	
2.	Global Journal for Research Analysis	
3.	Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press	
4.	Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017	
5.	Official Guide To Financial Accounting Using Tally.Erp 9 With Gst by Tally Education, BPB Publications	
<b>References Books</b>		
1.	Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015	
2.	Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications	
3.	Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education	
4.	Bimlendu Shekhar, Tally Practical Work Book -1, 2 <sup>nd</sup> Edition	
5.	Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020	
<b>Web Resources</b>		
1.	<a href="https://tallysolutions.com/learning-hub/">https://tallysolutions.com/learning-hub/</a>	
2.	<a href="https://www.tutorialkart.com/tally/tally-tutorial/">https://www.tutorialkart.com/tally/tally-tutorial/</a>	
3.	<a href="https://sscstudy.com/tally-erp-9-book-pdf-free-download/">https://sscstudy.com/tally-erp-9-book-pdf-free-download/</a>	
4.	<a href="https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/">https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/</a>	
5.	<a href="https://www.javatpoint.com/tally">https://www.javatpoint.com/tally</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

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

**Mapping with program outcome**

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

**S-Strong      M-Medium      L-Low**

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

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



Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23BBA4S2	Intellectual Property Rights	SEC-V	-	T	-	-	2	2	25	75	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 abroad 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										
	Details							No. of Hours	Learning Objectives		
UNIT 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		
UNIT II	Introduction–Classification–Importance–Types of Patent Applications in India - Patentable Invention– Inventions Not Patentable.							6	CLO2		
UNIT 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		
UNIT IV	Introduction to Copyright– Conceptual Basis –Copy Right and Related Rights–Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer –Infringement–Copy right pertaining to Software/Internet and other Digital media.							6	CLO4		
UNIT V	GEOGRAPHICAL INDICATIONS: Concept, Protection & Significance							6	CLO5		
	Total							30			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			

<b>CO1</b>	Imbibe the knowledge of IPR through various laws	PO1, PO6
<b>CO2</b>	Apply the knowledge of patents	PO5, PO6
<b>CO3</b>	Understand the process of acquiring a trademark	PO2, PO6
<b>CO4</b>	Create an awareness about copyrights	PO6, PO8
<b>CO5</b>	Understand geographical indicators	PO6, PO8
<b>Reading List</b>		
1.	Journal of Intellectual Property Rights	
2.	IntellectualPropertyRightsTextandCases: DR.R.Radhakrishnan, DR.S. Balasubramanian	
3.	IntellectualPropertyPatents,TradeMarks, And Copy Rights–RichardStim	
4.	Intellectual Property Rights by Asha Vijay Durafe and DhanashreeK.Toradmalle, Wiley	
5.	Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS	
<b>References Books</b>		
1.	Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing	
2.	Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis	
3.	Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House	
4.	Introduction To Intellectual Property Rights by Chawkam H.S, Oxford &Ibh	
5.	Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain	
<b>Web Resources</b>		
1.	<a href="https://nptel.ac.in/courses/110/105/110105139/">https://nptel.ac.in/courses/110/105/110105139/</a>	
2.	<a href="https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf">https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf</a>	
3.	<a href="https://ipindia.gov.in/">https://ipindia.gov.in/</a>	
4.	<a href="https://www.tutorialspoint.com/explain-the-intellectual-property-rights">https://www.tutorialspoint.com/explain-the-intellectual-property-rights</a>	
5.	<a href="https://www.icsi.edu/media/webmodules/FINAL_IPR&amp;LP_BOOK_10022020.pdf">https://www.icsi.edu/media/webmodules/FINAL_IPR&amp;LP_BOOK_10022020.pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

<b>(K2)</b>	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

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

**Mapping with program outcome**

**S-Strong      M-Medium      L-Low**

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CI	A	Ter na To tal
23BBA5C1	HUMAN RESOURCE MANAGEMENT	Core-IX	-	T	-	-	4	5	25	75	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										
	Details							No. of Hours	Learning Objectives		
UNIT 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		
UNIT II	Human Resource Planning- Job Evaluation-methods- Job analysis-Job description, Job specification .Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement,							15	CLO2		
UNIT 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		
UNIT IV	Employee Engagement- Meaning- Importance-evaluation- measuring employee employee engagement- Employee Compensation-components- incentives- benefits- welfare and social security measures							15	CLO4		
UNIT 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							PO1,PO2,PO4,PO6			

	HRM	
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 <sup>st</sup> Edition, 2017	
3	Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to DrivePerformance, Kogan Page, 1 <sup>st</sup> Edition, 2018	
4	Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition, 2015	
5	Srinivas R Kandula, , Compentency Based Human Resource Managemet, PHI Learning , 1st Edition, 2013	
References Books		
1.	V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3 <sup>rd</sup> Edition ,2010	
2.	K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6 <sup>th</sup> Edition	
3.	Garry Deseler, Human Resource Management, Pearson, 15 <sup>th</sup> Edition, 2017	
4.	L M Prasad , Human Resource Management , Sultan Chand and Sons 3 <sup>rd</sup> Edition , 2014	
5.	Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010	
Web Resources		
1	<a href="https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf">https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf</a>	
2	<a href="http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf">http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf</a>	
3	<a href="https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf">https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf</a>	
4	<a href="https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835">https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835</a>	
5	<a href="http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf">http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf</a>	
Methods of Evaluation		
Internal Evaluation n	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation n	End Semester Examination	75 Marks
	Total	100 Marks

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

**Mapping with program outcomes**

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

**S-Strong    M-Medium    L-Low**

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst Hours	Marks			
									CIA	Ext ernal	Tot al	
23BBA5C2	Research Methodology	Core-X	-	T	-	-	4	5	25	75	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											
	Details							No. of Hours	Learning Objectives			
UNIT I	Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing.							15	CLO1			
UNIT 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			
UNIT III	Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules.							15	CLO3			
UNIT IV	Data.Analysis and Preparation- Data entry,Data coding, editing, classification and tabulation & cross tabulation- presentation of data.							15	CLO4			
UNIT 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 <sup>th</sup> Edition, Pearson Education India 2014	
2	Mark Saunders, Philip Lewis. Adrain Thornhill” Research Methods for Business Students” 5 <sup>th</sup> Edition Pearson India 2011	
3	John W Creswell, Research Design : Qualitative, Quantitative and Mixed Method Approaches , Sage , 4th Edition , 2014	
4	Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press , 6 <sup>th</sup> Edition , 2022	
5	Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7th Edition, 2019	
Reference Books		
1.	C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.	
2.	Donald R. Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill, 2018.	
3.	Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.	
4.	Richard L. Levin, Davis S. Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.	
5.	Dr. R. K. Jain, Research Methodology, Methods and Techniques, Vayu Education 2021	
Web Resources		
1.	<a href="https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf">https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf</a>	
2.	<a href="https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf">https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf</a>	
3.	<a href="https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf">https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf</a>	
4.	<a href="https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf">https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf</a>	
5.	<a href="https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf">https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	



Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations
-------------	--

**Mapping with program outcomes**

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CI A	Ext ernal	Total
23BBA5C3	Business Taxation	Core-XI	-	T	-	-	4	4	25	75	100
<b>Learning Objectives</b>											
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										
	<b>Details</b>							<b>No. of Hours</b>	<b>Learning Objectives</b>		
<b>UNIT I</b>	Objectives Of Taxation – Canons of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types.							15	CLO1		
<b>UNIT II</b>	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							15	CLO2		
<b>UNIT III</b>	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.							15	CLO3		
<b>UNIT IV</b>	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.							15	CLO4		
<b>UNIT V</b>	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.							15	CLO5		
	<b>Total</b>							<b>75</b>			

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, <b>Central Excise</b> , JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.	
2.	<b>Business Taxation (Goods &amp; Services TAX - GST)</b> , Margam Publication, Edition2019.	
3.	Srinivasan N.P and Priya Swami. M, <b>Business Taxation</b> , Kalyani publishers Edition 2013	
4.	Pagaredinkar, <b>Business Taxation</b> , Sultan Chand and Sons,2012.	
5.	VISION: Journal of Indian Taxation	
References Books		
1.	Senthil and Senthil, Business Taxation, Himalaya Publication, 4 <sup>th</sup> Edition.	
2.	Vinodk.Singania, Indirect Tax, Sultan Chand and Sons, Edition2013.	
3.	Dr. RajaniBhat& 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.	<a href="https://www.gst.gov.in/">https://www.gst.gov.in/</a>	
2.	<a href="https://gstcouncil.gov.in/">https://gstcouncil.gov.in/</a>	
3.	<a href="https://taxguru.in/custom-duty/types-duties-customs.html">https://taxguru.in/custom-duty/types-duties-customs.html</a> <sup>[1]</sup> <sub>[SEP]</sub>	
4.	<a href="https://www.indiantradeportal.in/vs.jsp?lang=0&amp;id=0,25,857,3901">https://www.indiantradeportal.in/vs.jsp?lang=0&amp;id=0,25,857,3901</a> <sup>[1]</sup> <sub>[SEP]</sub>	
5.	<a href="https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/">https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External	End Semester Examination	75 Marks

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

**Mapping with program outcomes**

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CI A	External	Total
23BBA5C4	MANAGEMENT INFORMATION SYSTEM	Core-XII	-	T	-	-	4	4	25	75	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										
	Details							No. of Hours	Learning Objectives		
UNIT I	Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues							12	CLO1		
UNIT II	Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage							12	CLO2		
UNIT 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		
UNIT IV	System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.							12	CLO4		
UNIT 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,							PO2, PO5, PO6, PO7, PO8			

	Database Management systems	
<b>CO4</b>	Discuss SDLC and functional information system categories	PO1, PO4, PO5, PO7
<b>CO5</b>	Outline functions of BPO, Data mining and the recent trends in information management	PO2, PO3, PO4, PO6, PO7, PO8
<b>Reading List</b>		
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 McGraw hill Publication, 2 <sup>nd</sup> Edition	
4	Management Information System by OzzEffy	
5	Sadagopan, "Management Information Systems" - Prentice- Hall of India	
<b>References Books</b>		
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	
<b>Web Resources</b>		
1.	<a href="https://www.tutorialspoint.com/management_information_system/management_information_system.htm">https://www.tutorialspoint.com/management_information_system/management_information_system.htm</a>	
2.	<a href="http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf">http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf</a>	
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	<a href="https://nitsri.ac.in/Department/Electronics%20&amp;%20Communication%20Engineering/MIS-Notes">https://nitsri.ac.in/Department/Electronics%20&amp;%20Communication%20Engineering/MIS-Notes</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

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

**Mapping with program outcomes**

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23BBA5E1	Digital Marketing	DSE-IA	-	T	-	-	3	5	25	75	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										
	Details							No. of Hours	Learning Objectives		
UNIT 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		
UNIT 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		
UNIT 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		
UNIT IV	Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.							12	CLO5		
UNIT 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 <sup>th</sup> Edition 2017 publisher:Korgan page limited USA	
4.	Digital Marketing current trends ,vandanahuja,7 <sup>th</sup> edition2015 Oxford University press ,Chennai	
5.	Digital Marketing essentials you always wanted to know,7 <sup>th</sup> edition2012,Vibrant publishers USA	
References Books		
1.	Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016.	
2.	Nitin C Kamat&ChinmayNitinKamat,Digital Social Media Marketing, Himalaya Publishing House, 2018.	
3.	Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017.	
4.	VandhanaAhuja, Digital Marketing, Oxford University Press, 2015.	
5.	RomiSainy, RajendraNargundhkar, 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	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend	MCQ, True/False, Short essays, Concept explanations, short summary or overview	

<b>(K2)</b>	
<b>Application (K3)</b>	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

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

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23BBA5E2	Industrial Relations	DSE-I B	Y	-	-	-	3	5	25	75	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										
	Details							No. of Hours	Learning Objectives		
UNIT I	Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India.							12	CLO1		
UNIT 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		
UNIT 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 MiscellaneousProvisions Act 1952 , Payment of Gratuity act,1972							12	CLO3		
UNIT 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		
UNIT 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
<b>CO4</b>	Identifying the concepts of Workers Participation in Management	PO1,PO2,PO4, PO5,PO6
<b>CO5</b>	Understanding the concepts of Trade Union	PO1, PO2, PO4, PO5
<b>Reference Books</b>		
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	
<b>Text Books</b>		
1	Dr.CB Matoria, Satish Matoria, 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, 2 <sup>nd</sup> 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	
<b>Web Resources</b>		
1.	<a href="https://labour.gov.in/industrial-relations">https://labour.gov.in/industrial-relations</a>	
2.	<a href="https://www.srcc.edu/e-resources?field_e_resources_tid=447">https://www.srcc.edu/e-resources?field_e_resources_tid=447</a>	
3.	<a href="https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union">https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union</a>	
4.	<a href="https://theintactone.com/2022/08/17/joint-management-councils/">https://theintactone.com/2022/08/17/joint-management-councils/</a>	
5.	<a href="https://labourlawreporter.com/">https://labourlawreporter.com/</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or	

	Presentations
--	---------------

**Mapping with program outcomes**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	S	S	M	M	M	M	M	M
<b>CO2</b>	S	S	M	M	S	M	M	S
<b>CO3</b>	M	M	S	M	M	S	S	M
<b>CO4</b>	S	S	S	M	S	M	M	S
<b>CO5</b>	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
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	2	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	14	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	2.8	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23BBA5E3	FINANCIAL SERVICES	DSE -I C	-	T	-	-	3	5	25	75	100
Learning Objectives											
CLO1	Understand the types of financial services and its environment										
CLO2	Recognize role and functions of merchant banker and capital market										
CLO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance										
CLO4	Understand Consumer Finance, Venture capital and credit rating										
CLO5	Understand mutual funds and its functions										
	Details							No. of Hours	Learning Objectives		
UNIT I	Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Players in Financial Services Sector. Financial Environment; Financial System- RBI, Commercial Banks; Financial Institutions-National Stock Exchange; Non-Banking Financial Companies (NBFCs)							12	CLO1		
UNIT II	Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI							12	CLO2		
UNIT III	Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor							12	CLO3		
UNIT IV	Venture Capital – Credit Rating – Consumer Finance							12	CLO4		
UNIT V	Mutual Funds: Meaning – Types – Functions – Advantages. Introduction to digital payments- crypto currency.							12	CLO5		
								60			
Course Outcomes	On Completion of the course the students will							Program Outcomes			
CO1	List types of financial services and their role							PO1,PO2,PO6			
CO2	Recognize role and functions of merchant banker and capital market							PO1, PO2, PO3, PO4, PO6			
CO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance							PO1, PO2, PO3 , PO6			

<b>CO4</b>	Understand Consumer Finance, Venture capital and credit rating	PO2, PO6, PO8
<b>CO5</b>	Understand mutual funds and its functions	PO 2
<b>Reading List</b>		
1.	Management of Banking and financial services by Padmalathasuresh and Justin Paul	
2.	Financial Services By ThmmuluriSiddaiah	
3.	Financial Services By Kevin D Peterson	
4.	Financial markets and services By E.Gordon and K.Natarajan	
5.	Financial services and Markets By DrPunithavathypandian	
<b>References Books</b>		
1.	1. Financial Services –M.Y.Khan	
2.	2. Financial Services –B.Santhanam	
3.	3. Law of Insurance – Dr.M.N.Mishra	
4.	4. Indian Financial System – H.r.Machiraju	
5.	5. A Review of current Banking Theory and Practice – S.K.Basu.	
<b>Web Resources</b>		
1.	<a href="http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf">http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf</a>	
2.	<a href="http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf">http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf</a>	
3.	<a href="https://academyfinancial.org/journal">https://academyfinancial.org/journal</a>	
4.	Financial Remedies Journal	
5.	<a href="https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf">https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

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

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



Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>23BBA5PR</b>	<b>PROJECT WORK (GROUP)</b>	DSE -II	-	-	-	-	3	5	25	75	100

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the university 15 days prior to the commencement of the University examination.

The project shall be evaluated externally. The external examiner shall be forming the panel of examiners suggested by the board of studies from to time.

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.

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

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

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

### **CO-PO Mapping**

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CI A	External	Total	
23BBA6C1	Entrepreneurship Development	Core-XIII	-	T	-	-	4	6	25	75	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.											
	Details							No. of Hours	Course Objectives			
UNIT 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			
UNIT 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			
UNIT 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			
UNIT 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, Stree Shakti scheme. Role of MSME, SSI, SIDO, EDI and MDI.							15	CLO4			
UNIT 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				

<b>CO4</b>	To create the awareness about various schemes and subsidies of government for entrepreneurial development.	PO3,PO4, PO5, PO6,PO7
<b>CO5</b>	To evaluate and assess the various problems and remedies of entrepreneurship	PO1,PO2,PO3, PO8
<b>Reading List</b>		
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.	
<b>References Books</b>		
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.	<a href="http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/">http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/</a>	
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	
<b>Web Resources</b>		
1.	<a href="https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf">https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf</a>	
2.	<a href="https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf">https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf</a>	
3.	<a href="https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&amp;%20Dr.%20P.%20Sailaja.pdf">https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&amp;%20Dr.%20P.%20Sailaja.pdf</a>	
4.	<a href="http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf">http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf</a>	
<b>.Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or	

<b>Comprehend (K2)</b>	overview
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23BBA6C2	Services Marketing	Core-XIV	-	T	-	-	4	6	25	75	100
Learning Objectives											
CLO1	To recall the basic concepts of Services Marketing.										
CLO2	To know the Marketing Mix in Service Marketing.										
CLO3	To examine effectiveness of Service Marketing.										
CLO4	To discuss on delivering Quality Service.										
CLO5	To analyze the Marketing of Services.										
	Details							No. of Hours	Learning Objectives		
UNIT I	Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.							15	CLO1		
UNIT II	Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing-people, physical evidence and process.							15	CLO2		
UNIT III	Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.							15	CLO3		
UNIT IV	Delivering Quality Service: Causes of service - quality gaps- SERVQUAL-SERVPEF. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.							15	CLO4		
UNIT V	Marketing of Service With Special Reference To:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services and e-services.							15	CLO5		
	Total							75			
Course Outcomes											
Course Outcomes	On completion of this course, students will;										
CO1	To define and understand the concepts of Services Marketing.							PO1, PO4, PO6, PO8			

<b>CO2</b>	To Examine and apply Marketing Mix in Service Marketing.	PO2, PO3, PO4, PO6, PO7, PO8
<b>CO3</b>	To analyze and design various strategies in the field of Services Marketing.	PO4, PO5, PO6
<b>CO4</b>	To evaluate the role of delivering Quality Service.	PO2, PO7
<b>CO5</b>	To design the tools of Marketing	PO1, PO3, PO5, PO8
<b>Reading List</b>		
1.	Reddy P.N. (2011)– Services Marketing – Himalaya Publication	
2.	Christopher Lovelock ,JochenWirtz (2016)– Services Marketing – World Scientific Publisher	
3.	The Journal Of Services Marketing	
4.	Valarie A Zeithmal and Mary JO Bitner,ServicesMarketing:Integrating Customer Focus across the firm,TataMcGraw Hill NewDelhi	
5	C.Bhattacharjee,Services Marketing ,Excel Books,NewDelhi	
<b>References Books</b>		
1.	Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.	
2.	S.M. Jha, Services marketing, Himalaya Publishers, India	
3.	Baron, Services Marketing, Second Edition. Palgrave Macmillan	
4.	Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.	
5.	Thakur.G.S. Sandhusupreet&DograBabzan, Services marketing, kalyanni Publishers, Ludhianna.	
<b>Web Resources</b>		
1	<a href="https://www.managementstudyguide.com/seven-p-of-services-marketing.htm">https://www.managementstudyguide.com/seven-p-of-services-marketing.htm</a>	
2	<a href="https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875">https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875</a>	
3	<a href="https://www.marketingtutor.net/service-marketing/">https://www.marketingtutor.net/service-marketing/</a>	
4	<a href="https://www.marketing91.com/service-marketing/">https://www.marketing91.com/service-marketing/</a>	
5	<a href="https://www.marketing91.com/service-marketing-mix/">https://www.marketing91.com/service-marketing-mix/</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand / Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	

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

**Mapping with program outcomes**

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

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

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

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



Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>23BBA6C3</b>	<b>Production &amp; Materials Management</b>	Core -XV	-	T	-	-	4	6	25	75	100
<b>Learning Objectives</b>											
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										
	<b>Details</b>							<b>No. of Hours</b>	<b>Learning Objectives</b>		
<b>UNIT I</b>	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		
<b>UNIT II</b>	Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.							15	CLO2		
<b>UNIT III</b>	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		
<b>UNIT IV</b>	. 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 –							15	CLO4		

	objectives and Functions		
UNIT V	Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution-andor rating and Management	15	CLO5
	<b>Total</b>	<b>75</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>	
CO1	Provide comprehensive outlook on basic concepts, and practices of production	PO1, PO2, PO6	
CO2	Identify right plant location and plant layout of factory	P01, 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	
<b>Reading List</b>			
1.	K.ShridharaBhat; 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 1 <sup>st</sup> Edition, 2018		
5	,Operations Management ,Stevenson .William JMcGraw Hill; 13th Edition, 2022		
<b>References Books</b>			
1.	P.Saravanel and S.Sumathi; Production and Materials Management, Margham Publications, 2015		
2.	M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004		
3.	P. Gopalakrishnan&AbidHaleem; 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 Ooperations Management, JBA Publishers, Edition Edition VI		
<b>Web Resources</b>			
1	<a href="https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf">https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES .pdf</a>		
2	<a href="https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf">https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf</a>		
3	<a href="https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf">https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf</a>		
4	<a href="https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS">https://ebooks.lpude.in/management/mba/term_4/DMGT525 MATERIALS</a>		

	<u>MANAGEMENT.pdf</u>	
5	<a href="https://examupdates.in/materials-management-notes/">https://examupdates.in/materials-management-notes/</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

	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
<b>Weightage</b>	15	15	14	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	2.8	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>23BBA6E1</b>	<b>CONSUMER BEHAVIOR</b>	DSE-III A	-	T	-	-	3	5	25	75	100
<b>Learning Objectives</b>											
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.										
	<b>Details</b>							<b>No. of Hours</b>	<b>Learning Objectives</b>		
<b>UNIT I</b>	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							15	CLO1		
<b>UNIT II</b>	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.							15	CLO2		
<b>UNIT III</b>	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							15	CLO3		
<b>UNIT IV</b>	External Influences on Consumer Behavior: Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer 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.							15	CLO4		

UNIT 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	15	CLO5
	Total	75	
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 HKazmi		
2.	Consumer Behaviour in Indian Context – K KSrivastava, SujataKhandai		
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 WesenBlit, 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.	<a href="https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457">https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457</a>		
2.	<a href="https://issuu.com/thenappanganesen/docs/e-book_consumer_behaviour_11th_edition">https://issuu.com/thenappanganesen/docs/e-book_consumer_behaviour_11th_edition</a>		
3.	<a href="https://www.youtube.com/watch?v=ssexfXwoeuc&amp;list=PLGqT-zAqQhjQ3NAgn9jcA18W5hPFecuDr">https://www.youtube.com/watch?v=ssexfXwoeuc&amp;list=PLGqT-zAqQhjQ3NAgn9jcA18W5hPFecuDr</a>		
4.	<a href="https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf">https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf</a>		
5.	<a href="https://www.iedunote.com/attitude-and-consumer-behavior">https://www.iedunote.com/attitude-and-consumer-behavior</a>		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test	25 Marks	
	Assignments		

	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

### Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
<b>CO 1</b>	M	M	M	S	M	M	M	M
<b>CO 2</b>	M	S	S	S	M	S	M	M
<b>CO 3</b>	M	S	M	M	M	S	M	S
<b>CO 4</b>	M	M	M	M	M	S	M	S
<b>CO 5</b>	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
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>Weightage</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Weighted Percentage of Course Contribution to PSO</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>

Subject Code	Subject Name	Category	L	T	P	O	Credits	Ins t. Ho urs	Marks			
									CI A	Exte rnal	Total	
23BBA6E2	Innovation Management	DSE- III B	Y	-	-	-	3	5	25	75	100	
Course Objectives												
CLO1	To have a broad understanding on the concept innovation management.											
CLO2	To familiarize the students about the creativity and innovation in product development.											
CLO3	To have a broad understanding of the innovation strategy and its competitive advantage.											
CLO4	To provide the knowledge about the technical innovation and its need and importance.											
CLO5	To understand the business strategy and objectives in current scenario.											
	Details							No. of Hours	Course Objectives			
UNIT I	Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and barriers of Innovation.							15	CLO1			
UNIT II	Tools for Innovation Traditional V/S Creative Thinking, Individual Creativity Techniques:Meditation, Self-Awareness, &Creative Focus. Group Creative Techniques:Brain Storming, off The Wall Thinking &Thinking Hats Method.							15	CLO2			
UNIT III	Areas of Innovation Product Innovation:Concept, New product development, Packaging And Positioning Innovation Process Innovation:Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering							15	CLO3			
UNIT IV	Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.							15	CLO4			
UNIT V	Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process.							15	CLO5			
	Total							75				
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
CO1	To understand the concepts of Innovation management.							PO1,PO2				
CO2	To apply knowledge new business plans and strategy.							PO1, PO2,PO3				
CO3	To demonstrate the value of customers in increasing the profitability ratio.							PO2,PO4, PO5,PO8				
CO4	To impart knowledge about the need and importance of technical innovation							PO3,PO4, PO5, PO6,PO7				
CO5	In short the goal of this study is to understand the current							PO1,PO2,PO3, PO8				

	state of your business.	
<b>Reading List</b>		
1.	Innovation and Entrepreneurship, Peter F. Drucker	
2.	The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen	
3.	"Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)" by Igor N Dubina and Elias G Carayannis	
4.	"Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen	
5.	Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand & Sons	
<b>References Books</b>		
1.	Innovation Management by C S G Krishnamacharyulu&Lalitha R, Himalaya Publishing House	
2.	James A Christiansen, "Competitive Innovation Management", published by Macmillan Business, 2000	
3.	Paul Trott, "Innovation Management & New Product Development", published by Pitman, 2000.	
4.	Kelley, Tom, JonathnLittmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm. New York: Doubleday, 2001	
5.	Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.	
<b>Web Resources</b>		
1.	<a href="https://www.coursera.org/learn/innovation-management">https://www.coursera.org/learn/innovation-management</a>	
2.	<a href="https://sloanreview.mit.edu/tag/innovation-management/">https://sloanreview.mit.edu/tag/innovation-management/</a>	
3.	<a href="https://www.worldscientific.com/worldscinet/ijim">https://www.worldscientific.com/worldscinet/ijim</a>	
4.	<a href="https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf">https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf</a>	
5.	<a href="https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials">https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, finish a procedure in many steps, Differentiate	



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

**Mapping with program outcomes**

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23BBA6E3	Security Analysis and Portfolio Management	DSE-III B	Y	-	-	-	3	5	25	75	100
<b>Learning Objectives</b>											
CLO1	Understand the basic concepts and terminologies relating to stock market										
CLO2	Evaluate the value of different equity and debt instruments										
CLO3	Comprehend the different methods of performing fundamental and technical analysis										
CLO4	Evaluate portfolio based on different portfolio theories										
CLO5	Possess a basic knowledge of derivatives, its types and characteristics										
	<b>Details</b>							<b>No. of Hours</b>	<b>Learning Objectives</b>		
<b>UNIT I</b>	<b>Theory</b> : Meaning ,objectives ,classification of investment. Investment versus speculation. security markets-primary and secondary, market indices- calculation of SENSEX and NIFTY.Stock exchanges- BSE, NSE, OTCEI. SEBI – functions and structure. Financial intermediaries. Return and Risk – Meaning, types of risk. <b>Problem</b> : Measurement of risk and return							15	CLO1		
<b>UNIT II</b>	Equity and bond valuation <b>Theory</b> : Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity <b>Problem</b> : Equity valuation models -Walter model, Gordon’s model, the p/e ratio or earnings multiplier approach, measuring bond yields- yield to maturity, holding period return							15	CLO2		
<b>UNIT III</b>	<b>Security analysis</b> <b>Theory</b> : Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels <b>Problems</b> : Relative Strength Analysis, Moving Averages, breadth of market							15	CLO3		
<b>UNIT IV</b>	<b>Portfolio management</b> <b>Theory</b> : steps in portfolio management, Portfolio Models – Capital Asset Pricing Model, Arbitrage Pricing Theory <b>Problems</b> : Evaluation of Portfolios; Sharpe Model, Jensen’s Model, Treynor’s model							15	CLO4		
<b>UNIT V</b>	<b>Derivatives</b> <b>Theory</b> : characteristics, types of derivatives, participants in							15	CLO5		

	derivative market. Characteristics of futures, forwards, swaps, options.		
	<b>Total</b>	<b>75</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>	
<b>CO1</b>	Recall the meaning of the basic terminologies used in stock market.	PO1	
<b>CO2</b>	Explain and infer the final worth of various investment processes	PO2, PO6, PO7	
<b>CO3</b>	Solve problems relating to various investment decisions	PO2, PO4, PO8	
<b>CO4</b>	Analyze theories and problems relating to stock market	PO8.PO6	
<b>CO5</b>	Interpret the various investment models that aid in investment decision making	PO6, PO2	
<b>Text Books</b>			
1.	<u>PunithavathyPandian</u> (2012), Security Analysis & Portfolio Management, Vikas Publishing 2nd edition		
2	Prasanna Chandra, (2021) Investment Analysis & Portfolio Management, McGraw Hill 6 <sup>th</sup> edition		
3	E. Fischer Donald, J. Jordan Ronald, K. PradhanAshwini (2018) Security Analysis & Portfolio Management, Pearson 7 <sup>th</sup> edition		
4	S Kevin (2006) Portfolio Management, PHI publishing , 2nd Revised edition		
5	L.Natarajan, (2012), Investment Management, 1st Ed., MarghamPublicaitons, Chennai		
<b>References Books</b>			
1.	Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.		
2.	Bodi, Kane, Markus, Mohanty, Investments, 8 thedition, Tata McGraw Hill, 2011.		
3.	V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya PublishingHouse, 2013.		
4.	V.K.Bhalla, Investment Management, S.Chand& Company Ltd., 2012		
5.	Jay M Desai, Nishag A Joshi, Investment Management, Dream Tech Press		
<b>Web Resources</b>			
1.	<a href="http://www.stock-trading-infocentre.com">www.stock-trading-infocentre.com</a>		
2.	<a href="http://www.sebi.gov.in">www.sebi.gov.in</a>		
3.	<a href="https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/">https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/</a>		
4.	<a href="https://www.investopedia.com/terms/t/technicalanalysis.asp">https://www.investopedia.com/terms/t/technicalanalysis.asp</a>		
5.	<a href="https://groww.in/p/portfolio-management">https://groww.in/p/portfolio-management</a>		
<b>Methods of Evaluation</b>			
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks	
	Assignments		
	Seminar		
	Attendance and Class Participation		
<b>External Evaluation</b>	End Semester Examination	75 Marks	
	Total	100 Marks	

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

### Mapping with program outcomes

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

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23BBA6E4	Fundamentals of Logistics Management	DSE-IV A	-	T	-	-	3	5	25	75	100
<b>Learning Objectives</b>											
CLO1	Understand the various basic concepts and terms relating to Logistics										
CLO2	Comprehend the importance of customer service and outsourcing relevant to logistics										
CLO3	Evaluate the importance and issues in global logistics										
CLO4	Possess an overall knowledge about the services and factors allied to logistics										
CLO5	Understand the technological impact of logistics										
	<b>Details</b>							<b>No. of Hours</b>	<b>Learning Objectives</b>		
<b>UNIT I</b>	Introduction to Logistics: History of Logistics-Supply chain management and logistics- Need, principles, benefits, types of logistics - cost saving & Productivity improvement. Basic concepts of national logistics policy							15	CLO1		
<b>UNIT II</b>	Customer Service and outsourcing Definition of Customer Service- Elements of Customer Service Phases in Customer Service. Customer Retention. Procurement and Outsourcing Definition of Procurement/Outsourcing Benefits of Logistics Outsourcing. Critical Issues in Logistics Outsourcing							15	CLO2		
<b>UNIT III</b>	Global Logistics Global Supply Chain. Organizing for Global Logistics- Strategic Issues in Global Logistics - Forces driving Globalization Modes of Transportation in Global Logistics- Barriers to Global Logistics - Financial Issues in Logistics Performance Need for Integrated logistics- Role of 3PL&4PL. Brief overview of EXIM							15	CLO3		
<b>UNIT IV</b>	<b>Key logistics activities</b> Warehousing: Meaning, Types, Benefits. Transportation Meaning; Types of Transportations, efficient transportation system and its benefits. Courier/Express logistics Meaning, Categorization of consignments, Courier Guidelines, Pricing in Courier - Express service for international and domestic shipping.							15	CLO4		
<b>UNIT V</b>	<b>Technology &amp; Logistics</b> : Informatics, using logistics system to support time-based competition-							15	CLO5		

	Bar coding, GPS, Point of sale data-Artificial Intelligence. Electronic data interchange-types-benefits		
	<b>Total</b>	<b>75</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>	
<b>CO1</b>	Explain the basic concepts relating to logistics	PO4	
<b>CO2</b>	Analyse the role of outsourcing and customer service in logistics	PO1,PO6, PO8	
<b>CO3</b>	Appraise the needs, modes and issues relating to global logistics	PO1, PO2, PO4,PO6,PO8	
<b>CO4</b>	Describe about the different activities allied to logistics	PO4,PO6	
<b>CO5</b>	Identify the various areas of logistics where technology can be applied	PO7, PO6	
<b>Text books</b>			
1.	VinodV. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited		
2.	Logistics Management for International Business: Text and Cases, Sudalaimuthu& Anthony Raj, PHI Learning, First Edition, 2009		
3	Logistics and Supply Chain Management, Martin Christopher, Pearson Education Limited 2012		
4	Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011		
5	Paul Myerson, Lean Supply Chain and Logistics Management, McGraw Hill, 2012		
<b>References Books</b>			
1.	Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 thedition, 2012.		
2.	Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5 thedition, 2012.		
3.	FundamentalsofLogisticsManagement(TheIrwin/Mcgraw-HillSeriesinMarketing),DouglasLambert,JamesR Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition,1998		
4.	FundamentalsofLogisticsManagement,DavidGrant,DouglasM.Lambert,JamesR .Stock,LisaM.Ellram,McGraw Hill Higher Education,1997.		
5.	Logistics Management, Ismail Reji, Excel Book, First Edition,2008.		
<b>Web Resources</b>			
1.	<a href="https://www.techtarget.com/searcherp/definition/logistics-management">https://www.techtarget.com/searcherp/definition/logistics-management</a>		
2	<a href="https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/">https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/</a>		
3	<a href="https://www.track-pod.com/blog/functions-of-logistics/">https://www.track-pod.com/blog/functions-of-logistics/</a>		
4	<a href="https://www.projectmanager.com/blog/logistics-management-101">https://www.projectmanager.com/blog/logistics-management-101</a>		
5	<a href="https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf">https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf</a>		
<b>Methods of Evaluation</b>			
<b>Internal Evaluat</b>	Continuous Internal Assessment Test	25 Marks	
	Assignments		

<b>ion</b>	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

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

**S-Strong    M-Medium    L-Low**

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
23BBA6E5	E-Business	DSE-IV B	-	T	-	-	3	5	25	75	100	
Learning Objectives												
CLO1	To understand the basic concepts of electronic business.											
CLO2	To identify web-based tools.											
CLO3	To examine the security threats to e-business.											
CLO4	To discuss the strategies on marketing.											
CLO5	To analyze the business plan for e-business.											
	Details							No. of Hours	Learning Objectives			
UNIT I	Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business							15	CLO1			
UNIT II	Web based tools for e - business - e - business software - overview of packages							15	CLO2			
UNIT III	Security threats to e - business - implementing security for e - commerce and electronic payment systems.							15	CLO3			
UNIT IV	Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals							15	CLO4			
UNIT V	The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business							15	CLO5			
	Total							75				
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
CO1	To define and understand the basic concepts of business done through web							PO2, PO6, PO7				
CO2	To Examine and apply web tools in real-time business situations.							PO2, PO5, PO6, PO7				
CO3	To analyze the security threats in e-business.							PO6, PO7, PO8				
CO4	To evaluate strategies for marketing.							PO2, PO4, PO7				
CO5	To prepare the environment for e-business.							PO1, PO2, PO4, PO7,				



		PO8
Text Books		
1.	Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000	
2.	Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business	
3.	Kosivr, David - Understanding E-Commerce	
4.	Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.	
5.	C S Rayudu, E Commerce E Business, HPH	
References Books		
1.	Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.	
2.	Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.	
3.	SmanthaShurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.	
4.	David Whitely, E Commerce Strategy, Technology and Applications, TMH	
5.	J. Christopher Westle and Theodore H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press	
Web Resources		
1	<a href="https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf">https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf</a>	
2	<a href="https://www.techtarget.com/searchcio/definition/e-business">https://www.techtarget.com/searchcio/definition/e-business</a>	
3	<a href="https://www.britannica.com/technology/e-commerce">https://www.britannica.com/technology/e-commerce</a>	
4	<a href="https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/">https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/</a>	
5	<a href="https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf">https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate	

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

**Mapping with program outcomes**

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
23BBA6E6	Strategic Management	DSE-IV C	Y	-	-	-	3	5	25	75	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											
	Details							No. of Hours	Learning Objectives			
UNIT I	Introduction to Strategic Management -Overview of Strategic Management Process Levels of Strategy Strategic Intent-Vision and Mission Business Definition							12	CLO1			
UNIT 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			
UNIT 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			
UNIT 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			
UNIT 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				

<b>CO3</b>	To demonstrate the skills required for selection of the most suitable strategies for a business organization.	PO1, PO2, PO4, PO5, PO6
<b>CO4</b>	To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies.	PO1, PO2, PO4 PO5, PO8
<b>CO5</b>	To familiarize with current developments	PO1, PO3, PO4, PO8
<b>Reading List</b>		
1.	Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 14 <sup>th</sup> Edition (2017)	
2.	AzharKazmi, Strategic Management and Business Policy, McGraw Hill – Third Edition(2012)	
3.	Jauch, Glueck& Gupta, Business Policy and Strategic Management, (Frank Brothers), (7 <sup>th</sup> Edition)	
4.	Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12 <sup>th</sup> Edition)	
5.	Hitt, Ireland, Hoskisson&Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)	
<b>References Books</b>		
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&Manikutty (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)	
<b>Web Resources</b>		
1	Strategic management journal <a href="https://onlinelibrary.wiley.com/journal/10970266">https://onlinelibrary.wiley.com/journal/10970266</a>	
2	<a href="https://str.aom.org/teaching/all-levels">https://str.aom.org/teaching/all-levels</a>	
3	<a href="https://online.hbs.edu/courses/business-strategy/">https://online.hbs.edu/courses/business-strategy/</a>	
4	<a href="https://study.sagepub.com/parnell4e">https://study.sagepub.com/parnell4e</a>	
5	<a href="https://www.strategicmanagement.net/">https://www.strategicmanagement.net/</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

<b>(K2)</b>	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
23BBA6S1	Quantitative Aptitude	PCE	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To categorize, apply and use thought process to distinguish between concepts of Quantitative methods.										
CLO2	To prepare and explain the fundamentals related to various possibilities and probabilities related to time										
CLO3	To be able to solve questions relating to percentages, Profit and loss										
CLO4	To analyze data in Charts										
CLO5	To understand the application Geometry and mensuration										
	Details							No. of Hours	Learning Objectives		
UNIT I	Numerical computation: Applications based on Numbers, Chain Rule, Ratio Proportion							6	CLO1		
UNIT II	Numerical estimation–I Applications Based on Time and work, Time and Distance							6	CLO2		
UNIT III	Numerical estimation–II Applications based on percentages, Profit Loss and Discount, Simple interest and Compound Interest Partnerships, Shares and dividends							6	CLO3		
UNIT IV	Data interpretation Data interpretation related to Averages, Mixtures And allegations, Bar charts, Pie charts, Venn diagrams							6	CLO4		
UNIT V	Application to industry in Geometry and Mensuration							6	CLO5		
	Total							30			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Use their logical thinking and analytical abilities to solve reasoning questions							PO1, PO6			
CO2	Solve questions related to time and distance and time and work							PO1 PO6			
CO3	Apply concept of percentages, Profit and loss, discount							PO1 PO6			
CO4	Interpret data using bar charts and diagrams							PO1 PO6			
CO5	Solve questions relating to Geometry and Mensuration							PO1 PO6			
Reading List											
1.	Quantitative aptitude by RS Agarwal, S Chand Publication										
2.	Fast Track Objective Airthmetic by Rajesh Verma ,Arihant										

3.	Quantitative Aptitude and Reasoning by R V Praveen, PHI	
4.	Essential Quantitative Aptitude for Competitive Exams - 2nd Edition by RajatVijayJain ,Disha Publications	
5.	Quantitative Aptitude & Data Interpretation Topic-wise Solved Papers for IBPS/ SBI Bank PO/ Clerk Prelim & Main Exam (2010-19) 3rd Edition by Disha Experts, Disha Publications	
References Books		
1.	Barron"sbySharonWelnerGreenandIraKWolf(GalgotiaPublicationspvt.Ltd.)	
2.	QuantitativeAptitudebyUMohanRaoScitechpublications	
3.	QuantitativeAptitudebyArunSharmaMcGrawhillpublications	
4.	QuantitativeAptitudebyAbhijitGuha	
5.	QuantitativeAptitudebyPearsonpublications	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

**Mapping with program outcome**

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

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