

NEHRU ARTS AND SCIENCE COLLEGE
(Autonomous)

**Reaccredited by NAAC with 'A' Grade, Certified by ISO 9001:2008
&14001:2004 Recognized by UGC with 2(f) and 12(B) & Affiliated to Bharathiar
University Nehru Gardens, T.M. Palayam, Coimbatore-641 105**

DEPARTMENT OF BUSINESS ADMINISTRATION

B. B. A. (INTERNATIONAL BUSINESS)
SYLLABUS



EFFECTIVE FROM 2020 -21

B. B. A. (INTERNATIONAL BUSINESS)

PROGRAMME OUTCOME

- PO1 Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment.
- PO2 Efficient team leaders, effective communicators and capable of working in multi-disciplinary environment following ethical values.
- PO3 Identify, evaluate, analyze, interpret and apply information to address problems and make decisions in a business context.
- PO4 Communicate in a business context in a clear, concise, coherent and professional manner.
- PO5 Apply business discipline knowledge in an integrative manner to business problems.
- PO6 Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations and an understanding of the law and its application to business.
- PO7 Function effectively as an individual and as a member or leader in diverse teams, and in multidisciplinary settings.
- PO8 Capable of adapting to new technologies and constantly upgrade their skills with an attitude towards lifelong learning

PROGRAMME SPECIFIC OUTCOME

- PS01 Demonstrate functional knowledge of their major specialty, an appreciation for the interrelation of the business areas, and broad-based current business knowledge
- PS02 To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.
- PS03 Inculcate a global mindset and Evaluate different business problems using analytical and creative, and integrative abilities.
- PS04 Communicate effectively in different contexts
- PS05 Analyze socio-political-economic environment of business organizations and Develop ethical thinking.

Bloom's Taxonomy Based Assessment Pattern

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate, **K6** – Create

Theory: 55 Marks

Knowledge Level		Section	Marks	Description	Total
K2, K3	1– 5	A(Answer all the questions)	10x1=10	MCQ	55
K1	6 –10			Fill in the blanks	
K2, K3	11-15	B (Either or pattern)	5x4=20	Short Answers	
K3,K4	16–21	C (Answer 3 out of 6)	3x6=18	Descriptive/ Detailed	
K3, K4, K5	22	D (Compulsory Question)	1 x 7 = 7	Detailed	

Theory 75 Marks

Knowledge Level		Section	Marks	Description	Total
K2, K3	1– 5	A(Answer all the questions)	10x1=10	MCQ	75
K1	6 –10			Fill in the blanks	
K2, K3	11-15	B (Either or pattern)	5x5=25	Short Answers	
K3,K4	16–21	C (Answer 3 out of 6)	3x10=30	Descriptive/ Detailed	
K3, K4, K5	22	D (Compulsory Question)	1 x10 = 10	Detailed	



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 641 105

Scheme of Examination BBA International Business

(Applicable to the students admitted during the Academic Year 2019-2020)

Semester	Part	Prerequisite	Name of the Course	Instructional hrs/week	Duration/Examination	Examination Marks			Credits
						U	I	A	
I	I	18U1TAM101/ 18U1HIN101 / 18U1MAL101/ 20U1FRN101	Language I	5	3	25	75	100	4
	II	20U2ENG101	English I	5	3	25	75	100	4
	III	20U3BMC101	Core Paper -I Principles of Management	5	3	25	75	100	4
	III	20U3BMC102	Core Paper -II Basics of Business and Business Environment	6	3	20	55	75	3
	III	18U3MDA101	Allied Paper- I Mathematics For Management - I	6	3	25	75	100	4
	IV	18U4ENV101	Ability Enhancement Compulsory Course: Environmental Studies	2	3	-	50	50	2
	IV	18U4HVY201	Value Education: Human Values and Yoga Practice- I	1	-	-	-	-	-
				30				525	21
II	I	18U1TAM202/ 18U1HIN202/ 18U1MAL202/ 20U1FRN202	Language - II	5	3	25	75	100	4
	II	19U2ENG202	English – II	5	3	25	75	100	4
	III	20U3BMC203	Core Paper- III Organisational Behaviour	5	3	20	55	75	3
	III	20U3BMC204	Core Paper- IV Economics for Executives	6	3	25	75	100	4
	III	18U3MDA202	Allied Paper- II Mathematics for Management – II	6	3	25	75	100	4
	IV	18U4HRC202	Ability Enhancement Compulsory Course: Human Rights and Constitution of India	2	3	-	50	50	2

	IV	18U4HVY201	Value Education: Human Values and Yoga Practice - I	1	2	25	25	50	2
				30				575	23
III	III	18U3BMC305	Core Paper –V Accounting for Business	5	3	25	75	100	4
	III	20U3BMC306	Core Paper –VI Production and Material Management	3	3	20	55	75	3
	III	20U3BMC307	Core Paper -VII Principles of Marketing	4	3	25	75	100	4
	III	20U3BIC308	Core Paper -VIII Fundamentals of International Business	3	3	20	55	75	3
	III	20U3BIC309	Core Paper –IX Information Management	3	3	20	55	75	3
	III	20U3BMA303	Allied Paper -III Business Law	4	3	20	55	75	3
	IV	20U4BMZ301	Skill Based Paper –I PC Software (Libre Office) – Practical	3	3	30	45	75	3
	IV	19U4NM3BT1 / 19U4NM3AT1 / 19U4NM3CAF / 19U4NM3GTS / 19U4NM3WRT	# @Basic Tamil - I ##Advanced Tamil - I * NME:Consumer Affairs / Gandhian Thoughts / Women’s Rights	2	3	50		50	2
	IV	18U4BM3ED1/ 18U4BM3ED2	Extra Departmental Course	2	3	-	50	50	2
	IV	18U4HVY402	Value Education: Human Values and Yoga Practice II	1	-	-	-	-	-
	IV	20U4BMVALC	** Skill Enhancement – Add on course Industry Institute Linkage	-	-	-	-	-	Grade
				30				675	27
IV	III	20U3BMC410	Core Paper –X Human Resource Management	5	3	25	75	100	4
	III	19U3BMC411	Core Paper- XI Financial Management	5	3	25	75	100	4
	III	18U3BIC412	Core Paper -XII Foreign Trade Procedure and Documentation	5	3	25	75	100	4
	III	18U3BIC413	Core Paper –XIII Foreign Exchange Management	5	3	20	55	75	3
	III	20U3BMA404	Allied Paper IV - Industrial Relations and Labour welfare	4	3	25	75	100	4
	IV	19U4BMZ402	Skill Based Paper-II : Business Correspondence	3	3	30	45	75	3
	IV	19U4NM4BT2 / 19U4NM4AT2 /	# @Basic Tamil -II ##Advanced Tamil -II	2	3	50		50	2

		19U4NM4GEN	General Awareness						
	IV	18U4HVY402	Value Education: Human Values and Yoga Practice II	1	2	25	25	50	2
	IV	20U4BMVALC	** Skill Enhancement – Add on Course Institute Industry Linkage	-	-	-	-	-	Grade
				30				650	26
V	III	19U3BMC514	Core Paper- XIV Investment Analysis and Portfolio Management	5	3	20	55	75	3
	III	18U3BMC515	Core Paper -XV Business Research Methods	5	3	20	55	75	3
	III	18U3BMC516	Core Paper -XVI Advertising and Sales Promotion	5	3	25	75	100	4
	III	18U3BIC517	Core Paper –XVII Logistics and Supply chain Management	3	3	20	55	75	3
	III	18U3BIC518	Core Paper -XVIII Merchandising Management	3	3	20	55	75	3
	III	18U3BME501/ 18U3BME502/ 19U3BME503/	Discipline Specific Elective- Paper I	5	3	25	75	100	4
	IV	18U4BMZ503	Skill Based Paper- III Tally	4	3	30	45	75	3
				30				575	23
VI	III	19U3BMC619	Core Paper XIX Entrepreneurship & Small Business Management	5	3	25	75	100	4
	III	19U3BMC620	Core Paper XX Strategic Management	5	3	25	75	100	4
	III	18U3BIC621	Core Paper XXI Global Business Management	6	3	20	55	75	3
	III	19U3BME604/ 18U3BME605/ 18U3BME606/	Discipline Specific Elective- Paper II	5	3	25	75	100	4
	III	18U3BME607/ 18U3BME608/ 19U3BMV609/	Discipline Specific Elective - Paper III	5	3	25	75	100	4
	IV	18U4BMZ604	Skill Based Course : Campus to Corporate (Viva Voce)	4	3	30	45	75	3
	V	19U5EXT601	Extension Activities	-	-	50	-	50	2
				30				600	24
Total								3600	144

Basic Tamil–Students who have not studied Tamil up to 12th standard.

##**Advance Tamil** – Students who have studied Tamil language up to 12th standard and chose another languages under part I of the programme but would like to advance their Tamil language skills.

* **NME** – Student shall choose any one course out of three courses.

@ No End Semester Examinations. Only Continuous Internal Assessment (CIA) \$ - Not included in Total Marks & CGPA Calculation.

** Examinations and evaluations for Value Added Courses shall be conducted by the industry, the marks shall be awarded by the Controller of Examinations.

LIST OF ELECTIVE PAPERS:

	GROUP A	GROUP B	GROUP C
Paper I / Sem V	18U3BME501: Intellectual Property Rights	18U3BME502 : M- Commerce & Information Technology Services	19U3BME503: Consumer Behaviour
Paper II / Sem VI	19U3BME604: Services Marketing	18U3BME605: Enterprise Resource Planning	18U3BME606: Brand Management
Paper III / Sem VI	18U3BME607: Rural Marketing	18U3BME608: Customer Value Management	19U3BMV609: Project Work & Viva-Voce

Extra Departmental Course

S.No.	Subject Code	Name of the Subject
1	18U4BM3ED1	Entrepreneurship Development
2	18U4BM3ED2	Soft Skill Development

Additional Credit Course

Earning Additional credit course is not mandatory for Course Completion

Additional credits: 8

S. No.	Subject	Credit/ Course	Total Credits
1	Completion of Certificate Course	1	1
2	Hindi/ other Foreign languages	1	1
3	Self-Study Papers	1	2
4	MOOC Courses/Spoken Tutorial prescribed by the Departments	1	3
5	Representation - Sports/Social Activities/ Co- curricular/Extracurricular Activities at University/ District/ State/ National/ International levels	1	1
Total			8^s

Rules: The students can earn additional credits only if they complete the above during the course period (II to V Sem) and based on the following criteria. Proof of Completion must be submitted to the Office of Controller of Examinations before the commencement of the VI Semester. (Earning Additional credit course is not mandatory for Course Completion)

1. Students can complete Certification Courses for a minimum of 30 hrs (II to V Sem only) from reputed centers and the same certificate shall be produced to earn a credit. They shall be guided by the Department if needed.
2. Students can opt Hindi/ any Foreign Language approved by Certified Institutions to earn one credit. The certificate of Hindi must be obtained from Dakshin Bharat Hindi Prachar Sabha and He/ She has to enroll and complete during their course period (II to V Sem only)
3. Students can earn one credit, if they complete oneseft-study paper prescribed by the Department. The Departments shall offer two Self Study Papers.

Self-Study Paper offered by the Department of Business Administration

S. No.	Semester	Course Code	Course Title
1	Semester II to V	18U3BMSS01	Customer Relationship Management
2		18U3BMSS02	Disaster Management

4. Students can earn one Credit, if they complete any one MOOC courses/ Spoken Tutorial prescribed by the Department. Students shall earn a maximum of 3 Additional Credits by completing 3 online courses.

List of Online Courses prescribed by the Department of Business Administration

1. Digital Marketing
2. Successful Negotiation and Essential Strategies and Skills
3. Mastering Data Analysis in Excel
4. Java Programming and Software Engineering Fundamentals
5. Business Foundations
6. Content Strategy for Professionals

Note: Other than the above mentioned courses, any course from recognized websites with the consent of the Head of the Department will also be accepted.

5. Award Winners in Sports/Social Activities/ Co-curricular/ Extra Curricular Activities at University/ District/ State/ National/ International levels can earn One Extra Credit by producing the Certificate.

Chairman
Board of Studies
Department of Business Administration
Nehru Arts and Science College

Course Code	Title		
20U3BMC101	Core Paper I Principles of Management		
Semester: I	Credits: 4	CIA:25 Marks	ESE:75 Marks

Course Objective

To create an understanding of the fundamental Principles of Management and various Forms of Business Organizations

Course Outcomes (COs): By the end of the course the students will be able to:

CO1	Understand the various Managerial Functions.
CO2	Enable them to understand the planning process in the organisation
CO3	Differentiate various types of organisations and make appropriate decision
CO4	Demonstrate the ability to direct and Communicate effectively
CO5	Evaluate budget and budgetary control system.

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	Definition - Managerial functions-Roles and skills of Managers	2	1
	Evolution of Management Thoughts	2	2
	Is Management is Art or Science	1	1
	An overview of functional areas of management, Levels of Management.	1	2
	Instructional Hours	15	
II	Nature and purpose of Planning – Planning process – Types of Planning.	1	3
	Nature, Importance and Types Planning premises –Tools and Techniques of Planning	1	5
	Decision Making- Steps and Process	1	6
	Instructional Hours	15	
III	Types of Organisation – Organisational Structure	2	13
	Span of Control – Use of Staff units and Committees.	2	14
	Authority and Responsibility relationships		
	Delegation: Delegation and Centralization	1	9
	Centralization and Decentralization		
	Instructional Hours	15	
IV	Directing – Nature, Significance and its principles. Leadership –	2	26

	Meaning - Styles		
	Communication - Importance of Communication Methods of Communication – Types – Barriers.	1	17
	Instructional Hours	15	
V	Meaning and Importance of Controlling – Process	1	18
	Budgetary and Non - Budgetary Control Techniques	1	9
	Mini Case Analysis	-	-
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. C.B Gupta, Business Management, Ninth edition, 2012, Sultan Chand Sons, New Delhi.
2. L.M.Prasad, Principles and practice of Management, 2010, Sultan Chand & Sons, New Delhi.

Reference Book(s):

1. Koontz O' Donell, Essentials of Management, 2015, Tata McGraw Hill.
2. M Prakash and Parag Diwan, Management principles and practices, 2010, Excel books, New Delhi.
3. Appannaiah & Dinakar, Managing organizations, 2017, Himalaya publishing house, Mumbai
4. James A. F. Stoner, R. Edward Freeman, Daniel R Gilbert, Management, 2011, Pearson, Noida.
5. Neeru Vasishth, Principles of Management text and cases, Taxmann publications private limited, 2014

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	H

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
20U3BMC102	Core Paper II Basics of Business and Business Environment		
Semester: I	Credits:3	CIA:20 Marks	ESE:55 Marks

Course Objective

To understand the overall business environment and evaluate its various components in business decision making.

Course Outcomes (CO): By the end of the course the students will be able to:

CO1	Understand the nature of business environment and its components
CO2	Develop conceptual framework of business environment and generate interest in international business.
CO3	Examine foreign investment and collaboration
CO4	Analyse the recent economic policy.
CO5	Evaluate the role of WTO & GATT.

Course Content

Instructional Hours / Week:6

Unit	Description	Text Book	Chapter
I	Business Basics: Nature and Purpose of Business Managers Characteristics of Business.	1	1
	Various types of Industry	1	3
	Forms of business Organization-Sole traders, partnership, Joint Hindu family. Firm – Joint stock Companies – Co – Operative Organisations – Public Utilities and Public Enterprises.	1	5
	Instructional Hours	18	
II	Business and Economic System – Capitalism – Socialism - Communism and mixed Economy	1	18
	Different Sectors of the economy and Role of Business in it. Different Stake holders of Business firm	1	19
	Business and Society – Social Responsibilities of business toward business groups.	1	32
	Instructional Hours	18	
III	Business Services – Goods & Services distinguished – Banking, Insurance & Warehousing	2	5
	Traditional Business to Newer E- Business – Benefits of switching over to electronic mode – Cautions to be taken.	2	7
	Instructional Hours	18	

IV	Business Environment: Concept, Characteristics of Environment.	2	1
	Environmental Analysis – Need & Diagnosis – Potential Competitors, Rivalry – External Environment	2	1
	Economic, Political & Legal environment, technological and Socio-Cultural environment, international environment.	2	6
	Instructional Hours	18	
	Liberalization - Meaning - Privatization - Benefits & pitfalls	3	10
V	Globalization – Meaning & rationale for Globalization – Role of WTO & GATT – Trading blocks in Globalization – Impact of Globalization on India. Mini Case Analysis.	3	11
	Instructional Hours	18	
	Total Hours	90	

Text Book(s):

1. Bhushan.Y.K., **Fundamentals of Business Organisation & Management**, Sultan Chand & Sons, 2013.
2. Franchise Chernilam, **Business Environment Text and Cases**, Eastern Book Company, 2014.
3. Justin Paul, **Business Environment Text and Cases**, Tata McGraw Hill Companies, 2010
4. Sathiya. M, Sudha. T, Dr.N.Shani, Business Environment, Coimbatore Institute of Information Technology, 2020

Reference Book(s):

1. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi, 2017
2. Mishra and Puri, Indian Economy, Himalaya Publishing House, New Delhi, 2015.
3. Raj Aggarwal , Business Environment, Excel Books, New Delhi, 2012.
4. Veena Keshav Pailwar, Business Environment, PHI Learning, New Delhi, 2012.
5. M. Adhikary, Economic Environment of Business, Sultan Chand & Sons, 2012.

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	5	2	2	3	20

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	M	L	M	H
CO2		H	M	M	L	H
CO3		H	H	L	M	L
CO4		H	M	M	M	M
CO5		H	M	M	M	H

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title	
18U4ENV101	Ability Enhancement Compulsory course (AECC) Environmental Studies	
Semester: I	Credits: 2	ESE : 50 Marks

(Common to all UG Programmes)

Course Objective: This course enables the students to recognize the interconnectedness of multiple factors in environmental challenges and communicate clearly and competently matters of environmental concern.

Course Outcome: *By the end of the course the students will be able to:*

CO 1	To understand key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
CO 2	To understand concepts and methods from ecological and physical sciences and their application in environmental problem solving.
CO 3	To solve the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
CO 4	To reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.
CO5	To apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.

Course Content**Instructional Hours / Week : 2**

Unit	Description	Text Book	Chapter
I	Natural Resources: Forest resources, Water resources, Mineral resources Food resources and Energy resources.	1	5
Instructional Hours			6
II	Ecosystems: Concept of an ecosystem, Structure and function; Introduction, types characteristic features, structure and function of ecosystem Activity: Prepare an album on types of Ecosystem.	1	3
Instructional Hours			6
III	Environmental Pollution: Definition Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution and Noise pollution, Solid waste management Activity: Discuss the solutions for water pollution.	1	8,9,11, 10,12,15
Instructional Hours			6

IV	Social Issues and the Environment Water conservation, rain water harvesting, watershed management, Environmental ethics : Issue summits' and possible solutions and Public awareness	1	17
	Activity: Identify and analyze a Social Issue and an Environment issue in your locality.	2	9
Instructional Hours			4
V	Disaster Management: Floods, Earthquakes, Cyclones, Landslides: From management to mitigation of disasters: The main elements of a mitigation and measures of strategy: Floods, Earthquakes, Cyclones and Landslides	3	16
Instructional Hours			6
Case Studies: Use Social media for e-networking and dissemination of ideas on environmental issues. (Or) Visit to a Nearby biome / Wildlife Sanctuary/ our own campus & study the various bioresources.			2
Total hours			30

Text Book(s):

1. Agarwal, K.M., Sikdar, P.K., Deb, S.C. (2002). A Textbook of Environment. Macmillan India Ltd. Kolkata, India.
2. Dash, M.C. (2004). "Ecology, Chemistry & Management of Environmental Pollution".
Published By Rajiv Beri For Macmillan India Ltd. 2/10 Ansari Road, Daryaganj, New Delhi – 110002.
3. From UGC website: <https://www.ugc.ac.in/oldpdf/modelcurriculum/env.pdf>

Reference Book(s):

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Public Ltd Bikaner.
2. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws Himalaya Pub. House, Delhi 284 p.
3. Mckinney, M.L. & Schoch R.M. 1996. Environmental Science systems & Solutions
4. Odum, E.P. 1971 Fundamentals of Ecology. W.B. Saunders Co. USA. 574 p
5. Rao MN & Datta, A.K. 1987 Waste Water treatment, Oxford & IBH Publication Co. Pvt. Ltd 345 p.

Course designed by	Verified by	Checked by	Approved by
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Course Code	Title		
20U3BMC102	Core Paper II Basics of Business and Business Environment		
Semester: I	Credits:3	CIA:20 Marks	ESE:55 Marks

Course Objective

To understand the overall business environment and evaluate its various components in business decision making.

Course Outcomes (CO): By the end of the course the students will be able to:

CO1	Understand the nature of business environment and its components
CO2	Develop conceptual framework of business environment and generate interest in international business.
CO3	Examine foreign investment and collaboration
CO4	Analyse the recent economic policy.
CO5	Evaluate the role of WTO & GATT.

Course Content

Instructional Hours / Week:6

Unit	Description	Text Book	Chapter
I	Business Basics: Nature and Purpose of Business Managers Characteristics of Business.	1	1
	Various types of Industry	1	3
	Forms of business Organization-Sole traders, partnership, Joint Hindu family. Firm – Joint stock Companies – Co – Operative Organisations – Public Utilities and Public Enterprises.	1	5
	Instructional Hours	18	
II	Business and Economic System – Capitalism – Socialism - Communism and mixed Economy	1	18
	Different Sectors of the economy and Role of Business in it. Different Stake holders of Business firm	1	19
	Business and Society – Social Responsibilities of business toward business groups.	1	32
	Instructional Hours	18	
III	Business Services – Goods & Services distinguished – Banking, Insurance & Warehousing	2	5
	Traditional Business to Newer E- Business – Benefits of switching over to electronic mode – Cautions to be taken.	2	7
	Instructional Hours	18	

IV	Business Environment: Concept, Characteristics of Environment.	2	1
	Environmental Analysis – Need & Diagnosis – Potential Competitors, Rivalry – External Environment	2	1
	Economic, Political & Legal environment, technological and Socio-Cultural environment, international environment.	2	6
	Instructional Hours	18	
	Liberalization - Meaning - Privatization - Benefits & pitfalls	3	10
V	Globalization – Meaning & rationale for Globalization – Role of WTO & GATT – Trading blocks in Globalization – Impact of Globalization on India. Mini Case Analysis.	3	11
	Instructional Hours	18	
	Total Hours	90	

Text Book(s):

1. Bhushan.Y.K., **Fundamentals of Business Organisation & Management**, Sultan Chand & Sons, 2013.
2. Franchise Chernilam, **Business Environment Text and Cases**, Eastern Book Company, 2014.
3. Justin Paul, **Business Environment Text and Cases**, Tata McGraw Hill Companies, 2010
4. Sathiya. M, Sudha. T, Dr.N.Shani, **Business Environment**, Coimbatore Institute of Information Technology, 2020

Reference Book(s):

1. Aswathappa, **Essentials of Business Environment**, Himalaya Publishing House, New Delhi, 2017
2. Mishra and Puri, **Indian Economy**, Himalaya Publishing House, New Delhi, 2015.
3. Raj Aggarwal , **Business Environment**, Excel Books, New Delhi, 2012.
4. Veena Keshav Pailwar, **Business Environment**, PHI Learning, New Delhi, 2012.
5. M. Adhikary, **Economic Environment of Business**, Sultan Chand & Sons, 2012.

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	5	2	2	3	20

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	M	L	M	H
CO2		H	M	M	L	H
CO3		H	H	L	M	L
CO4		H	M	M	M	M
CO5		H	M	M	M	H

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
20U3BMC203	Core Paper III Organisational Behaviour		
Semester: II	Credits: 3	CIA:20 Marks	ESE:55 Marks

Course Objective

To enable the students to understand the impact of Individual and Group behaviour within organizations

Course Outcomes (CO): By the end of the course the students will be able to:

CO1	Analyze workplace behaviours from theoretical perspective of ability, learning, attitude and values
CO2	Evaluate the significance of group and team in an organization.
CO3	Apply motivational theories in workplace to create an effective organisational environment
CO4	Create a conducive environment to facilitate group functioning, articulate conflict management competencies in managing and resolving conflicts
CO5	Asses the need of counselling and become responsible leaders

Course Content

Instructional Hours / Week:5

Unit	Description	Text Book	Chapter
I	Organizational behaviour History and Scope	1	1
	Individual differences - Intelligence tests - Measurement of Intelligence	2	2
	Personality tests - Nature, Types and it Uses	1	2
II	Instructional Hours	15	
	Employee attitude and behaviour and their significance to Employee productivity - Job analysis.	2	4
	Role of Transactional Analysis in effective Communication - Brain storming-Halo Effect	2	7
	Instructional Hours	15	
III	Job satisfaction - Meaning – factors. Morale – Meaning –	1	3,5

	Importance. Perception - Factors affecting Perception		
	Motivation – Meaning - Theories & Techniques	1	5
	Instructional Hours	15	
IV	Group Dynamics – Group formation, Group norms –Group Cohesiveness, Stress- Stress Management Techniques	1	9
	Conflict - Types of Conflict – Resolution of conflict	1	11
	Instructional Hours	15	
V	Leadership - types - theories – Trait, Managerial Grid, Fiedder’s contingency.	3	15
	Counselling - meaning - Importance of counsellor - types Of counselling - merits of counselling.		
	Mini Case Analysis	-	-
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. Stephen P. Robbins & Timothy A Judge, **Organizational Behaviour**, 17th Edition, Pearson Education Limited, 2018.
2. John R. Schermerhom, James G. Hunt, Richard N. Osborn & Mary hi-Bien, **Organizational Behaviour**, Eleventh Edition, Wiley, 2010.
3. Knud Sinding and Christian Waldstrom, **Organisational Behaviour**, McGraw Hill, 5thEdition 2014

Reference Book(s):

1. Laurie J. Mullins, **Management and Organisational Behaviour**, Pearson Education Limited, 7th Edition 2005 England.
2. Daniel King and Scott Lawley, **Organizational Behaviour**, Oxford University Press, 2nd Edition 2016.
3. Subha Rao P, **Organisational Behaviour**, Himalaya Publishing house, 2017, Mumbai
4. Stephen P Robins, **Organisational behavior**, Pearson Education, 2018, Noida

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	5	2	2	3	20

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		M	L	L	M	H
CO2		H	M	M	M	H
CO3		H	H	L	M	H
CO4		H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
20U3BMC204	Core Paper IV Economics for Executives		
Semester: II	Credits: 4	CIA:25 Marks	ESE:75 Marks

Course Objective

To enable the application of analytical tools and microeconomic concepts to corporate resource allocation, demand and cost determination, industry positioning, and pricing mechanisms

Course Outcomes (CO): By the end of the course the students will be able to:

CO1	Utilize the concept of demand, elasticity of demand to identify the determinants of demand and forecast demand.
CO2	Assess technically the possible ways of increasing the level of production.
CO3	Develop knowledge on different market structures and make the price and output decisions.
CO4	Demonstrate the common pricing strategies.
CO5	Develop an understanding of the role of government and taxes in controlling inflation and deflation.

Course Content

Instructional Hours / Week:6

Unit	Description	Text Book	Chapter
I	Objectives of Business Firms - Profit Maximization - Micro & Macro economies – the role of markets and government – Market – Demand & Supply - Determinants – elasticity of demand & supply	1	1
	Demand Analysis - Law of Demand - Elasticity of demand	1	2
II	Instructional Hours	18	
	Production Function–Factors of production- Laws of Diminishing Returns and Law of Variable Proportions.	1	5
	Cost and Revenue Curves – Break-Even Point (BEP)Analysis	1	6
	Instructional Hours	18	
III	Market Structure and Prices - Pricing under Perfect competition	2	19
	Pricing under monopoly – Price discrimination-Pricing under monopolistic competition - Oligopoly	2	20,23,24
	Instructional Hours	18	
IV	Pricing under Factors of Production; Wages - Marginal productivity	2	31

	theory - Interest- Keynes Liquidity preference theory		
	Theories of Profit - Dynamic theory of Profit – Risk Theory - Uncertainty theory	2	32,33
	Instructional Hours	18	
V	Government and Business - Performance of Enterprises in India	1	Public
	Price Policy in Public Utilities, Public sector – Goals – Types and classification – Evolution & Objectives of Public sector in India. Mini Case Analysis	1	19
	Instructional Hours	18	
	Total Hours	90	

Text Book(s):

1. S. Sankaran, **Business Economics**, Margham Publications, Chennai, 2017.
2. Sundaram. K.P & Sundaram, **E - Business Economics**, Mac Millan Press, New Delhi, 2018.

Reference Book(s):

1. DR.R.L.Varshney&K.L.Maheshwari , Sultan Chand & Sons, New Delhi 2018.
2. Markar et al, **Business Economics**, Universal Law publishing Co.Pvt, Ltd, 1st Edition.
3. D. Gopalakrishna, **Managerial Economics**, Himalaya Publishing House, Mumbai, 2013

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M

H-High; M-Medium; L-

Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U3BMC305	Core Paper V Accounting for Business		
Semester: III	Credits : 4	CIA : 25 Marks	ESE : 75 Marks

Course Objective:

To impart working knowledge of accounting concepts, detailed procedures and documentations involved in financial accounting system.

Course Outcome: By the end of the course the students will be able to:

CO1	Prepare financial statement in accordance with appropriate standards.
CO2	Identify and analysis the reason for the difference between cash book and pass book balances.
CO3	Equip with the knowledge of accounting process for the preparation of final accounts and balance sheet.
CO4	Determine the value of depreciable assets.
CO5	Interpreting the business implications of financial statement information.

Offered by: Business Administration

Course Content

Instructional Hours/Week: 5

Unit	Description	Text Book	Chapter
I	Accounting -Meaning-Scope and Objectives-Types of Accounts - Basic terms used in Accounts-Accounting Concepts and Conventions of Accounting-Single and Double Entry System of Book keeping.	1	1
	Preparation of Journal -Ledger and Trial Balance-Classifications and Rectification of errors in Trial Balance.	1	2
	Instructional Hours	15	
II	Subsidiary Books - Purchase Book-Sales Book, and Purchase Return book-Sales Return Book –Cash Book- Types of Cash Book	1	5

	Bank Reconciliation Statement -Meaning – Importance - Merits of BRS – Demerits of BRS - Preparation of Bank Reconciliation Statements	2	20,23,24
	Instructional Hours	15	
III	Final Accounts - Trading Account.	1	5
	Profit and Loss Account - Balance Sheet with simple-Adjustment.	1	6
	Instructional Hours	15	
IV	Depreciation – Meaning, Causes, Methods of Depreciation. Problems related to Straight line method and written down method	2	31,32
	Instructional Hours	15	
V	Accounts from Incomplete Record - Ascertainment of Profit or Loss	1	19
	Final Accounts of Non-Profit Organization - Receipts and Payments account-Income and Expenditure Account-Balance Sheet.	1	19
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. T. S. Reddy & A. Murthy, **Financial Accounting**, Margham Publications, Chennai, 7th Revised Edition 2012.
2. Jain & Narang, **Financial Accounting**, Kalyani Publishers, Chennai, 3rd Revised Edition 2017.

Reference Book(s):

1. M. C. Shukla & T. S. Grewal, **Advanced Accounting**, Volume II, S. Chand, 1st Edition Reprint 2016, New Delhi.
2. R.L Gupta & V. K. Gupta, **Advanced Accounting**, Sultan Chand,.13th Edition 2016, New Delhi.

E-LEARNING RESOURCES:

1. <https://www.civilserviceindia.com/subject/Management/notes/financialaccounting.html>
2. <https://www.taxmann.com/blogpost/2000001622/accounting-principles-andconcepts.aspx>
3. <https://courses.lumenlearning.com/sac-finaccounting/chapter/ledgers-journals-andaccounts/>
4. <http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859>
5. <https://efinancemanagement.com/financial-accounting/financial-statement-notes>
6. <https://www.learncbse.in/cash-flow-statement-cbse-notes-class-12-accountancy/>
7. <https://cleartax.in/s/accounting-ratio>
8. <http://ncert.nic.in/ncerts/l/leac205.pdf>
9. <http://www.icsi.edu/portals/25/PREPARATION%20OF%20FINANCIAL%20STATEMENTS%20UNDER%20COMPANIES%20ACT%202013.pptx>
10. <http://www.icsi.edu/portals/25/PREPARATION%20OF%20FINANCIAL%20STATEMENTS%20UNDER%20COMPANIES%20ACT%202013.pptx>

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

MAPPING

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
20U3BMC306	Core Paper VI Production and Material Management		
Semester: III	Credits : 3	CIA : 20 Marks	ESE : 55 Marks

Course Objective:

To impart knowledge on the role and functions of production management and to develop an understanding of quality and modern production concepts.

Course Outcome: By the end of the course the students will be able to:

CO1	Develop an understanding of the role of production manager and also select a suitable production system.
CO2	Understand Product design and Service Process.
CO3	Analyse and decide a good location for the plant and its layout.
CO4	Demonstrate efficient planning and control of production activities.
CO5	Identify the ways and means to attain a competitive edge in the market through Quality management

Offered by: Business Administration

Course Content**Instructional Hours/Week: 3**

Unit	Description	Text Book	Chapter
I	Operations Management – Definition- Scope- Systems Concept of Production- Types of Production System - Production Function - Importance - Difference between Goods and Services- Productivity	1	1 & 2
	Instructional Hours	12	
II	Production Design: Importance- Factors influencing Product Design – Characteristics – Approaches - Service Design	1	2
	Process Design: Definition; Planning, Selection; Process Strategy: Key aspects- Process focus- Product focus- Repetitive focus; Characteristics.	1	2
	Instructional Hours	12	
III	Plant layout: Definition; Objectives; Principles of Layout-	1	3

	Factor influencing Facility Layout-Types of Layout		
	Plant Location: Factors influencing plant location, - Steps in Location Selection- Service Location Strategy	1	4
	Instructional Hours	12	
IV	Production Planning & Control: Objectives; Role; Aggregate Planning; Aggregate Planning Strategies; Master Production Plan; Material Requirements Planning	2	2
	Inventory Management: Definition; Inventory Costs; Factors Influencing Inventory Management and Control; Benefits; Inventory Control Techniques	2	3
	Instructional Hours	12	
V	Quality Management: Quality - Inspection and Quality Control- Inspection – Objective – Scope- Quality Control - Benefits; Quality Assurance; SQC	2	3
	Modern Production Management Tools: Just-In-time (JIT) Manufacturing; Total quality management; ISO 9001: 9015 Series	2	3
	Instructional Hours	12	
	Total Hours	60	

Text Book(s):

1. K. Aswathappa, K. Shridhara Bhat, Production and Operations Management, Himalaya Publishing House, Mumbai, 2015
2. Jay Heizer, Barry Render, Jagadeesh Rajashekhar, Operations Management, Pearson, New Delhi, 2018
3. R. Pannerselvam, Production and Operations Management, PHI Learning Pvt Ltd, New Delhi, 2012

Reference Books:

1. Deepak Kumar Bhattacharyya, Production and Operations Management, Universities Press (India) Pvt. Ltd.2012
2. Chary, Productions and Operations Management, Tata McGraw- Hill Publishing 2009

E LEARNING SOURCES

1. <http://www.nitc.ac.in/app/webroot/img/upload/Production%20Management%20Module%201%20Course%20notes.pdf>
2. <https://www.slideshare.net/KirtiGupta64/latest-trends-in-production-and-operationalmanagement>
3. <http://www.yourarticlelibrary.com/business/plant-layout-business/plant-layout-conceptobjectives-principles-and-types/69514>
4. <https://mymbaguide.com/notes-on-production-planning-and-control/>
5. <https://www.wisdomjobs.com/e-university/production-and-operations-management-tutorial295/inspection-9633.html>
6. <https://accountlearning.com/importance-and-advantages-of-quality-control-system/>
7. <https://accountlearning.com/quality-circles-meaning-characteristics-advantages-problems/>
8. <https://www.knowledgiate.com/nature-and-importance-of-work-study/>
9. <http://www.yourarticlelibrary.com/ergonomics/method-study/objectives-procedure-andselection-of-work-for-method-study/34500>
10. <http://www.economicdiscussion.net/engineering-economics/work-measurement-definitionobjectives-and-techniques/21707>

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	4	2	3	3	20

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
20U3BMC307	Core Paper VII Principles of Marketing		
Semester: III	Credits : 4	CIA : 25 Marks	ESE : 75 Marks

Course Objective:

Enable the students to acquire knowledge on principles marketing management and identify different market segments such as national and global markets.

Course Outcome: By the end of the course the students will be able to:

CO1	Identify the marketing functions, environment and segmentation for effective positioning of the products.
CO2	Understand the Consumer behaviour pattern and the global trends.
CO3	Contrast the decision – making process across industries characterized by pure Competition, monopolies, and oligopolies.
CO4	Analyse and choose the best pricing strategies to support business growth.
CO5	Formulate effective digital marketing policy.

Offered by: Business Administration

Course Content**Instructional Hours/Week: 4**

Unit	Description	Text Book	Chapter
I	Introduction to Marketing – Definitions - Conceptual frame work - Relationship and value through marketing, Marketing Strategies	1	1
	Ethics and Social Responsibility: Marketing Environment, Ethical behaviour, Social Responsibility.	1	2
	Instructional Hours	12	
II	Consumer Behaviour: Consumer purchase decision process and experience, Factors influencing consumer behaviour	1	5
	Global Markets: Economic Protectionism and considerations, Global Companies	1	6
	Instructional Hours	12	

III	Marketing Research: Scope, Research process Measuring Social Media	2	19
	Brand Building: Segmentation, Targeting and Positioning, Brand Equity, addressing competition and driving growth. Packaging- Characteristics of a good Package, Packaging Decision.	2	20,23,24
Instructional Hours		12	
IV	Product Management – New Product Development, Setting product strategies	2	31
	Services and Price: Designing and managing services, Developing Pricing strategies and programmes	2	32,33
Instructional Hours		12	
V	Channels of Distributions – Roles of Marketing Channels, Channel - Design Decisions.	1	19
	Promotion: Advertising, Sales Promotion, Public Relations & Social Media Introduction to digital marketing concepts. Digital Marketing: Introduction to digital marketing concepts.	1	19
Instructional Hours		12	
Total Hours		60	

Text Book(s):

1. Kerin & Hartley, **Marketing the Core**, Tata McGraw Hill, 6th Edition 2016.
2. Kotler & Keller, **Marketing Management**, Pearson Education, 15th Edition 2016.

Reference Book(s):

1. Ramaswamy & Namakumari, **Marketing Management– Indian Context**, Global Perspective, Tata McGraw Hill Education (India), 5th Edition, 2018.
2. P. Ravilochanan, **Principles of Marketing**, Vrindha Publications Pvt.Ltd, New Delhi, 2008.

E-LEARNING RESOURCES:

1. https://www.tutorialspoint.com/marketing_management/marketing_management_function.htm

2. <https://www.feedough.com/market-segmentation-definition-basis-types-examples/>
3. <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/16952-market-segmentation.html>
4. https://www.tutorialspoint.com/consumer_behavior/consumer_behavior_tutorial.pdf
5. <http://www.yourarticlelibrary.com/marketing/market-segmentation/consumerbehaviour-meaningdefinition-and-nature-of-consumer-behaviour/32301>
6. <https://www.feedough.com/what-is-green-marketing-the-complete-guide/>
7. <https://businessjargons.com/product-mix.html>
8. <https://www.business.qld.gov.au/running-business/growing-business/becominginnovative/developing-products/new-products/launching-commercialising>
9. <https://www.tutor2u.net/business/reference/product-life-cycle>
10. <http://www.yourarticlelibrary.com/marketing/pricing/methods-of-pricing-costoriented-method-and-market-oriented-method/32311>
11. <https://edwardlowe.org/how-to-establish-a-promotional-mix/>

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Maximum Marks
5	5	6	3	3	3	25

Mapping

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	H

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
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Course Code	Title		
20U3BIC308	Core Paper VIII Fundamentals of International Business		
Semester: III	Credits: 3	CIA : 20 Marks	ESE : 55 Marks

Course Objective:

Enable the students to develop knowledge on functioning of multinational enterprises.

Course Outcome: By the end of the course the students will be able to:

CO1	Critically analyze the problems in international business environment and successfully manage the multinational enterprise.
CO2	Develop knowledge on the role of Global institutions and International business concepts to effectively manage multinational enterprise.
CO3	Take or formulate effective finance and marketing related decisions in international business
CO4	Understand the legal framework of international business
CO5	Enable to understand the International policy on ensuring Environment protection.

Offered by: Business Administration

Course Content**Instructional Hours/Week: 3**

Unit	Description	Text Book	Chapter
I	Introduction - Modes of International Business - External Influence	1	1
	Internationalization Process – Macro environment and Micro environment - Trade and Investments.	1	2
Instructional Hours		09	
II	Social and cultural environment: Culture-Language-Aesthetics-Colour, Design, Music, brand names Education, religion- Attitude and values.	1	5
	Comparison of various business cultures - Western, Eastern, Middle East countries culture. Business mannerism	1	6

	Instructional Hours	09	
III	World Financial Environment - Working of Foreign Exchange Markets	2	5
	Convertibility - Exchange Restrictions- international Monetary System.	2	5
	Instructional Hours	09	
IV	Legal Environment: International law in international marketing, IMF & GATT International trade agreements. Trade preference UNCIAD EEC, Customs union	2	1
	International Standards Organization (ISO)- Regional grouping and International law, SAARC, EEC – European Free Trade Associations, (EFTA) Latin American Free Trade Agreement (LAFTA)	2	1
	Instructional Hours	09	
V	Law of environment -Environmental protection International policy on natures-land, forest, water.	1	2
	Instructional Hours	09	
	Total Hours	45	

Text Book(s):

1. Daniels, D. and Radebanh. H, “International Business”, Pearson Education Asia, New Delhi, 2017.
2. Griffin and Pustay, “International Business”, Pearson Education Asia, New Delhi, 2010.

Reference Book(s):

1. Subba Rao, “International Business”, Himalaya, Mumbai, 2010.
2. Schaffer, “International Business Law and Its Environment”, Thomson, 2017.

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Maximum Marks
4	4	4	2	3	3	20

Mapping

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	H

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
20U3BIC309	Core Paper IX Information Management		
Semester: III	Credits: 3	CIA:20 Marks	ESE:55 Marks

Course Objective:

To enable the students to acquire knowledge on Management Information System in business organization.

Course Outcome: By the end of the course the students will be able to:

CO1	Understand the importance of Information Management in Business organization
CO2	Identify the usage of MIS in various Managerial functions
CO3	Select, acquire and implement ERP software in their enterprises. Apply system development life cycle process in project development
CO4	Employ various types of Information systems appropriately in Business organizations
CO5	Analyze DBMS concept and implement to manage various databases of organization

Offered by: Business Administration

Course Content

Instructional Hours/Week: 3

Unit	Description	Text Book	Chapter
I	Introduction to Information Systems - definition - features - steps in implementation of MIS - Need for information-Information system for decision making.	1	1
	MIS Structures - MIS as competitive advantage.	1	1
	Instructional Hours	09	
II	MIS - Strategic information system - MIS support for planning - organizing – controlling	1	3
	MIS for specific functions - Personnel, Finance, Marketing, Inventory and Production data base	1	4

	Management System Models - hierarchical network		
	Instructional Hours	09	
III	Enterprise systems (ERP): Introduction – Characteristics – Benefits	1	2
	ERP implementation	2	1
	Instructional Hours	09	
IV	Kinds of systems in Organizations: Information systems at different organizational levels - Categorization on decision.	2	2
	Major types of systems in Organizations: Transaction processing system, Management information system, Decision support system, Executive support system – Group Decision support system- Expert system	2	3
	Office automation.- Virtual machine: Concept and benefits of Virtual machine		
	Instructional Hours	09	
V	Database Management: Levels of Data- Objectives of Data base-Data base Management System-Benefits of Database Management System.	1	6
	Information system for Business- Introduction- Marketing information system- Human resource information system- Production/Manufacturing information system-Inventory control system-Financial information system-Payroll System	1	6
	Instructional Hours	09	
	Total Hours	45	

Text Book(s):

1. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.
2. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2017.

Reference Book(s):

1. Rahul de, MIS in Business, Government and Society, Wiley India Pvt Ltd, 2012

- Gordon Davis, Management Information System: Conceptual Foundations, Structure and Development, Tata McGraw Hill, 21st Reprint 2017.

E-learning sources

- <https://www.civilserviceindia.com/subject/Management/notes/conceptualfoundations-of-information-systems.html>
- <https://www.symantec.com/connect/articles/what-virtual-machine-uses-andadvantages-provides-us-part-1>
- https://www.tutorialspoint.com/management_concepts/enterprise_resource_planning.htm
- <https://www.toolshero.com/quality-management/business-process-reengineering-bpr/>
- <http://www.yourarticlelibrary.com/management/dbms/data-base-management-systemdbms-meaning-nature-and-objectives/70357>
- <https://bizfluent.com/facts-7952572-define-accounting-information.html>
- <https://www.tallyschool.com/tally-notes/>

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	4	2	3	3	20

Mapping

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	H

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
20U3BMA303	Allied Paper III Business Law		
Semester: III	Credits: 3	CIA:20 Marks	ESE:55 Marks

Course Objective:

Enable the students to acquire the knowledge of legal aspect of business.

Course Outcome: By the end of the course the students will be able to:

CO1	Understand the legal aspects in different types of companies.
CO2	Apply legal principles of breach of contract in contractual dealings.
CO3	Demonstrate the contract of sale and agreement to sell.
CO4	Develop knowledge on creation of agency.
CO5	Identify the applications of Negotiable Instruments Act.

Offered by: Business Administration

Course Content

Instructional Hours/Week: 4

Unit	Description	Text Book	Chapter
I	Introduction to Business Law - Legal aspects in different types of companies. Contracts - Essentials of Contract - Agreements - Void - Voidable and Illegal contracts - Express and Implied - Contracts - Executed and Executory Contracts - Offer - Legal rules as to offer and lapse of offer - Acceptance - Rules as to acceptance - Capacity of parties to create contract	1	1 & 2
	Consideration - Legal rules as to Consideration – Contract without consideration - Consent - Coercion – Undue influence – Misrepresentation - Fraud - Mistake of law and Mistake of fact.	1	3
	Instructional Hours	12	
II	Legality of Object - Unlawful and Illegal agreements - Effects of Illegality – Wagering Agreements – Agreement	1	3

	opposed to public policy - Agreements in Restraint of trade		
	Exceptions – Void agreements - Restitution – Quasi contracts - Discharge of contract - Breach of contract - Remedies for Breach of Contract.	1	3
	Instructional Hours	12	
III	Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Capacity to buy and sell - Subject matter of contract of sale - Conditions and Warranties	1	1
	Sale by Non - Owners - Right of lien - Termination of lien - Right of resale - Right of stoppage in transit	1	1
	Instructional Hours	12	
IV	Creation of agency - Classification of agents - Relations of principal and agent - Delegation of authority	1	3
	Relation of principal with third parties - Personal liability of agent - Termination of agency	1	3
	Instructional Hours	12	
V	Negotiable Instruments Act 1881 – Negotiable Instruments	1	5
	Essentials requirements – Endorsements – Kinds – Crossing – Types - Demand draft - Bills of Exchange.	1	5
	Instructional Hours	12	
	Total Hours	60	

Text Book(s):

1. N.D. Kapoor, **Elements of Mercantile Law**, Sultan Chands & Sons, 27th Edition 2013.

Reference Book(s):

1. Shukla. M. C, **A Manual of Mercantile Law**, Sultan Chands & Sons, 13th Edition 2017.
2. R. S. N. Pillai & Bhagavathi, **Business Law**, Sultan Chands & Sons, 2017

E-learning resources

1. <https://www.owlgen.com/question/what-are-the-essential-elements-for-a-contract-to-be-valid>

2. <https://www.casrilanka.com/casl/images/stories/EDBA/contract%20law.pdf>
3. https://www.lawnotes.in/Indian_Contract_Act,_1872
4. <https://taxguru.in/company-law/memorandum-articles-association-companiesact2013.html>
5. http://corporatelawreporter.com/companies_act/section-29-of-companies-act-2013-public-offer-of-securities-to-be-in-dematerialised-form/
6. <https://www.caclubindia.com/articles/types-of-directors-under-companies-act-2013-25510.asp>

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	20

Mapping

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	H

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
20U4BMZ301	Skill Based Paper-I		
	PC Software (Libre Office) - Practical		
Semester: III	Credits: 3	CIA:30 Marks	ESE:45 Marks

Course Objective:

To enable the students increase the working efficiency by acquiring a basic understanding.

Course Outcome: By the end of the course the students will be able to:

CO1	Word processing and desktop publishing tool.
CO2	Create complete books with contents, diagrams, indexes and more
CO3	Creating effective multimedia presentation.
CO4	Creating ad editing slides
CO5	OLE concept

Offered by: Business Administration

Course Content

Instructional Hours/Week: 3

S.No	Experiment
1	Type the text, check spelling and grammar, bullets and numbering list items, align the text to left, right, justify and centre
2	Prepare a job application letter enclosing your bio-data
3	Performing mail merger operation and preparing labels
4	Preparing a neatly aligned, error free document, add header and footer, also perform find replace operation and define bookmarks
5	Prepare a document in newspaper column layout
6	Worksheet Using formulas
7	Worksheet Manipulation for electricity bill preparation
8	Drawing graphs to illustrate class performance
9	An excel worksheet contains monthly Sales Details of five companies

10	Pay roll processing
11	Inventory control
12	Screen designing for data entry
13	Prepare a power point presentation with at least three slides for Department inaugural function
14	Draw an organization chart with minimum three hierarchical levels
15	Design an advertisement campaign with minimum three slides
16	Insert an excel chart into a power point slide.
Total Hours : 30	

E-learning resources

1. https://www.vfu.bg/en/e-Learning/Computer-Basics--computer_basics2.pdf
2. <https://ptgmedia.pearsoncmg.com/images/9780735623026/samplepages/9780735623026.pdf>
3. <https://www.keynotesupport.com/excel-basics/excel-for-beginners-guide.shtml>
4. https://www.mta.ca/uploadedFiles/Community/Administrative_departments/Human
5. [Resources/Training_and_professional_development/Classroom/Excel%20Training%20-%20Level%201.pdf](#)
6. <https://excelwithbusiness.com/blog/use-vlookup-hlookup-index-match-excel/>
7. <https://www.excelfunctions.net/excel-functions-list.html>
8. <https://support.office.com/en-us/article/keyboard-shortcuts-in-excel-1798d9d5-842a42b8-9c99-9b7213f0040f>

Demonstration	Program Execution	TEST I	TEST II	Observation	Attendance	Total
5	5	5	5	7	3	30

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
20U3BMC410	Core Paper-X Human Resource Management		
Semester: IV	Credits: 4	CIA:25 Marks	ESE:75 Marks

Course Objective:

Enable the students to acquire knowledge of Human Resource Management.

Course Outcome: By the end of the course the students will be able to:

CO1	Understand the importance of the human resource functions to manage human resource effectively.
CO2	Identify the human recourse requirement and select suitable work force.
CO3	Evaluate the performance of human resource and develop suitable training development and career planning programs
CO4	Conduct HR Audit and Frame sound compensation policy for high employee retention
CO5	Analyze HRM in a global perspective and employ eHRM

Offered by: Business Administration

Course Content

Instructional Hours/Week: 5

Unit	Description	Text Book	Chapter
I	Human Resource Management	1	1
	Functions of HR Department – The Role of HR manager	1	2
	Organization of personnel department		
	Instructional Hours	15	
II	Manpower planning- Job description, Job analysis, Role analysis, Job specification	1	8
	Recruitment & Selection - Meaning, Steps, Process	2	4
	Training and development – Types of training – Process.		
	Instructional Hours	15	
III	Performance Appraisal- Types –Process.	2	14
	Promotion - Meaning and Importance – Seniority Vs Merit –Demotion	2	11
	Job Evaluation and Merit Rating		
	Instructional Hours	15	

IV	Compensation administration- Employee welfare - Social security- Safety and Health- Job stress	2	7
	HR Audit – Meaning , Objective & Importance	2	8
Instructional Hours		15	
V	International Human Resource Management- Challenges in Human Resource Management	3	6
	E-HRM- Empowering employees	3	6
Instructional Hours		15	
Total Hours		75	

Text Book(s):

1. Memoria C. B., **Personnel Management**, Himalaya publications, New Delhi, 2011 Edition
2. V. S. P. Rao, **Human Resource Management**, Excel publishers, New Delhi, 2016 Edition
3. K. Aswathappa, **Human Resource Management**, Tata McGraw Hill publication, , 2013 Edition, New Delhi
4. C.B.Gupta, Human Resource Management, Sultan Chand & Sons, 2018.

Reference Book(s):

1. K. Aswathappa, **Human Resource Management**, Tata McGraw Hill publication, 2013, New Delhi
2. David A. Decenzo, Stephen P. Rabins and Suson L. Verhulst, **Human Resource Management**, Wiley, 11th Edition, 2016

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

19U3BMC411	Core Paper – XI Financial Management		
Semester: IV	Credits: 4	CIA: 25 Marks	ESE: 75 Marks

Course Objective:

To enable the students to learn the theories of financial management and also the working methods of Financial Management

Course Outcome: By the end of the course the students will be able to:

CO1	Acquire knowledge on various Finance Function.
CO2	Analyze the concept of Funds Management.
CO3	Identify the determinants of dividend policy and computation of EBIT and EPS
CO4	Develop the knowledge on concept of working capital management and Receivables Management
CO5	Identify the various method of capital budgeting.

Course Content**Instructional Hours/ Week: 5**

Unit	Description	Text Book	Chapter
I	Financial Management: An Overview – Introduction – Meaning : Importance; Objectives of Financial Management	1	1
	Finance Function: Meaning; Scope of Finance Function; Aims and approaches of finance function	1	1
	Instructional Hours	15	
II	Funds Management: Sources of Finance: Short term: Medium term; Long Term: Innovative sources of Finance. Cost of Capital; Determinants of cost of Capital.	1	20
	Computation of Cost of Capital: Cost of Preference share capital – Cost of Equity Share Capital – Cost of Retained Earnings – Weighted average cost of Capital – Ratio Analysis – Types of Ratios.	1	16
	Instructional Hours	15	
III	Net Income Approach: Net Operating Income Approach; Traditional Approach; Modigliani and miller approach – Dividend policy: Determinants of dividend policy: Approaches to dividend policy	1	17
	Computation of EBS and EBIT – Computation of Operating Leverage; Financial Leverage; working capital leverage (Problem)	1	17
	Instructional Hours	15	
IV	Working capital Management: Concept of working capital; Sources of Working Capital: Kinds of working capital	1	22
	Receivables Management; Meaning: Cost of maintaining receivables: Factors influencing the size of Receivables:	1	23

	Dimensions of Receivables.		
	Instructional Hours	15	
V	Capital Budgeting: Needs and importance of capital budgeting- Process of Capital Budgeting – kinds of capital budgeting decisions	1	32
	Method of Capital budgeting: Traditional Method; Time Adjusted Method (Problem)	1	32
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. Shashi.K.Gupta and Sharma.R.K, **Financial Management**, Kalyani Publisher, Ludhiana, 6th Revised Edition, 2015
2. Khan.M.Y, Jain.P.K, **Financial Management**, Tata MC Graw-hill Publishing company Ltd, 5th edition, 2017
3. Preeti Singh, Fundamentals of Financial Management, Ane Books Private ltd, 3rd Edition 2016

Reference Books:

1. Prasanna Chandra, **Financial Management Theory and Practice**, Tata McGraw hill Publishing Company Ltd, New Delhi, 9th Edition, (2017)

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

PSO/CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low.

Course designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
19U4BMZ402	Skill Based Paper- II Business Correspondence-Viva voce		
Semester: IV	Credits: 3	CIA: 30 Marks	ESE: 45 Marks

Course Objective:

To familiarize the students with various forms of communication that exists in business and to train them in practical applications of communication.

Course Outcome: By the end of the course the students will be able to:

CO1	Utilize the principles of communication for effective business operations.
CO2	Demonstrate written communication skills in appropriate business situation.
CO3	Understand the methods of Non verbal Communication.
CO4	Prepare business reports, agenda and minutes of meetings.
CO5	Acquire knowledge on Media Communication

Offered by: Business Administration

Course Content**Instructional Hours/ Week : 3**

Unit	Description	Text Book	Chapter
I	Communication: Meaning - Objectives – Importance – Channels.	1	1
	Barriers to Communication - Essentials of Effective Communication	1	5
	Instructional Hours	9 Hours	
II	Communication through letters - Layout of letter – Business letter format - Enquiries and Reply – Offers and Quotations - Orders and Execution	1	3
	Claims and adjustments – Collection – Status Enquiries – Bank Correspondence – Application for jobs.	1	5
	Instructional Hours	9 Hours	
III	Non-Verbal Communication - Body Language - Making Presentation	2	12
	Use of Charts, Diagrams and Tables – Preparation of Agenda and minutes.	2	7
	Instructional Hours	9 Hours	
IV	Reports: Types, Preparation, Structure and organization of reports.	2	2
	Reports by individual and committees.	2	2
	Instructional Hours	09	
V	Press releases - Letters to Editors	2	6
	Instructional Hours	09 Hours	
	Total Hours	45	

Text Book(s):

1. Rajendra Pal & Korlahalli, **Essentials of Business Communication**, Sultan Chand & Sons, New Delhi, 13th Edition, 2011
2. Urmila and S. M Rai, **Business Communication**, Himalaya Publication House, New Delhi, 2011.

Reference Book(s):

1. Varinder Kumar & Bodh Raj, **Business Communication**, Kalyani Publishers, New Delhi, 2014
2. Kathiresan & Radha, **Office Management**, Prasanna Publishers & Distributors, 2011

Tools for Assessment (25 Marks)

Review I	Review II	Review III	Assignment	Seminar	Attendance	Total
5	5	5	5	5	5	30

Mapping

PSO/CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H - High; M-Medium; L-Low

Course designed by	Verified by HOD	Checked by	Approved by

Course Code	Title	
19U4NM4AT2	ADVANCED TAMIL - II	
Semester : IV	Credits: 2	ESE Marks : 50

Course Objective: E}y;fspd; top mwr;rpe;jidfiscUthf;Fjy; nrk;nkhopapidr;nrk;ikg;gLj;Jjy;.

Course Outcome:mwr;rpe;jidfs; ngWjy; kw;Wk; ,yf;fztof;FKiwfisg; ngWjy;;.

Department offered by:rpwg;Gj;jkpo;; - IV (ehd;fhk; gUtk;)

Course Content

Instructional Hours/Week : 2

Unit I	Description
	<p>gjpndz; fPo;f;fzf;F E}y;fs; ----- --- jpUf;Fws;</p> <ol style="list-style-type: none"> ePj;jhHngUik mwd; typAWj;jy; md;Gilik tpUe;Njhk;gy; nra;ed;wpawpjy;
	Instructional Hours 10
rpWfij	
II	----- -----
	<ol style="list-style-type: none"> tz;zjhrd; - xUrpW ,irKjy; le;JrpWfijfs;
	Instructional Hours 5
vOj;Jg;gpioePf;ftopfs;.....	
III	<ol style="list-style-type: none"> nrhw;fisr; rhpahfg; gad;gLj;Jk; Kiw

2. tpidr; nrhw;fs;>ngaHr;nrhw;fs;	
Instructional Hours	5
tof;fwpjy;.....	
IV	kuG> ,ay;G>tof;F-jFjptof;Fmwpjy;
Instructional Hours	5
gilg;ghw;wy; gapw;rp.....	
V	ftpij-rpWfij-E}y; kjpg;gPLvOJy;
Instructional Hours	5
Total Hours	30

ghHitE}y;fs;

1. jpUf;Fws; -ghpNkyofHciu>kzpthrfHgjpg;gfk;>nrd;id- 018
2. tz;zjhrd; - xUrpW ,irrpWfijj;njhFg;G>re;jpahgjpg;gfk;>vz;:77> 53 Mk; tPjp>mNrhf; efH>nrd;id.
3. jkpoz;zy; - GjpaNehf;fpy; jkpo; ,yf;fjpatuyhWkPdhl;rpGj;jfepiyak;>kJiu- 001.
4. m.fp. gue;jhkdhH-ey;yjkpo; vOjNtz;Lkh? my;yepiyak;>nrd;id -600 007.
5. gtze;jpKdptH>ed;D}y; G+ypA+Hf;Nfrpfd; ciu>rhujhgjpg;gfk;>nrd;id- 040.

Course Code	Title	
19U4NM4BT2	BASIC TAMIL II	
Semester : IV	Credits: 2	CIA Marks : 50

Course Objective : mw ,yf;fpaq;fismwpKfg;gLj;jy;.

Course Outcome :mw ,yf;fpamwptngWjy; - rpWrpWfijfs; top r%fmdpTngWjy;.

Department offered by:mbg;ilj; jkpo;; - IV (ehd;fhk;gUtk;)

Course Content

Instructional Hours/Week : 2

Unit	Description
ePjpE}y;fs; ---	----- 1 .ghujpahh; Mj;jpr;#b -Kjy; 12 thpfs; 1. nfhd;iwNte;jd; Kjy; 7 thpfs;
Instructional Hours	5
jpUf;Fws; ----- -----	flTs; tho;j;J-mfuKjyvdj; njhlq;Fk;....Fws; - (1) II thd; rpwg;G-ePhpd;wpmikahJcyF...Fws; - 1 md;Gilik - md;gpd; topaJcaph;epiy..... Fws; - 1 fy;tp-fz;Zillah; vd;gh;Fws; - 1 ,dpait \$wy; - ,dpacsthf ,d;dhj...Fws; -1
Instructional Hours	10

ePjpf;fijfs;.....	
III	Ky;yhtpd; Ntbf;iff; fijfs;>gPh;ghy; fijfs;
Instructional Hours	
5	
fpuhkpa; fijfs;.....	
IV	1. .gukhh;j;jf;FUfijfs; 2.ehl;Lg;Gwf; fijfs; mwpKfk;
Instructional Hours	
5	
nkhopg; gapw;rp;;.....	
...	
V	1. gpwnkhopr;nrhw;fSf;Fjkpo;r;nrhy; vOJjy; 2. jd;tptuk; vOJjy; 3. vq;fs; fy;Y}hp
Instructional Hours	
5	
Total Hours	30

ghHitE}y;fs;

1. Xsitahh; Mj;jpr;#b kzpthrfh; gjpg;gfk;>Nfhak;Gj;J}h; ,uh[tPjp- 01.
2. jpUf;Fws; - ghpNkyofh; ciu>kzpthrfh; gjpg;gfk;>nrd;id -600018.
3. Ky;yhtpd; Ntbf;iffijfs; - Ky;iy gp.vy;.Kj;ijahnrd;id- 007.
4. ehl;Lg;Gwtpay; Xh; Ma;T-R.rf;jpNty; ghhpepiyak;> nrd;id-01

Course Code	Title	
19U4NM4GEN	General Awareness	
Semester: IV	Credits: 2	ESE: 50 Marks

Course Objective:

Enable the students to learn General knowledge and prepare different competitive exams.

Course Outcome:

CO1	Analysis the Verbal and Numerical Aptitude
CO2	Understood the General Science and Technology and Education
CO3	Gain Knowledge in Computer aids and Social Studies
CO4	Develop Aptitude and problem solving skills

Course Content**Instructional Hours / Week : 2**

1.	Verbal Aptitude
2.	Numerical Aptitude
3.	Abstract Reasoning
4.	Tamil and Other Literature
5.	General Science and Technology and Education
6.	Computer
7.	Economics and Commerce
8.	Social Studies
9.	Sports
10.	Current Affairs
	Total Hours : 30

Course Code	Title		
20U3BMA404	Allied Paper IV Industrial Relations and Labour Welfare		
Semester: IV	Credits: 4	CIA: 25 Marks	ESE: 75 Marks

Course Objective:

To explore contemporary knowledge and gain a conceptual understanding of industrial relations.

Course Outcome: By the end of the course the students will be able to:

CO1	Acquire knowledge in Industrial Relations and trade unions.
CO2	Identify Industrial Disputes and government machinery
CO3	Analyze about welfare measures and Training Schemes.
CO4	Discussion of accidents and Industrial health and Hygiene.
CO5	Discussion of child labour and Differently abled labour

Offered by: Business Administration

Course Content**Instructional Hours/Week: 4**

Unit	Description	Text Book	Chapter
I	Concepts – Importance – Industrial Relations, problems in the Public Sector	1	2
	Growth of Trade Unions – Codes of conduct.	1	2
	Instructional Hours	12	
II	Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace	1	3
	Government Machinery – Conciliation – Arbitration – Adjudication.	1	4
	Instructional Hours	12	
III	Concept – Objectives – Scope – Need – Voluntary Welfare Measures	1	5
	Statutory Welfare Measures – Labour – Welfare Funds– Education and Training Schemes	1	5
	Instructional Hours	12	
IV	Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene	1	6
	Importance – Problems – Occupational Hazards – Diseases – Psychological problems – Counseling – Statutory Provisions.	1	6
	Instructional Hours	12	
V	Child Labour – Female Labour – Contract Labour – Construction Labour – Agricultural Labour	1	7
	Differently abled Labour –BPO & KPO Labour – Social Assistance – Social Security – Implications	1	7

	Instructional Hours	12
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Text Book(s):

1. Mamoria C.B. and SathishMamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2010.
2. ArunMonappa, RanjeetNambudiri, Patturaja Selvaraj. Industrial relations & Labour Laws. Tata McGraw Hill. 2017

Reference Book(s):

1. Srivastava, Industrial Relations and Labour laws, Vikas,
2. P.N.Singh, Neeraj Kumar. Employee relations Management. Pearson. 2011

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

PSO/CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H - High; M-Medium; L-Low

Course designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
20U3BMC410	Core Paper-X Human Resource Management		
Semester: IV	Credits: 4	CIA:25 Marks	ESE:75 Marks

Course Objective:

Enable the students to acquire knowledge of Human Resource Management.

Course Outcome: By the end of the course the students will be able to:

CO1	Understand the importance of the human resource functions to manage human resource effectively.
CO2	Identify the human recourse requirement and select suitable work force.
CO3	Evaluate the performance of human resource and develop suitable training development and career planning programs
CO4	Conduct HR Audit and Frame sound compensation policy for high employee retention
CO5	Analyze HRM in a global perspective and employ eHRM

Offered by: Business Administration

Course Content

Instructional Hours/Week: 5

Unit	Description	Text Book	Chapter
I	Human Resource Management	1	1
	Functions of HR Department – The Role of HR manager	1	2
	Organization of personnel department		
	Instructional Hours	15	
II	Manpower planning- Job description, Job analysis, Role analysis, Job specification	1	8
	Recruitment & Selection - Meaning, Steps, Process	2	4
	Training and development – Types of training – Process.		
	Instructional Hours	15	
III	Performance Appraisal- Types –Process.	2	14
	Promotion - Meaning and Importance – Seniority Vs Merit –Demotion	2	11
	Job Evaluation and Merit Rating		
	Instructional Hours	15	

IV	Compensation administration- Employee welfare - Social security- Safety and Health- Job stress	2	7
	HR Audit – Meaning , Objective & Importance	2	8
Instructional Hours		15	
V	International Human Resource Management- Challenges in Human Resource Management	3	6
	E-HRM- Empowering employees	3	6
Instructional Hours		15	
Total Hours		75	

Text Book(s):

1. Memoria C. B., **Personnel Management**, Himalaya publications, New Delhi, 2011 Edition
2. V. S. P. Rao, **Human Resource Management**, Excel publishers, New Delhi, 2016 Edition
3. K. Aswathappa, **Human Resource Management**, Tata McGraw Hill publication, , 2013 Edition, New Delhi
4. C.B.Gupta, Human Resource Management, Sultan Chand & Sons, 2018.

Reference Book(s):

1. K. Aswathappa, **Human Resource Management**, Tata McGraw Hill publication, 2013, New Delhi
2. David A. Decenzo, Stephen P. Rabins and Suson L. Verhulst, **Human Resource Management**, Wiley, 11th Edition, 2016

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U3BIC412	Core Paper – XII Foreign Trade procedure and Documentation		
Semester: IV	Credits: 4	CIA: 25 Marks	ESE: 75 Marks

Course Objective:

To familiarize the student with the Export – Import Policy of the Government of India and to inform him about various authorities of the government, Export Organization, Commodity, Boards and Services Institutions operating in the field of Foreign Trade

Course Outcome: By the end of the course the students will be able to:

CO1	Outline, relate and classify the impact of EXIM policy on International trade.
CO2	Discover and demonstrate different concepts of International Business, especially in Export & Import
CO3	Appraise, assess and choose documents & logistics services and identifying markets for international trade
CO4	Initiate and manage export and import trade.
CO5	Analyze export and import documentation.

Offered by: BBA (COMPUTER APPLICATION)

Course Content**Instructional Hours/Week: 5**

Unit	Description	Text Book	Chapter
I	Foreign trade policy 2015-2020 – Export licensing Procedures and formalities – Export price quotations	1	1& 4
	Deemed Exports – Benefits – Categories of supply Role of Export Promotion in Export Credits guarantee Corporation (ECGC) – Inco terms	1	29 &33
	Export promotion councils (EPCS) & commodity Boards (CB) – Export promotion schemes	1	6
	Instructional Hours	15	
II	EOU scheme (Export Oriented Units) – Eligibility – Setting up EOUs– Supplies by DATA (Domestic Tariff Area) Units to EOUs –Special Economic Zones	2	23 & 24
	(SEZ) scheme – Eligibility Approval – Conditions – Fiscal Incentives for developer of SEZ*s– New status Holder Categorization – One to five star Export		
	Instructional Hours	15	
III	Procedure for Registration of Importers-Categories of Importers –Importer Registration with regional Licensing authorities import of capital goods under EPCG.	3	4
	Duty Exemption / Remission Scheme		
	Instructional Hours	15	

IV	General provisions for Imports –Financing Import – Foreign Exchange Facilities to Importers– Customer and Central Excise Duty Drawbacks in Export goods – Foreign Currency Accounts in India and Abroad permitted.	1	4 & 5
	Instructional Hours	15	
V	Import and Export documentation–Frame work – Standardized pre-shipment Export documents – Commercial and regulatory documents.	1	2
	Instructional Hours	15	
Total Hours		75	

Text Books:

1. M. I. Mahajan, Foreign Trade Policy Procedures and Documents, Snow White Publications Pvt Ltd, Mumbai, 26 th Edition, April 2015.
2. M. L. Mahajan, Export do it yourself, Snow White Publications Pvt Ltd, Mumbai 2015.

Reference Book:

1. Nabhis, New Import Export Policy and Hand book of Procedures, Third Edition, 2008..
2. Nand Kishore Sharma, Import Management, RBSA Publishers, 2004
3. 3.Dr. Verma and Agarwal, Export Management, Thakur Publishers.

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

PSO/CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low.

Course designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U3BIC413	Core Paper-XIII Foreign Exchange Management		
Semester: IV	Credits: 3	CIA: 20 Marks	ESE: 55 Marks

Course Objective :

To enable the students to learn C++ & Java programming in Windows Environment.

Course Outcome: By the end of the course the students will be able to:

CO1	Understand the risk involved in Foreign exchange transactions.
CO2	Analyze foreign exchange dealing including exchange rate determination and exchange risk Management.
CO3	Assess the management and techniques of financial, treasury and forex management
CO4	Familiarity in the procedures and documentation relating to foreign trade operations, and handle the documentary work concerning export- import business.
CO5	Identify methods used for risk exposure in foreign exchange management.

Offered by: Business Administration

Course Content:**Instructional Hours/ Week: 5**

Unit	Description	Text Book	Chapter
I	Foreign Trade and for ex. - Balance of Payment and BOP accounting - Problems associated with Exporters and Importers.	1	3
	International Financial Institutions - IMF (Drawing and loan instruments) - SDR (Nature and utilization) IBRD (functions and leading activities) , IFC, IDA.	1	4
	Instructional Hours	15	
II	Administration of foreign exchange - FERA, rules and regulations under FEMA, Types of transactions - For ex markets and its participants - Transaction in Interbank markets - Factors determining forward margins.	3	16
	Instructional Hours	15	
III	Ready Exchange Rates – Exchange Quotations (Direct & Indirect), foreign exchange rates – basis – types of rates – buying and selling rates – cross rates.	1	12 & 13
	Foreign Trade contracts - Documentation for foreign trade	1	14
	Instructional Hours	15	
IV	Foreign Exchange Contracts (Exchange Arithmetic) Exchange Control Regulations – Booking of Forward Contracts – Calculation of	1	14 & 15

	fixed Forward contracts.		
V	Foreign Exchange Risk and Exposure – Types of Exchange risk and Exposure, Internal Techniques of Exposure – External Techniques of Exposure	2	3
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. C. Jeevanandam, **Foreign exchange & Risk Management**, Sultan Chand & Sons, 2018.
2. MadhuVij, **International Financial Management**, Excel Books, Chennai, 2006.
3. Francis Cherunilam, **International Business Environment**, Tata McGraw, New Delhi, 2017
4. Prakash G. Apte, **International Financial Management**, McGraw Hill Education India Private Limited, 2015, New Delhi.

Reference Book(s):

1.V. K. Bhalla, **International Financial Management**, S. Chand Publishing, New Delhi, 2016.

1. V. Sharan, **International Financial Management**, Prentice Hall India Learning Private Limited, 6th edition (2015).

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	4	3	2	3	20

Mapping

PSO/CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H - High; M-Medium; L-Low

Course designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U4HVY402	Value Education Human values and Yoga Practice II		
Semester: III & IV	Credits: 2	CIA: 25Marks	ESE: 25Marks

Course Objective

- To help the students appreciate the essential complementarity between 'values' and 'skills' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings
- To prepare and distribute standardized Yoga teaching and training materials with reference to institute health

Course Outcome (CO):

At the end of the course, students are expected

CO 1	To become more aware of their self and their relationships and would have better reflective and discerning ability.
CO 2	It is hoped that they would be able to apply what they have learnt to their own self in different ordinary day-to-day settings in real life with higher commitment and courage.
CO 3	To enable students to lead a practical life adding value to human relations.
CO 4	To have the basic Knowledge on Simplified Physical Exercises and Asanas and Meditation

Course Content**Instructional Hours / Week: 1**

Unit	Description	Text Book	Chapter
I	Self-realization and Human Values- Self-realization and Harmony-Rules and Regulations-Rights and Duties-Good and Obligation-Integrity and Conscience. Obligation to Family- Trust and Respect -Codes of Conduct -Citizens Charter - Emotional Intelligence.	2	1,4
Instructional Hours			6
II	Impact of Modern Education and Media on Values: Impact of Science and Technology on Values; Effects of computer aided media on Values (Internet, e-mail, Chat etc.); Role of teacher in the preservation of tradition and culture;	2	5
Instructional Hours			6
III	Eradication of worries - Maintaining youthfulness - Greatness of friendship – Refinement of worries - Neutralization of anger- Intelligent quotient (IQ), Emotional quotient (EQ), Spiritual Quotient (SQ)-	2	2,3
Instructional Hours			6

IV	Standing Posture: Tadasana, Padahastasana, Virabhadrasana; Sitting posture:Ustrasana, ArdhaMatsyendrasana, Paschimottanasana.	4	4,5
Instructional Hours			6
V	Supine posture: Sarvangasana, Halasana, Chakrasana. Prone posture: Bhujangasana, shalabhasana; Dhanurasana; Balancing postures: Vrikshasana, Natarajasana, Utkatasana; Pranayama: Bhastrika, Bhramari, NadiShodhan.	4	6,9
Instructional Hours			6
Total Hours			30

Textbook(s):

1. Vethathiri Maharishi, 2011, "Value Education", Vethathiri Publication, Erode
2. Kiran, D.R. "Professional Ethics & Human Values", TATA McGraw Hill Education.
3. Thathuvagnani Vethathiri Maharishi, 2014, "Simplified Physical Exercises". Vethathiri Publications
4. Chandrasekaran, 1999. Sound Health through yoga, Prem Kalyan Publications, Madurai.

Course designed by	Verified by HoD	Checked by	Approved by

Course Code	Title		
18U3BIC412	Core Paper – XII Foreign Trade procedure and Documentation		
Semester: IV	Credits: 4	CIA: 25 Marks	ESE: 75 Marks

Course Objective:

To familiarize the student with the Export – Import Policy of the Government of India and to inform him about various authorities of the government, Export Organization, Commodity, Boards and Services Institutions operating in the field of Foreign Trade

Course Outcome: By the end of the course the students will be able to:

CO1	Outline, relate and classify the impact of EXIM policy on International trade.
CO2	Discover and demonstrate different concepts of International Business, especially in Export & Import
CO3	Appraise, assess and choose documents & logistics services and identifying markets for international trade
CO4	Initiate and manage export and import trade.
CO5	Analyze export and import documentation.

Offered by: BBA (COMPUTER APPLICATION)

Course Content**Instructional Hours/Week: 5**

Unit	Description	Text Book	Chapter
I	Foreign trade policy 2015-2020 – Export licensing Procedures and formalities – Export price quotations	1	1& 4
	Deemed Exports – Benefits – Categories of supply Role of Export Promotion in Export Credits guarantee Corporation (ECGC) – Inco terms	1	29 &33
	Export promotion councils (EPCS) & commodity Boards (CB) – Export promotion schemes	1	6
	Instructional Hours	15	
II	EOU scheme (Export Oriented Units) – Eligibility – Setting up EOUs– Supplies by DATA (Domestic Tariff Area) Units to EOUs –Special Economic Zones	2	23 & 24
	(SEZ) scheme – Eligibility Approval – Conditions – Fiscal Incentives for developer of SEZ*s– New status Holder Categorization – One to five star Export		
	Instructional Hours	15	
III	Procedure for Registration of Importers-Categories of Importers –Importer Registration with regional Licensing authorities import of capital goods under EPCG.	3	4
	Duty Exemption / Remission Scheme		
	Instructional Hours	15	

IV	General provisions for Imports –Financing Import – Foreign Exchange Facilities to Importers– Customer and Central Excise Duty Drawbacks in Export goods – Foreign Currency Accounts in India and Abroad permitted.	1	4 & 5
	Instructional Hours	15	
V	Import and Export documentation–Frame work – Standardized pre-shipment Export documents – Commercial and regulatory documents.	1	2
	Instructional Hours	15	
Total Hours		75	

Text Books:

1. M. I. Mahajan, Foreign Trade Policy Procedures and Documents, Snow White Publications Pvt Ltd, Mumbai, 26 th Edition, April 2015.
2. M. L. Mahajan, Export do it yourself, Snow White Publications Pvt Ltd, Mumbai 2015.

Reference Book:

1. Nabhis, New Import Export Policy and Hand book of Procedures, Third Edition, 2008..
2. Nand Kishore Sharma, Import Management, RBSA Publishers, 2004
3. 3.Dr. Verma and Agarwal, Export Management, Thakur Publishers.

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

PSO/CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low.

Course designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U3BIC413	Core Paper-XIII Foreign Exchange Management		
Semester: IV	Credits: 3	CIA: 20 Marks	ESE: 55 Marks

Course Objective :

To enable the students to learn C++ & Java programming in Windows Environment.

Course Outcome: By the end of the course the students will be able to:

CO1	Understand the risk involved in Foreign exchange transactions.
CO2	Analyze foreign exchange dealing including exchange rate determination and exchange risk Management.
CO3	Assess the management and techniques of financial, treasury and forex management
CO4	Familiarity in the procedures and documentation relating to foreign trade operations, and handle the documentary work concerning export- import business.
CO5	Identify methods used for risk exposure in foreign exchange management.

Offered by: Business Administration

Course Content:**Instructional Hours/ Week: 5**

Unit	Description	Text Book	Chapter
I	Foreign Trade and for ex. - Balance of Payment and BOP accounting - Problems associated with Exporters and Importers.	1	3
	International Financial Institutions - IMF (Drawing and loan instruments) - SDR (Nature and utilization) IBRD (functions and leading activities), IFC, IDA.	1	4
	Instructional Hours	15	
II	Administration of foreign exchange - FERA, rules and regulations under FEMA, Types of transactions - For ex markets and its participants - Transaction in Interbank markets - Factors determining forward margins.	3	16
	Instructional Hours	15	
III	Ready Exchange Rates – Exchange Quotations (Direct & Indirect), foreign exchange rates – basis – types of rates – buying and selling rates – cross rates.	1	12 & 13
	Foreign Trade contracts - Documentation for foreign trade	1	14
	Instructional Hours	15	
IV	Foreign Exchange Contracts (Exchange Arithmetic) Exchange Control Regulations – Booking of Forward Contracts – Calculation of	1	14 & 15

	fixed Forward contracts.		
V	Foreign Exchange Risk and Exposure – Types of Exchange risk and Exposure, Internal Techniques of Exposure – External Techniques of Exposure	2	3
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. C. Jeevanandam, **Foreign exchange & Risk Management**, Sultan Chand & Sons, 2018.
2. MadhuVij, **International Financial Management**, Excel Books, Chennai, 2006.
3. Francis Cherunilam, **International Business Environment**, Tata McGraw, New Delhi, 2017
4. Prakash G. Apte, **International Financial Management**, McGraw Hill Education India Private Limited, 2015, New Delhi.

Reference Book(s):

1.V. K. Bhalla, **International Financial Management**, S. Chand Publishing, New Delhi, 2016.

1. V. Sharan, **International Financial Management**, Prentice Hall India Learning Private Limited, 6th edition (2015).

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	4	3	2	3	20

Mapping

PSO/CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H - High; M-Medium; L-Low

Course designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
20U3BMA404	Allied Paper IV Industrial Relations and Labour Welfare		
Semester: IV	Credits: 4	CIA: 25 Marks	ESE: 75 Marks

Course Objective:

To explore contemporary knowledge and gain a conceptual understanding of industrial relations.

Course Outcome: By the end of the course the students will be able to:

CO1	Acquire knowledge in Industrial Relations and trade unions.
CO2	Identify Industrial Disputes and government machinery
CO3	Analyze about welfare measures and Training Schemes.
CO4	Discussion of accidents and Industrial health and Hygiene.
CO5	Discussion of child labour and Differently abled labour

Offered by: Business Administration

Course Content**Instructional Hours/Week: 4**

Unit	Description	Text Book	Chapter
I	Concepts – Importance – Industrial Relations, problems in the Public Sector	1	2
	Growth of Trade Unions – Codes of conduct.	1	2
	Instructional Hours	12	
II	Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace	1	3
	Government Machinery – Conciliation – Arbitration – Adjudication.	1	4
	Instructional Hours	12	
III	Concept – Objectives – Scope – Need – Voluntary Welfare Measures	1	5
	Statutory Welfare Measures – Labour – Welfare Funds– Education and Training Schemes	1	5
	Instructional Hours	12	
IV	Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene	1	6
	Importance – Problems – Occupational Hazards – Diseases – Psychological problems – Counseling – Statutory Provisions.	1	6
	Instructional Hours	12	
V	Child Labour – Female Labour – Contract Labour – Construction Labour – Agricultural Labour	1	7
	Differently abled Labour –BPO & KPO Labour – Social Assistance – Social Security – Implications	1	7

	Instructional Hours	12
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Text Book(s):

1. Mamoria C.B. and SathishMamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2010.
2. ArunMonappa, RanjeetNambudiri, Patturaja Selvaraj. Industrial relations & Labour Laws. Tata McGraw Hill. 2017

Reference Book(s):

1. Srivastava, Industrial Relations and Labour laws, Vikas,
2. P.N.Singh, Neeraj Kumar. Employee relations Management. Pearson. 2011

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

PSO/CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H - High; M-Medium; L-Low

Course designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
19U4BMZ402	Skill Based Paper- II Business Correspondence-Viva voce		
Semester: IV	Credits: 3	CIA: 30 Marks	ESE: 45 Marks

Course Objective:

To familiarize the students with various forms of communication that exists in business and to train them in practical applications of communication.

Course Outcome: By the end of the course the students will be able to:

CO1	Utilize the principles of communication for effective business operations.
CO2	Demonstrate written communication skills in appropriate business situation.
CO3	Understand the methods of Non verbal Communication.
CO4	Prepare business reports, agenda and minutes of meetings.
CO5	Acquire knowledge on Media Communication

Offered by: Business Administration

Course Content**Instructional Hours/ Week : 3**

Unit	Description	Text Book	Chapter
I	Communication: Meaning - Objectives – Importance – Channels.	1	1
	Barriers to Communication - Essentials of Effective Communication	1	5
	Instructional Hours	9 Hours	
II	Communication through letters - Layout of letter – Business letter format - Enquiries and Reply – Offers and Quotations - Orders and Execution	1	3
	Claims and adjustments – Collection – Status Enquiries – Bank Correspondence – Application for jobs.	1	5
	Instructional Hours	9 Hours	
III	Non-Verbal Communication - Body Language - Making Presentation	2	12
	Use of Charts, Diagrams and Tables – Preparation of Agenda and minutes.	2	7
	Instructional Hours	9 Hours	
IV	Reports: Types, Preparation, Structure and organization of reports.	2	2
	Reports by individual and committees.	2	2
	Instructional Hours	09	
V	Press releases - Letters to Editors	2	6
	Instructional Hours	09 Hours	
	Total Hours	45	

Text Book(s):

1. Rajendra Pal & Korlahalli, **Essentials of Business Communication**, Sultan Chand & Sons, New Delhi, 13th Edition, 2011
2. Urmila and S. M Rai, **Business Communication**, Himalaya Publication House, New Delhi, 2011.

Reference Book(s):

1. Varinder Kumar & Bodh Raj, **Business Communication**, Kalyani Publishers, New Delhi, 2014
2. Kathiresan & Radha, **Office Management**, Prasanna Publishers & Distributors, 2011

Tools for Assessment (25 Marks)

Review I	Review II	Review III	Assignment	Seminar	Attendance	Total
5	5	5	5	5	5	30

Mapping

PSO/CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H - High; M-Medium; L-Low

Course designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
19U3BMC514	Core Paper XIV Investment Analysis and Portfolio Management		
Semester: V	Credits: 3	CIA:20 Marks	ESE:55 Marks

Course Objective:

To enable the students to acquire knowledge of Investment management.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Students should have understood Investment avenues and security analysis.
CO2	Students acquire the knowledge of valuation of securities
CO3	They have knowledge regarding fundamental and technical analysis of securities
CO4	Students can have understanding on portfolio management.
CO5	Students can analyze risk and predict the future market.

Offered by: Business Administration

Course Content

Instructional Hours/Week: 5

Unit	Description	Text Book	Chapter
I	Concept of investment-important - alternate forms of investment	1	1
	Types of shares - important share patterns. government securities-mutual fund schemes-post office schemes-provident fund-company deposits-real Investment in shares and debentures-comparison with other forms of investment	1	2
Instructional Hours		15	
II	Primary market: role of NIM mechanics of floating new issues	1	3
	Secondary market: function mechanics of security trading-OTCEI-NSE futures & options.	2	5
Instructional Hours		15	
III	Risk-kinds-measures of risk-returns.	2	5
	Valuation of securities - valuation of bonds – valuation preference and equality shares.	2	8
Instructional Hours		15	
	Security analysis-fundamental analysis: economic, industry and company analysis	2	8

IV	Technical analysis: Dow theory- NSE, BSE, chart patterns, risk measurement techniques	2	8
Instructional		15	
V	Efficient Market theory. Random Walk Theory-weak form-semi strong form	2	9
	Portfolio Analysis: Markowitz theory-optimum portfolio.	2	9
Instructional		15	
Total Hours		75	

Text Book(s):

1. Prasanna Chandra, Investment Analysis and Portfolio Management, Tata Mc-Graw Hill Publication, 4th edition, 2012.
2. Reily and Brown, Investment Analysis and Portfolio Management, 1999

Reference Book(s):

1. Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publishing House 2012
2. S. Kevin, Security Analysis and Portfolio Management, PHI Publications, 2015.

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	4	2	3	3	20

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M
CO5		H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U3BMC515	Core Paper XV Business Research Methods		
Semester: V	Credits: 3	CIA:20 Marks	ESE:55 Marks

Course Objective:

To enable, the students to demonstrate Knowledge and understanding of data collection, Data analysis and interpretation in relation to the research process and Research report preparation.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Create the research process and its different approaches.
CO2	Understand the fundamental theoretical ideas and logic of research.
CO3	Develop a thorough understanding of issues involved in planning, designing, executing, evaluating and reporting research within a stipulated time period.
CO4	Identify business opportunities and to solve questions related to industries.
CO5	Students have knowledge about marketing research.

Offered by: Business Administration

Course Content**Instructional Hours/Week: 5**

Unit	Description	Text Book	Chapter
I	Research - Definition - Importance - Advantages and Limitations – Research process - Problem	1	1
	Design of research - Types of Design	1	3
	Sampling process and selection - Sample types - Sample size and sampling errors.	1	4
Instructional Hours		15	
II	Data Collection - Methods - Tools - Questionnaire – Interview Schedule - Kinds of Data	1	6
	Attitude measurement and scaling technique	1	5
	Editing, Coding, Tabulation	1	7
Instructional Hours		15	
III	Statistical Data Analysis - Hypothesis - Sources, formulation and testing of Hypothesis - Z test, T test (Theory Only)	1	9
	Chi-square test - Basics of Parametric and Non-Parametric test (Theory Only)	1	10
Instructional Hours		15	

IV	Interpretation and Report writing - Steps in writing reports - Layout of report, types, and principles of report writing – Graphical representation of results	1	14
Instructional Hours		15	
V	Product research- Price research	2	17
	Motivation research	2	19
	Promotion research – Distribution research - Sales control research - Media research.	2	21
Instructional Hours		15	
Total Hours		75	

Text Book(s):

1. C. R. Kothari, **Research Methodology**, New Age International (P) limited, New Delhi, 1st Edition, 2013.
2. S. Sumathi P Saravanavel, **Marketing Research & Consumer Behavior**, Vikas Publishing, New Delhi, 1st Edition, 2009.

Reference Book(s):

1. Boyd and Westfall, **Marketing Research**, McGraw-Hill Professional Publishing, 9th Edition, New Delhi, 2009.
2. Bryman, Alan & Bell, Emma, **Business Research Methods**, (Third Edition), Oxford University Press.2015.

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	4	2	3	3	20

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M

CO5	H	M	M	M	M
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H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U3BMC516	Core Paper XVI Advertising and Sales Promotion		
Semester: V	Credits: 4	CIA:25 Marks	ESE:75 Marks

Course Objective:

To enable the students to be aware of Advertising concepts, Sales Promotion design and techniques, Publicity and Personal selling

Course Outcome: *By the end of the course the students will be able to:*

CO1	Develop fundamental concepts of advertising in the modern marketing practices
CO2	Select an insight on media implications that enable students evolve and explore
CO3	Evaluate all aspects of sales promotion, Publicity and Sales promotion
CO4	To develop and implement media plans.
CO5	To develop knowledge in personal selling.

Offered by: Business Administration**Course Content****Instructional Hours/Week: 5**

Unit	Description	Text Book	Chapter
I	Advertising in retailing: Advertising principles	1	1
	Steps in planning a retail advertising Campaign advertising for the retail store.	1	2
Instructional Hours		15	
II	Media and copy decisions	1	5
	Media objectives-planning and budgeting-advertising	1	6
	Evaluation creating and producing copy-copy testing.	1	7
Instructional Hours		15	
III	Retail promotional strategy	2	1
	Promotional objectives, Promotional budget	2	2
	Selecting the promotional mix	2	3
	Implementing the promotional mix.	2	3
Instructional Hours		15	
IV	Management of sales promotion- Role of sales promotion	2	4
	Types of sales promotion- Evaluating sales promotion	2	5
Instructional Hours		15	

V	Personal selling and publicity	2	6
	Publicity and special events - Role of personal selling in Retailing	2	7
	Process in personal selling.	2	8
Instructional Hours		15	
Total Hours		75	

Text Book(s):

1. S.H.H. Kazmi and Satish Batra, **Advertising and Sales Promotion**, Excel Books, 2008
2. Sanjay and Sahitya Bhawan, **Advertising and Sales Promotion**, SEPD Publication, 2015

Reference Book(s):

1. Chunawalla Reddy, Appannaiah, **An Introduction to Advertising and Marketing Research**, Himalaya Publishing House, 2015.
2. Ken Kaser, **Advertising and Sales Promotion**, Cengage Learning, 2013.

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M
CO5		H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
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Course Code	Title		
18U4BMZ503	Skill Based Paper III Tally - Practical		
Semester: V	Credits:3	CIA: 30 Marks	ESE: 45 Marks

Course Objective:

This course is designed to impart knowledge regarding concepts of Financial Accounting Tally is an accounting package which is used for learning to maintain accounts.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Students are able to understand the creation and alteration of a company.
CO2	Creation of Vouchers and maintenance of stock and go down creation.
CO3	They are able to know the bank reconciliation statement
CO4	They can understand the preparation of final accounts using Accounting Package

Offered by: Business Administration

Course Content

Instructional Hours / Week: 4

S. No	List of Programs
1.	Create a new company – name and other relevant details and configure the company
2.	Journalizing
3.	Posting into ledger (with and without predefined groups)
4.	Configuring, creating, displaying, altering and cancellation of Vouchers
5.	Trail balance
6.	Final accounts- trading account- profit and loss account and balance sheet
7.	Final accounts with adjustments
8.	Rectification off error
9.	Show the cash, bank and other subsidiary books of the company
10.	Show the Day Book
11.	Integrate stock and inventory details (stock groups/ categories/measurement units)
12.	Stock summary
13.	Bank reconciliation statement
14.	Enable VAT in Tally and VAT Computation report
15.	Integrate pay-roll system

Note

- A detailed question paper (containing detailed problems) based on the above guidelines should be prepared and distributed for the purpose of examination.
- Model questions (only two questions appended as a sample); Practical question paper need to set question papers bases on the above exercises with hypothetical and real-life figures.

1. Create a Company as —Vasavi Industries Ltd. in Tally with inventory management.

- i. Siva started —Vasavi Industries Ltd. by bringing Capital Rs.3,00,000/- Cash.
- ii. He deposited Rs.1,00,000/- cash at ICICI bank.
- iii. He paid electricity bill for Rs.1,200/- by cash.
- iv. He withdrawn Rs.10,000/- cash for his personal use.
- v. He purchased the following item from Computer Lab. Ltd. on Credits with 4% Vat rate.
- vi. Computer - 10 Nos. - @20000/- each
- vii. He sold the following item to Somnath Traders in cash with 4% Vat rate.
- viii. Computer - 5 Nos. - @27500/- each
- ix. He received Rs.6,000/- as commission from Rohit by cash.
- x. He paid House Rent for Rs.5,000/- by cash.
- xi. He withdrawn Rs.25,000/- cash from ICICI Bank.
- xii. He purchased furniture for Rs.25,000/- by cash for office use. Show the Trial Balance and Balance Sheet of —Vasavi Industries Ltd.

2. From the following prepare accounts in Tally. Balance sheet of Dream Home Appliances as on 1-1-2011

Capital	10, 00,000
Reserves	600,000
Creditsors:	

Bismi Ltd. Bill no P/100, 28-12-10 – 30 days Credits	2,00,000
Total	18, 00,000
Land and Building	5,00,000
Furniture and Equipments	2,00,000
Stock:-	
10 Refrigerators @ Rs 8000 (LG)	80,000
5 semi automatic (LG) @ 7000	35000
5 fully automatic (LG) @ 14000	70,000
10 T.V sets sony @ Rs 10,000	100,000
Debtors: (Both 45 days Credits)	
KEEN Bill No. S/ 1001 dt. 30/12/10	50,000
Best Home Bill No.S/ 2010 dt. 22/12/10	60,000
Bank current account with SBT	600,000
Cash in hand	105,000
Total	18, 00,000

Create company with address - Cochin-5

Income Tax No. PNR/ 1234000 N

VAT TIN no. K GST/ L50006

Inter state sales tax no. I/L1001

Provide other assumed details for the company

5/1/11 Purchased for cash:-

- Refrigerators @ Rs 9500 from a stockist viz Kottayam Home Appliances and issued a cheque VAT paid-12.5% and carriages-Rs 750 for the above purchase.

10/1 /11Sales made on Credits:-

QRS 5 Fridges @ Rs 11,500 S/ 1100 - 30 days Credits. at 2% discount, VAT 12.5%.

Show Trial Balance, List of vouchers, P&L Account, Balance sheet with percentages and VAT computation report

Demonstration	Program Execution	TEST I	TEST II	Observation	Attendance	Total
5	5	5	5	7	3	30

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U3BIC517	Core Paper - XVII Logistics and Supply Chain Management		
Semester: V	Credits: 3	CIA:20 Marks	ESE:55 Marks

Course Objective:

The subject imparts knowledge and understanding to students on Supply Chain Management and its relevance to today's business decision making.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Understand the principles of logistics management
CO2	Understand the logistics role in the economy and the organization
CO3	Combine their theoretical knowledge with practical knowledge
CO4	Understand the general concepts of customer service applications of logistics information systems
CO5	Understand various freight charges and intermediaries in logistics.

Offered by: Business Administration

Course Content**Instructional Hours/Week: 3**

Unit	Description	Text Book	Chapter
I	Introduction – Nature and scope – Evolution- Logistics and Mission.	1	1
	Importance of logistics-strategies of logistics planning - Components of logistics - Functions of logistics - Logistics in India.	1	1
Instructional Hours		09	
II	Supply Chain Management – Introduction - Nature and concept - Value chain - Functions and contribution	1	2
	Framework for supply chain solutions - Customer service - Components - Strategic management	1	3
Instructional Hours		09	
III	Elements of logistics and supply chain management – Information - Logistics information flow.	1	4
	LIS-EDI in logistics – Inventory – Functions – Types – Element - Warehousing & distribution center - Concepts	1	6
	Types of warehousing – Functions - Warehousing strategy and warehouse design	1	7
Instructional Hours		09	

IV	Transportation-Elements of transport cost – Modes – Containerization – Indian transport – packaging – importance - Order processing	1	8
	Material Handling - Objectives of material handling - Inland Container Depot - IATA.	1	10
Instructional Hours		09	
V	Logistics Administration - Structure of shipment Industry	1	11
	Types of Ships - Freight structure and practice - Role of intermediaries in Logistics.	1	13
Instructional Hours		09	
Total Hours		45	

Text Book(s):

1. Chetan Bajaj and Ranjith, **Retail Management**, Oxford University Press, 2010
2. James R. Ogden, Denise T.Ogden, **Integrated Retail Business Management**, McGraw Hill Book Company, 3rd Edition, 2005

Reference Book(s):

1. Wiley Pvt Ltd, 2005 Gibson G Vedamani, **Retail Management, Functional Principles and Practice**, Jaico Publishing House, 3rd Edition, 2010
2. Gibson G Vedamani, **Retail Management - Functional Principles and Practice**, Jaico Publishing House; 4th edition, 2003

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	4	2	3	3	20

Mapping

PSO	PSO1	PSO2	PSO3	PSO4	PSO5
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CO					
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U3BIC518	Core Paper XVIII Merchandising Management		
Semester: V	Credits: 3	CIA:20 Marks	ESE:55 Marks

Course Objective:

To enable the students to learn the basics of merchandising management.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Acquire knowledge in Space Management
CO2	Able to know Visual Merchandising
CO3	Identify Merchandising Forecasting
CO4	Managing retail home delivery
CO5	Acquire knowledge in retail ERP

Offered by: Business Administration**Course Content****Instructional Hours/Week: 3**

Unit	Description	Text Book	Chapter
I	Merchandise Mix- Concept of Assortment Management-Merchandise Mix of Show off	1	1
	Concept of Merchandise Displays-Importance of Merchandise Displays-Concept of Space Management-Role of IT in Space Management-Concept of Planogram	1	2
Instructional Hours		09	
II	Meaning of Visual Merchandising-Objectives of Visual Merchandising-Growth of Visual Merchandising	1	5
	Visual Merchandising in India- Product Positioning and Visual Merchandising,	1	6
		1	7
Instructional Hours		09	
III	Concept of Merchandise Planning-Applications of Merchandise Planning-Elements of Merchandise Planning-Role of Merchandiser in Planning	2	1
	Concept of Category Management-Merchandise Forecasting-Merchandise Budgeting	2	2
Instructional Hours		09	

IV	Concept of Merchandise Sourcing-Historical Perspective of Sourcing-Stock Management and Distribution-International Sourcing	2	4
	Retail Replenishment-Importance of Replenishment- Direct Store Delivery (DSD)	2	5
Instructional Hours		09	
V	Managing Retail Home Delivery-Measures for Retail Distribution and Replenishment - Role of IT in Retail Distribution and Replenishment	2	6
	Information Systems-Barcoding- Retail ERP- Retail Analytics- RFID- Role of IT in CRM	2	7
Instructional Hours		09	
Total Hours		45	

Text Book(s):

1. Chetan Bajaj and Ranjith, **Retail Management**, Oxford University Press, second edition 2010.
2. Gillespie. Hecht and Lebowitz, **Retail Business Management**, McGraw Hill Book company, Third edition 2002

Reference Book(s):

1. Gibson G. V Edamani, **Retail Management: Functional Principles and Practices**, Jaico Publishing House, Second Edition 2012
2. James R. Ogden. Denise T.Ogden, **Integrated Retail Management**, Wiley Pvt Ltd, 2005

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	4	2	3	3	20

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H

CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U3BMC516	Core Paper XVI Advertising and Sales Promotion		
Semester: V	Credits: 4	CIA:25 Marks	ESE:75 Marks

Course Objective:

To enable the students to be aware of Advertising concepts, Sales Promotion design and techniques, Publicity and Personal selling

Course Outcome: *By the end of the course the students will be able to:*

CO1	Develop fundamental concepts of advertising in the modern marketing practices
CO2	Select an insight on media implications that enable students evolve and explore
CO3	Evaluate all aspects of sales promotion, Publicity and Sales promotion
CO4	To develop and implement media plans.
CO5	To develop knowledge in personal selling.

Offered by: Business Administration**Course Content****Instructional Hours/Week: 5**

Unit	Description	Text Book	Chapter
I	Advertising in retailing: Advertising principles	1	1
	Steps in planning a retail advertising Campaign advertising for the retail store.	1	2
Instructional Hours		15	
II	Media and copy decisions	1	5
	Media objectives-planning and budgeting-advertising	1	6
	Evaluation creating and producing copy-copy testing.	1	7
Instructional Hours		15	
III	Retail promotional strategy	2	1
	Promotional objectives, Promotional budget	2	2
	Selecting the promotional mix	2	3
	Implementing the promotional mix.	2	3
Instructional Hours		15	
IV	Management of sales promotion- Role of sales promotion	2	4
	Types of sales promotion- Evaluating sales promotion	2	5
Instructional Hours		15	

V	Personal selling and publicity	2	6
	Publicity and special events - Role of personal selling in Retailing	2	7
	Process in personal selling.	2	8
Instructional Hours		15	
Total Hours		75	

Text Book(s):

1. S.H.H. Kazmi and Satish Batra, **Advertising and Sales Promotion**, Excel Books, 2008
2. Sanjay and Sahitya Bhawan, **Advertising and Sales Promotion**, SEPD Publication, 2015

Reference Book(s):

1. Chunawalla Reddy, Appannaiah, **An Introduction to Advertising and Marketing Research**, Himalaya Publishing House, 2015.
2. Ken Kaser, **Advertising and Sales Promotion**, Cengage Learning, 2013.

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M
CO5		H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
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Course Code	Title		
18U3BIC517	Core Paper - XVII Logistics and Supply Chain Management		
Semester: V	Credits: 3	CIA:20 Marks	ESE:55 Marks

Course Objective:

The subject imparts knowledge and understanding to students on Supply Chain Management and its relevance to today's business decision making.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Understand the principles of logistics management
CO2	Understand the logistics role in the economy and the organization
CO3	Combine their theoretical knowledge with practical knowledge
CO4	Understand the general concepts of customer service applications of logistics information systems
CO5	Understand various freight charges and intermediaries in logistics.

Offered by: Business Administration

Course Content**Instructional Hours/Week: 3**

Unit	Description	Text Book	Chapter
I	Introduction – Nature and scope – Evolution- Logistics and Mission.	1	1
	Importance of logistics-strategies of logistics planning - Components of logistics - Functions of logistics - Logistics in India.	1	1
Instructional Hours		09	
II	Supply Chain Management – Introduction - Nature and concept - Value chain - Functions and contribution	1	2
	Framework for supply chain solutions - Customer service - Components - Strategic management	1	3
Instructional Hours		09	
III	Elements of logistics and supply chain management – Information - Logistics information flow.	1	4
	LIS-EDI in logistics – Inventory – Functions – Types – Element - Warehousing & distribution center - Concepts	1	6
	Types of warehousing – Functions - Warehousing strategy and warehouse design	1	7
Instructional Hours		09	

IV	Transportation-Elements of transport cost – Modes – Containerization – Indian transport – packaging – importance - Order processing	1	8
	Material Handling - Objectives of material handling - Inland Container Depot - IATA.	1	10
Instructional Hours		09	
V	Logistics Administration - Structure of shipment Industry	1	11
	Types of Ships - Freight structure and practice - Role of intermediaries in Logistics.	1	13
Instructional Hours		09	
Total Hours		45	

Text Book(s):

1. Chetan Bajaj and Ranjith, **Retail Management**, Oxford University Press, 2010
2. James R. Ogden, Denise T.Ogden, **Integrated Retail Business Management**, McGraw Hill Book Company, 3rd Edition, 2005

Reference Book(s):

1. Wiley Pvt Ltd, 2005 Gibson G Vedamani, **Retail Management, Functional Principles and Practice**, Jaico Publishing House, 3rd Edition, 2010
2. Gibson G Vedamani, **Retail Management - Functional Principles and Practice**, Jaico Publishing House; 4th edition, 2003

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	4	2	3	3	20

Mapping

PSO	PSO1	PSO2	PSO3	PSO4	PSO5
-----	------	------	------	------	------

CO					
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U3BIC518	Core Paper XVIII Merchandising Management		
Semester: V	Credits: 3	CIA:20 Marks	ESE:55 Marks

Course Objective:

To enable the students to learn the basics of merchandising management.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Acquire knowledge in Space Management
CO2	Able to know Visual Merchandising
CO3	Identify Merchandising Forecasting
CO4	Managing retail home delivery
CO5	Acquire knowledge in retail ERP

Offered by: Business Administration**Course Content****Instructional Hours/Week: 3**

Unit	Description	Text Book	Chapter
I	Merchandise Mix- Concept of Assortment Management-Merchandise Mix of Show off	1	1
	Concept of Merchandise Displays-Importance of Merchandise Displays-Concept of Space Management-Role of IT in Space Management-Concept of Planogram	1	2
Instructional Hours		09	
II	Meaning of Visual Merchandising-Objectives of Visual Merchandising-Growth of Visual Merchandising	1	5
	Visual Merchandising in India- Product Positioning and Visual Merchandising,	1	6
		1	7
Instructional Hours		09	
III	Concept of Merchandise Planning-Applications of Merchandise Planning-Elements of Merchandise Planning-Role of Merchandiser in Planning	2	1
	Concept of Category Management-Merchandise Forecasting-Merchandise Budgeting	2	2
Instructional Hours		09	

IV	Concept of Merchandise Sourcing-Historical Perspective of Sourcing-Stock Management and Distribution-International Sourcing	2	4
	Retail Replenishment-Importance of Replenishment- Direct Store Delivery (DSD)	2	5
Instructional Hours		09	
V	Managing Retail Home Delivery-Measures for Retail Distribution and Replenishment - Role of IT in Retail Distribution and Replenishment	2	6
	Information Systems-Barcoding- Retail ERP- Retail Analytics- RFID- Role of IT in CRM	2	7
Instructional Hours		09	
Total Hours		45	

Text Book(s):

1. Chetan Bajaj and Ranjith, **Retail Management**, Oxford University Press, second edition 2010.
2. Gillespie. Hecht and Lebowitz, **Retail Business Management**, McGraw Hill Book company, Third edition 2002

Reference Book(s):

1. Gibson G. V Edamani, **Retail Management: Functional Principles and Practices**, Jaico Publishing House, Second Edition 2012
2. James R. Ogden. Denise T.Ogden, **Integrated Retail Management**, Wiley Pvt Ltd, 2005

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	4	2	3	3	20

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H

CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
19U3BMC619	Core Paper XIX Entrepreneurship & Small Business Management		
Semester: VI	Credits: 4	CIA:25 Marks	ESE:75 Marks

Course Objective:

Enable the students to know the concept of entrepreneurship, business management, opportunities recognition, Quality and risk management in small business organizations.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Understand entrepreneurial decision making process through business model to launch a new venture.
CO2	Develop a wide range of strategic, financial and human resource planning skills necessary for the new venture planning process.
CO3	Familiarize on the concepts of Start Ups and Stand Ups
CO4	Acquaint the student with an understanding of how small business functions in a start-up phase, how it evolves, the problems inherent in growth stage and the important role the management plays
CO5	To know social and ethical values in small business management

Offered by: Business Administration

Course Content

Instructional Hours/Week: 5

Unit	Description	Text Book	Chapter
1.	Meaning of Entrepreneurship – Characteristics - functions and types of Entrepreneurship	2	2&3
	Entrepreneur – Role of Entrepreneurship in economic development.	1	2
Instructional Hours		12	
II	Factors affecting Entrepreneurial growth – Economic non - economic Entrepreneurship Development programmes – Need – Objectives Phases – Evaluation. Institutional support to Entrepreneurs.	1	5&9
Instructional Hours		12	
III	Startups and Buyouts - Franchising Opportunities - The Family Business-Business Plan-Marketing Plan - Management Teams-Organized forms.	RBI	6&7
Instructional Hours		12	

IV	Selecting a Location and Planning the Facilities - Projecting Financial Requirements - Finding Sources of Financing - Exit Strategies - Factors affecting choice of a business location.	1	27
Instructional Hours		12	
V	Quality Management in Small Business - Social and Ethical Issues in Small Business Management - Evaluating Financial Performance – Managing Risk in Small Business Management. Case studies.	1	28
Instructional Hours		12	
Total Hours		60	

Text Book(s):

1. S. S. Khanka, **Entrepreneurial Development**, S. Chand & Company New Delhi, 4th Edition, 2013.
2. C. B. Gupta & N. P. Srinivasan, **Entrepreneurial Development**, Sultan Chands & Son
New Delhi, 6th Edition, 2013.

Reference Book(s):

1. S. Anil Kumar, **Small Business and Entrepreneurship**, I.K. International Publishing house Pvt Ltd, New Delhi, 2008.
2. Zimmer, Scarborough, **Effective small business management**, Hal Court College publisher 9th Edition, 2009.

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
19U3BMC620	Core Paper XX Strategic Management		
Semester: VI	Credits: 4	CIA: 25 Marks	ESE:75 Marks

Course Objective:

Enable the students to develop the strategic thinking and decision making abilities in relation to understanding the employability of various strategies in different situations.

Course Outcome: *By the end of the course the students will be able to:*

CO1	To expose students to various perspectives and concepts in the field of Strategic Management
CO2	The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations
CO3	To help students develop skills for applying these concepts to the solution of business problems
CO4	To help students master the analytical tools of strategic management

Offered by: Business Administration**Course Content****Instructional Hours/Week: 5**

Unit	Description	Text Book	Chapter
I	Strategic Management: Concepts- Difference between strategy and tactics-Three levels of strategy	2	1
	Strategic Management Process- Benefits, TQM and strategic management process, Social responsibility, Social audit	1	19
Instructional Hours		12	
II	Strategic Formulation: Corporate Mission: Need – Formulation, Objectives: Classification- Guidelines, Goals: Features-	1	
Instructional Hours		12	
III	Choice of strategy: BCG matrix-The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies	1	17&18
Instructional Hours		12	

IV	Strategic Implementation: Role of top management- Process- Approaches, Resource allocation-Factors - Approaches, Mckinsey’s 7’s framework, Strategic Positioning- Four routes to competitive advantage.		
Instructional Hours		12	
V	Strategic Evaluation: Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria-Types, Essential features of effective evaluation and control systems. Case Studies	3	1&14
Instructional Hours		12	
Total Hours		60	

Text Book(s):

1. Strategic Management- Francis Cherunillam-Himalaya Publishing House.
2. Strategic Planning and Management- P.K.Ghosh-Sultan Chand & Sons, 2000.
3. Strategic Planning-Formulation of corporate strategy,-V.S.Ramaswamy&S.Namakumai, Macmillan Business Books, 2001.

Reference Book(s):

1. Macmillan, H., &Tampoe, M. (2001). Strategic Management: Proces, Content, and Implementation, Oxford University Press: USA.
2. Ritson, N. (2008). Strategic Management. Neil Ritson & Ventus Publishing.

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M
CO5		H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U3BIC621	Core Paper XXI Global Business Management		
Semester: VI	Credits: 3	CIA:20 Marks	ESE:55 Marks

Course Objective:

To enable the students to understand the impact of economic, political/legal, and financial environments on international business operations.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Understand Cognitive knowledge of global issues
CO2	Evaluate the Interpersonal skills of individuals from various cultures
CO3	Determine Social responsibility awareness on global issues
CO4	To Know Shipment finance
CO5	To know international agencies and agreement

Offered by: Business Administration

Course Content**Instructional Hours/Week: 6**

Unit	Description	Text Book	Chapter
I	Need and relevance - International trade	1	1
	Current pattern of India,,s foreign trade and world	1	1
	India,,s trade – Trends-Composition - Volume and	1	1
	Traditional and nontraditional products	1	1
	Brief background of import trade - Future.	2	1
Instructional Hours		15	
II	Indian institutional assistance for export promotion.	1	4
	Export policy – Features and measures	1	4
	Infrastructure setup and aids	1	6
	Export promotion council- Commodity Boards	1	4
	Board of trade - Trade development authority	1	4
	FIFO, IIFT, Export inspection council	1	4
Instructional Hours		15	
	Export procedures- Offer and receipt of confirmed orders	1	6

III	Production- Shipping and banking procedure	2	9
	Negotiation - Documents for export trade	2	9
	Export incentives.	2	9
Instructional Hours		15	
IV	Export financing- Procedure for Pre-shipment finance	1	9
	Post shipment finance	1	9
	Terms of payment in international trade	1	9
	Letter of Credits-features and types	1	9
	Medium and long term loans- ECGC-functions and policies	1	9
Instructional Hours		15	
V	International agencies and agreement	2	9
	IMF-World Bank – Functions and features	2	9
	WTO features - Import policy features.	2	9
Instructional Hours		15	
Total Hours		75	

Text Book(s):

1. TAS Balagopal, International Trade, Himalaya Publications, 2010 Edition
2. Francis Cherunilam, International Business, Prentice Hall of India Private Ltd,2010 ,

Reference Book(s):

1. Raj Kumar, Nidhi Goel,International Business: Text, UDH Publishers & Distributors,2016
2. Roger Bennett, International Business, Pearson, 2009

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	4	2	3	3	20

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M
CO5		H	M	M	M	M

H-High; M-Medium; L-
Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U4BMZ604	Skill Based Course Campus to Corporate (Viva voce)		
Semester: VI	Credits: 3	CIA:30 Marks	ESE:45 Marks

Course Objective:

To enable the students to realize the concepts of soft skills, business correspondence, group discussion, presentation.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Develop soft skills to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.
CO2	Understand speaking and writing skills by reinforcing their listening and reading skills and habituating them
CO3	Apply the knowledge gained in the areas such as business correspondence, presentation, group discussion, and interviews
CO4	Students have knowledge about Quantitative and verbal aptitude
CO5	Identify and enumerate ways to nurture your positive attitude.

Offered by: Business Administration

Course Content**Instructional Hours/Week:4**

Unit	Description	Text Book	Chapter
I	Etiquette Elaborated: Corporate etiquette -Workplace etiquette-Business etiquette - Email etiquette - Telephone and Meeting etiquette.	1	1
	Video clippings to watch and noting down with the critical aspects pertaining to etiquettes.	1	1
Instructional Hours		12	
II	Attire Aspects: Paste your own photograph in formal and informal dress – Dressing sense and grooming skills – Cut and paste various photographs from ad pictures to distinguish dressing for different occasions.	1	5
Instructional Hours		12	
	E-communication: Students are expected to have an Email id and work with groups, make mail attachments, join professional groups in social networks ; download and upload files using virtual memory – E-mail Etiquette	2	6

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M
CO5		H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
19U3BMC619	Core Paper XIX Entrepreneurship & Small Business Management		
Semester: VI	Credits: 4	CIA:25 Marks	ESE:75 Marks

Course Objective:

Enable the students to know the concept of entrepreneurship, business management, opportunities recognition, Quality and risk management in small business organizations.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Understand entrepreneurial decision making process through business model to launch a new venture.
CO2	Develop a wide range of strategic, financial and human resource planning skills necessary for the new venture planning process.
CO3	Familiarize on the concepts of Start Ups and Stand Ups
CO4	Acquaint the student with an understanding of how small business functions in a start-up phase, how it evolves, the problems inherent in growth stage and the important role the management plays
CO5	To know social and ethical values in small business management

Offered by: Business Administration

Course Content

Instructional Hours/Week: 5

Unit	Description	Text Book	Chapter
1.	Meaning of Entrepreneurship – Characteristics - functions and types of Entrepreneurship	2	2&3
	Entrepreneur – Role of Entrepreneurship in economic development.	1	2
Instructional Hours		12	
II	Factors affecting Entrepreneurial growth – Economic non - economic Entrepreneurship Development programmes – Need – Objectives Phases – Evaluation. Institutional support to Entrepreneurs.	1	5&9
Instructional Hours		12	
III	Startups and Buyouts - Franchising Opportunities - The Family Business-Business Plan-Marketing Plan - Management Teams-Organized forms.	RBI	6&7
Instructional Hours		12	

IV	Selecting a Location and Planning the Facilities - Projecting Financial Requirements - Finding Sources of Financing - Exit Strategies - Factors affecting choice of a business location.	1	27
Instructional Hours		12	
V	Quality Management in Small Business - Social and Ethical Issues in Small Business Management - Evaluating Financial Performance – Managing Risk in Small Business Management. Case studies.	1	28
Instructional Hours		12	
Total Hours		60	

Text Book(s):

1. S. S. Khanka, **Entrepreneurial Development**, S. Chand & Company New Delhi, 4th Edition, 2013.
2. C. B. Gupta & N. P. Srinivasan, **Entrepreneurial Development**, Sultan Chands & Son
New Delhi, 6th Edition, 2013.

Reference Book(s):

1. S. Anil Kumar, **Small Business and Entrepreneurship**, I.K .International Publishing house Pvt Ltd, New Delhi, 2008.
2. Zimmer, Scarborough, **Effective small business management**, Hal Court College publisher 9th Edition, 2009.

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
19U3BMC620	Core Paper XX Strategic Management		
Semester: VI	Credits: 4	CIA: 25 Marks	ESE:75 Marks

Course Objective:

Enable the students to develop the strategic thinking and decision making abilities in relation to understanding the employability of various strategies in different situations.

Course Outcome: *By the end of the course the students will be able to:*

CO1	To expose students to various perspectives and concepts in the field of Strategic Management
CO2	The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations
CO3	To help students develop skills for applying these concepts to the solution of business problems
CO4	To help students master the analytical tools of strategic management

Offered by: Business Administration**Course Content****Instructional Hours/Week: 5**

Unit	Description	Text Book	Chapter
I	Strategic Management: Concepts- Difference between strategy and tactics-Three levels of strategy	2	1
	Strategic Management Process- Benefits, TQM and strategic management process, Social responsibility, Social audit	1	19
Instructional Hours		12	
II	Strategic Formulation: Corporate Mission: Need – Formulation, Objectives: Classification- Guidelines, Goals: Features-	1	
Instructional Hours		12	
III	Choice of strategy: BCG matrix-The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies	1	17&18
Instructional Hours		12	

IV	Strategic Implementation: Role of top management- Process- Approaches, Resource allocation-Factors - Approaches, Mckinsey’s 7’s framework, Strategic Positioning- Four routes to competitive advantage.		
Instructional Hours		12	
V	Strategic Evaluation: Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria-Types, Essential features of effective evaluation and control systems. Case Studies	3	1&14
Instructional Hours		12	
Total Hours		60	

Text Book(s):

1. Strategic Management- Francis Cherunillam-Himalaya Publishing House.
2. Strategic Planning and Management- P.K.Ghosh-Sultan Chand & Sons, 2000.
3. Strategic Planning-Formulation of corporate strategy,-V.S.Ramaswamy&S.Namakumai, Macmillan Business Books, 2001.

Reference Book(s):

1. Macmillan, H., &Tampoe, M. (2001). Strategic Management: Proces, Content, and Implementation, Oxford University Press: USA.
2. Ritson, N. (2008). Strategic Management. Neil Ritson & Ventus Publishing.

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M
CO5		H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U3BIC621	Core Paper XXI Global Business Management		
Semester: VI	Credits: 3	CIA:20 Marks	ESE:55 Marks

Course Objective:

To enable the students to understand the impact of economic, political/legal, and financial environments on international business operations.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Understand Cognitive knowledge of global issues
CO2	Evaluate the Interpersonal skills of individuals from various cultures
CO3	Determine Social responsibility awareness on global issues
CO4	To Know Shipment finance
CO5	To know international agencies and agreement

Offered by: Business Administration

Course Content**Instructional Hours/Week: 6**

Unit	Description	Text Book	Chapter
I	Need and relevance - International trade	1	1
	Current pattern of India,,s foreign trade and world	1	1
	India,,s trade – Trends-Composition - Volume and	1	1
	Traditional and nontraditional products	1	1
	Brief background of import trade - Future.	2	1
Instructional Hours		15	
II	Indian institutional assistance for export promotion.	1	4
	Export policy – Features and measures	1	4
	Infrastructure setup and aids	1	6
	Export promotion council- Commodity Boards	1	4
	Board of trade - Trade development authority	1	4
	FIFO, IIFT, Export inspection council	1	4
Instructional Hours		15	
	Export procedures- Offer and receipt of confirmed orders	1	6

III	Production- Shipping and banking procedure	2	9
	Negotiation - Documents for export trade	2	9
	Export incentives.	2	9
Instructional Hours		15	
IV	Export financing- Procedure for Pre-shipment finance	1	9
	Post shipment finance	1	9
	Terms of payment in international trade	1	9
	Letter of Credits-features and types	1	9
	Medium and long term loans- ECGC-functions and policies	1	9
Instructional Hours		15	
V	International agencies and agreement	2	9
	IMF-World Bank – Functions and features	2	9
	WTO features - Import policy features.	2	9
Instructional Hours		15	
Total Hours		75	

Text Book(s):

1. TAS Balagopal, International Trade, Himalaya Publications, 2010 Edition
2. Francis Cherunilam, International Business, Prentice Hall of India Private Ltd,2010 ,

Reference Book(s):

1. Raj Kumar, Nidhi Goel,International Business: Text, UDH Publishers & Distributors,2016
2. Roger Bennett, International Business, Pearson, 2009

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	4	2	3	3	20

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M
CO5		H	M	M	M	M

H-High; M-Medium; L-
Low.

Course Designed by	Verified by HOD	Checked by	Approved by