

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS)
SALEM-7**

B.B.A. DEGREE

For the candidates admitted from the academic year 2022-2023

Department of Business Administration

Program Educational Objectives

PEO Number	PO Statement
PE01	To Internalize the importance of lifelong learning that will enable them to become skilled professionals in the context of an ever-changing world
PE02	To become courageous, competent and innovative entrepreneurs and executives
PE03	To be a value based ethically and socially responsible leaders in the society.

Program Specific Outcome

On the successful completion of the program, students will be able to

PO Number	PSO Statement
PSO1	Understand all functional areas of business administration
PSO2	Communicate effectively with the business community and the society
PSO3	Synergize by becoming better team player with right spirit.
PSO4	Become accounting and finance specialist with strong foundation in accounting, banking and financial services
PSO5	Enhance the skills for marketing of products and services to cope up with ever changing marketing environment
PSO6	Understand the legal system and tax structure for doing business at National as well as international level
PSO7	Develop the knowledge and skills on Entrepreneurship to build a better society.
PSO8	Acquire the leadership and managerial skills with right ethics and values.
PSO9	Enhance their Research Aptitude
PSO10	Become a skillful decision maker in personal as well as Professional life.

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) SALEM-7
B.B.A. DEGREE
For the candidates admitted from the academic year 2022-2023

COURSE STRUCTURE FOR UG, BBA, PROGRAMME

Part	Category	No. of Courses	Total Credits
I	Tamil	2	6
II	Communicative English	2	6
III	Core Course	19	78
III	Allied Theory	4	16
III	Major Based Elective Course(MBEC)	4	16
III	Project Work	1	6
IV	Skill Enhancement Course(SEC)	4	8
IV	Non-Major Elective Course* (NMEC)	2	4
IV	Ability Enhancement Compulsory Course(AECC)	2	4
IV	Ability Enhancement Elective Course**(AEEC)	1	2
IV	Professional English (Mandatory)	2	4
V	Extension Activity (ELECTIVE)	1	2
	TOTAL	44	152

S. No	Part	Course code	Course Name	Hours	Credits	Marks		Max
						IA	SE	
SEMESTER – I								
1	I	22FTL01	Foundation Tamil - I	5	3	25	75	100
2	II	22FEL01	Communicative English - I	5	3	25	75	100
3	III	22UBN01	Core Course I : Principles of Management	6	4	25	75	100
4	III	22UBN02	Core Course II : Business Communication	5	4	25	75	100
5	III	22AEC01	Allied - I - Course I - Business Economics	5	4	25	75	100
6	IV	22AECC1	AECC - I : Value Based Education	2	2	25	75	100
7	IV	22UPE01	Professional English - I	2	2	50	-	50
TOTAL				30	22			650
SEMESTER – II								
1	I	22FTL02	Foundation Tamil - II	5	3	25	75	100
2	II	22FEL02	Communicative English - II	5	3	25	75	100
3	III	22UBN03	Core Course III : Financial Accounting	6	4	25	75	100
4	III	22UBN04	Core Course IV : Organizational Behaviour	5	4	25	75	100
5	III	22AEC02	Allied - I - Course II - Indian Economy	5	4	25	75	100
6	IV	22AECC2	AECC - I : Environmental Studies	2	2	25	75	100
7	IV	22UPE02	Professional English - II	2	2	50	-	50
TOTAL				30	22	--	--	650
CUM-TOTAL					44			1300
SEMESTER – III								
1	III	22UBN05	Core Course V : Financial Management	5	4	25	75	100

2	III	22UBN06	Core Course VI : Marketing Management	5	4	25	75	100
3	III	22UBN07	Core Course VII : Human Resource Management	4	4	25	75	100
4	III	22UBN08	Core Course VIII : Production Management	5	4	25	75	100
5	III	22ASTC1	Allied II - Course I : Business Statistics – I	5	4	25	75	100
6	IV	22UBNS1	Skill Enhancement Course I : Company Law	2	2	25	75	100
7	IV	22UBNN1	Non - Major Elective Course I: Fundamentals of Management	2	2	25	75	100
8	V	22EXAT1	Extension (Community Service) : National Cadet Corps	2(Self Study)	2		100	100
		22EXAT2	Extension (Community Service) : National Service Scheme					
		22EXAT3	Extension (Community Awareness) : Indian Heritage and Culture					
		22EXAT4	Extension (Community Awareness) : Public Health and Personal Hygiene					
TOTAL				30	26			800
CUM-TOTAL					70			2200
SEMESTER – IV								
1	III	22UBN09	Core Course IX : Cost Accounting	5	4	25	75	100
2	III	22UBN10	Core Course X : Entrepreneurial Development	5	4	25	75	100
3	III	22UBN11	Core Course XI : Business Law	5	4	25	75	100
4	III	22UBN12	Core Course XII : Services Marketing	4	4	25	75	100
5	III	22ASTC2	Allied II - Course I : Business Statistics – II	5	4	25	75	100
6	IV	22UBNS2	Skill Enhancement Course II : Professional Skills-I (Practical)	2	2	40	60	100
7	IV	22UBNN2	Non - Major Elective Course II: Basics of Human Resource Management	2	2	25	75	100
8	IV	22AEEC1	Ability Enhancement Elective Course I : Gandhian Thoughts	2(Self Study)	2		100	100

		22AEEC2	Ability Enhancement Elective Course II : Human Rights					
		22AEEC3	Ability Enhancement Elective Course III : Business Startup Fundamentals					
		22AEEC4	Ability Enhancement Elective Course IV : Professional Ethics & Cyber Netiquette					
TOTAL				30	26			800
CUM-TOTAL					96			2900
<u>SEMESTER - V</u>								
1	III	22UBN13	Core Course XIII : Financial Institutions and Services	5	4	25	75	100
2	III	22UBN14	Core Course XIV : Management Accounting	6	4	25	75	100
3	III	22UBN15	Core Course XV : Management Information System	5	4	25	75	100
4	III	22UBNM1	Major Based Elective I : Research Methodology	4	4	25	75	100
		22UBNM2	Major Based Elective II : Digital Marketing					
5	III	22UBNM3	Major Based Elective III : Advertising and Sales Promotion	4	4	25	75	100
		22UBNM4	Major Based Elective IV : Rural Marketing					
6	III	22UBNTR	Industrial Training – Viva Voce Exam	4	4	40	60	100
7	IV	22UBNS3	Skill Enhancement Course III : Income Tax and GST	2	2	25	75	100
TOTAL				30	26			700
CUM-TOTAL					122			3600
<u>SEMESTER - VI</u>								
1	III	22UBN16	Core Course XVI : Investment Management	5	4	25	75	100
2	III	22UBN17	Core Course XVII : : Strategic Management	5	4	25	75	100
3	III	22UBN18	Core Course XVIII Retail Management	5	4	25	75	100

4	III	22UBNM5	Major Based Elective V : International Business	4	4	25	75	100
		22UBNM6	Major Based Elective VI: Banking Theory Law & Practice					
5	III	22UBNM7	Major Based Elective VII : Fundamentals of Insurance	4	4	25	75	100
		22UBNM8	Major Based Elective VIII : Logistics and Supply Chain Management					
6	III	22UBNPR	Project Work-Dissertation and Viva Voce	5	8	40	60	100
7	IV	22UBNS4	Skill Enhancement Course IV : Professional Skills-II (Practical)	2	2	40	60	100
TOTAL				30	30			700
CUM-TOTAL					152			4300

SEMESTER I

Course code	Course name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBN01	Core Course – I PRINCIPLES OF MANAGEMENT				4

OBJECTIVE:

To inculcate the fundamental principles pertaining to operative functions and managerial functions of Management.

UNIT - I

Management - meaning - importance – scope – nature – levels – functions. Management science or art – Evolution of Management - F.W. Taylor’s scientific Management - Henry Fayol’s contribution to Management - Current trends and issues in Management.

UNIT - II

Planning: - meaning – importance - nature – principles - steps – characteristics – objectives – Single use & standing plans and process of planning. Planning Tools and Techniques- Decision making- meaning – types – process -factors involved in decision making.

UNIT - III

Organizing- Meaning – nature - importance – process –formal and informal organization – organization chart – organization structure – types.

Departmentation: meaning – importance - types of departmentation - span of (control) management. – factors affecting span of control

Delegation - meaning- types – process - principles - delegation of authority – centralization and decentralization

UNIT - IV

Staffing - meaning – importance – functions of staffing. Motivation - meaning – importance. Leadership- meaning – nature – functions - qualities.

UNIT - V

Directing - meaning – nature – principles - and importance of directing. Controlling - meaning – importance – nature – process -control techniques –Supervision - meaning – nature - principles. Co-ordination - meaning – nature - types – principles.

TEXT BOOK

1. Principles of Management- C.B.Gupta- Sultan Chand & Sons

REFERENCE BOOKS

1. Principles and Practice of Management – L.M.Prasad- Sultan Chand & Sons.
2. Business Management – Dinger Pagare – Sultan Chand & Sons.
- 3.Essentials of Management- Koontz & Weirich – Tata McGraw Hill.

WEB RESOURCES

1. www.businessbookmail.com
2. www.businessinsider.com
3. [www.pdfdrive.net/principles –of-management-books](http://www.pdfdrive.net/principles-of-management-books)
4. www.swayam.gov.in
5. <http://www.pondiuni.edu.in/content/study-material-question-bank>

COURSE OUTCOMES

On successful completion of the course, students will be able to

S. NO.	COURSE OUTCOME	BLOOMS VERB
CO1	Understand the fundamentals concept of management.	Understand
CO2	Learn the concepts and competence of planning	Understand and Analyse
CO3	Acquire the knowledge of Organization and & staffing.	Apply
CO4	Understand the importance of effectiveness of directing & coordination	Understand and Apply

CO5	Analyze the importance, process & types of controlling.	Apply and Analyse
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MAPPING WITH PROGRAM SPECIFIC OUTCOME

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	M	S	S	L	L	M	M	S	M	S
CO2	L	M	M	M	M	M	M	S	M	S
CO3	M	M	S	L	L	L	M	S	L	S
CO4	M	M	S	M	M	L	M	S	L	S
CO5	M	M	M	L	L	L	M	S	M	S

S- Strong; M-Medium; L-Low

SEMESTER I

Course code	Course name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBN02	Core Course - II BUSINESS COMMUNICATION				4

OBJECTIVE

To make students understand the importance of communication in a business organisation and provide them basics on effective letter writing and conducting an effective meeting.

UNIT- I

Communication – meaning – importance – process – barriers - principles of effective communication.

UNIT- II

Forms of communication-verbal-nonverbal Communication- Grooming. Non verbal symbols of communication-types of communication-upward –downward-informal communication. Media of communication.

UNIT- III

Need and functions of business letters-layout-enquires and replies-order and execution-complaints and adjustment-circular letter.

UNIT- IV

Letter to open a bank account-letter for insurance claim- Notification agenda-minutes-memo-meaning-advantages.

UNIT- V

Report writing-meaning-types-characteristic of good report-Introduction to business meetings-How to make meeting successful-Chairperson-duties of chairperson.

TEXT BOOK:

1. Business Communication -Rajendra Paul and Koralahalli-S.Chand&sons.

REFERENCE BOOKS:

1. Business Communication-K.Sundar and A.Kumara Raj-Vijay Nicole Imprints Private Limited.
2. Business Communication-Mathukutty and Monipalli
3. Modern commercial communication-R.S.N. Pillai and Bagavathi
4. Business Communication –Urmila Rai&S.M.Rai.

Web Sources

1. <https://www.university.youth4work.com> › Study-Material
2. http://www.materialdownload.in/article/Business-Communication_330/
3. <https://sites.google.com/site/harjitgu/my-forms>
4. <https://learn.saylor.org/course/prdv102>

COURSE OUTCOMES

On successful completion of the course students will be able to

S.NO.	COURSE OUTCOME	BLOOMS VERB
CO1	To Understand the meaning of communication, process and barriers.	UNDERSTAND
CO2	To know the meaning of Verbal and Non-verbal communication and also upward and downward communication	REMEMBER UNDERSTAND
CO3	Applying the knowledge of writing various Business letters.	APPLY
CO4	To know how to write the letter for open a bank account, insurance claim and getting knowledge about minutes and agenda.	UNDERSTAND

CO5	Applying the knowledge of procedures to write a report and Getting knowledge about conducting meetings and duties of chairperson.	REMEMBER
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MAPPING WITH PROGRAM SPECIFIC OUTCOMES

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	L	S	S	M	S	M	S	S	M	S
CO2	M	M	S	M	S	S	S	S	S	S
CO3	L	S	M	L	S	S	S	M	L	L
CO4	L	M	M	M	L	S	S	M	L	M
CO5	M	S	S	M	S	M	S	S	L	S

SEMESTER – II

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBN03	Core Course III - FINANCIAL ACCOUNTING				

OBJECTIVE: To enable the students to acquire ample knowledge of Financial Accounting concepts, recording of financial transactions and the preparation of various accounting statements.

UNIT – I

Meaning and definition of Accounting – Double Entry book keeping - Branches of Accounting – Steps in Accounting – Objectives of Accounting – Advantages of Accounting – Indian Accounting Standards - Types of Accounts – Accounting Rules - Accounting Equation – The Accounting cycle - Basic Accounting concepts and conventions – Preparing Journal entries and Ledger posting - Subsidiary books – Preparation of Purchase book, Sales book, Purchase returns book, Sales returns book, Simple cash book, Two-column cash book and Three column cash book.

UNIT – II

Trial Balance – Meaning – Preparation of Trial Balance from Ledger balances – Final accounts – Preparation of Trading account, Profit and Loss account and Balance Sheets with adjustments.

UNIT – III

Non – Profit Organizations – Meaning - Items peculiar to Non - Profit organizations, their meaning and treatment - Preparation of Receipts and Payments account, Income and Expenditure account -Final accounts of Non – Profit Organizations.

UNIT – IV

Bank Reconciliation Statement – Meaning – Causes of differences between the balances in Pass book and Cash Book – Methods of preparation of Bank Reconciliation Statement.

Depreciation accounting – Concept, meaning and definition of depreciation – Straight Line Method and Diminishing Balance Method of Depreciation – Distinction between Straight Line Method and Diminishing Balance Method. **(Other Methods of depreciation are not included in the syllabus)**

UNIT – V

Hire Purchase system – Definition – Features and Important terms in Hire purchase system – Accounting treatment of hire purchase system – calculation of interest - Books of hire purchaser – Books of hire vendor. Average Due Date(**Instalment purchase system is not included in the syllabus**)

Note: For Question paper setting: Problems 80% and Theory 20%

TEXT BOOKS

1. Financial Accounting – T.S.Reddy&A.Murthy – Margham Publications.

REFERENCE BOOKS

1. Financial Accounting – Dr.V.Radha – Prasanna Publishers, Chennai.
2. Financial Accounting – R.L.Gupta&V.K.Gupta - Sultan Chand & Sons.
3. Financial Accounting for BBA – Dr.S.N.Maheshwari& Sharad K Maheshwari – Vikas Publishing House Pvt Ltd.

WEB RESOURCES

1. <https://www.swayamprabha.gov.in/>
2. <https://swayam.gov.in/>
3. <https://epgp.inflibnet.ac.in/>
4. <https://www.icai.org/>

COURSE OUTCOMES

On Successful Completion of the course, students will be able to

Sl.No	COURSE OUTCOME	BLOOMS VERB
CO1	Understand the concepts and conventions of accounting and Prepare journal entries, ledger accounts and subsidiary books	Remember
CO2	Prepare the final accounts	Apply
CO3	Prepare the accounting records of non-profit organizations	Apply
CO4	Prepare a Bank Reconciliation Statement and depreciation accounting	Apply
CO5	Prepare the accounting records of Hire-purchase system	Apply

MAPPING WITH PROGRAM SPECIFIC OUTCOMES

CO s	PSO1	PSO2	PSSO3	PO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	S	M	L	S	L	S	L	M	S	S
CO2	S	M	L	S	L	S	L	M	S	S
CO3	S	M	L	S	L	S	L	M	S	S
CO4	S	M	L	S	L	S	L	M	S	S
CO5	S	M	L	S	L	S	L	M	S	S

S – Strong M – Medium L - Low

SEMESTER II

Course code	Course name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBN04	Core Course – IV ORGANISATIONAL BEHAVIOR				4

OBJECTIVE

To imbibe basic knowledge on behaviour of people in the organization through various factors consist of Personality, Attitude, Motivation, conflicts, leadership and change management.

UNIT- I

Organisational behavior -Definition-objectives –Importance-levels- elements - contributing disciplines-emerging challenges in the field of Organisational behaviour.

UNIT - II

Personality:Meaning - Determinants of Personality –Personality traits -Personality theories – type theory- trait theory-Psychoanalytic theory.

Perception-meaning-importance-factors affecting perception

Attitude: Meaning of Attitude –types -Importance-factors affecting attitude

UNIT - III

Motivation – meaning –importance –process -Maslow'sneed hierarchy, Herzberg two factors theory of motivation - Hawthorne experiments. Morale-meaning – determinants – types- relationship between morale and productivity-difference between motivation and morale. Job rotation, job enlargement, job enrichment

UNIT - IV

Group- meaning – types – stages in group formation-group norms - group cohesiveness-factors influencing cohesiveness - Group decision making – advantages – disadvantages. Team vs group- making group as team. Conflicts – meaning – importance--types of conflict, Conflict resolution strategies.

UNIT - V

Leadership-meaning- functions of a leader- qualities of a leader - differences between leadership and management- Leadership (styles-Autocratic, Democratic, laissez faire,) Transactional & transformational leadership- theories of leadership – Trait theory-behavioural theory- situational/ contingency theory - Organisational change – meaning – reasons – types-resistance to change- managing resistance to change.

TEXT BOOKS

1. Organisational behavior – S.S.Khanka, S.Chand& company Ltd

REFERENCE BOOKS

1. Organisational behavior, Texts and cases – K. Aswathappa, Himalaya Publishing House
2. Organisational behavior – L.M.Prasad S.Chand& company Ltd
3. Organisational Behaviour – Fred Luthans, Mc Graw hill publications.

WEB RESOURCES

1. http://www.universityofcalicut.info/SDE/BBA_III_Sem_stdy_material_on28sept2015.pdf
2. <https://www.examrace.com/Study-Material/Management/Organizational-Behavior/>
3. <http://go.pub2srv.com/afu.php?zoneid=1410276>

COURSE OUTCOMES

On successful completion of the course, students will be able to

S. NO.	COURSE OUTCOME	BLOOMS VERB
CO1	Understand the fundamental concepts of organizational behavior	Understand
CO2	Learn the determinants and importance of various elements of organizational behavior	Understand and Analyse
CO3	Apply theories of motivation and moral to improve productivity	Apply
CO4	Familiarize with group formation and cohesiveness in the organization	Understand and Apply
CO5	Know various styles and theories of leadership and also managing the change	Apply and Analyse

MAPPING WITH PROGRAM SPECIFIC OUTCOMES

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	M	M	S	L	L	L	M	M	L	M
CO2	M	S	S	L	M	L	M	S	L	S
CO3	S	S	S	L	L	L	M	S	M	S
CO4	S	S	S	L	M	L	M	S	L	M
CO5	S	S	M	L	M	M	M	S	M	S

S- Strong; M-Medium; L-Low

SEMESTER – III

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBN05	Core Course V - FINANCIAL MANAGEMENT				4

OBJECTIVE:Facilitate the students to understand the importance of Managing the Financial Resources and functions to be performed for the effective management of Finance to maximize profit and wealth.

UNIT – I

Introduction to Financial Management - Meaning – Definition – Scope of Financial Management – Objectives of Financial Management - Importance – Functions of Financial Management – Role of Finance Manager – Organisation of Finance Function.

Concept of Time Value of Money –Techniques of Time Value of Money – Compounding and Present Value or Discounting Technique - Compound Value of a single amount – Compound value of series of payments – Compound value of an Annuity - Present value of a single amount, Present Value of Series of cash flows – Present value of an Annuity – Types of Annuities – Doubling Period – Effective Interest Rate (Simple Problems only).

UNIT – II

Investment Decisions: Meaning and Nature of Capital Budgeting – Importance of Capital Budgeting - Capital budgeting process – Factors affecting Capital investment decisions – Methods of Capital Budgeting or evaluating investment Proposals: Payback Period – Net Present Value NPV Method – Present Value Index method – Internal Rate ofReturn IRR Method – Accounting Rate of Return method.

UNIT – III

Financial Decisions: Financial Planning - Long term and Short-term sources of finance – Capital Structure – Meaning –Capitalization – Capital Structure and Financial Structure – Patterns of Capital Structure - Features of a good Capital Structure – Factors determining Capital Structure – Leverages: Meaning and Definition of Leverage – Importance - Types of Leverages – Operating Leverage , Financial Leverage , Composite Leverage (Simple Problems Only).

UNIT – IV

Cost of capital – Concepts –Importance of Cost of Capital – Determinants of Cost of Capital – Computation of Cost of Capital - Cost of Debt, Cost of Preference Capital, Cost of Equity Capital and Retained Earnings – Weighted average cost of Capital (Simple Problems only).

Dividend Decisions: Meaning of Dividend and Dividend Policy – Factors affecting dividend policy – Types of Dividend Policy - Forms of dividend.

UNIT – V

Working Capital Management: Concept of Working Capital – Need for Working Capital – Operating Cycle – Types of Working Capital – Factors Determining working Capital – Cash Management – Motives for holding cash - Objectives of Cash Management – Meaning of Receivables and Receivables Management – Inventory Management – Meaning of Inventories – Kinds of Inventories - (Theory Only).

Note:Question Paper Setting: Problems - 40% and theory – 60%

TEXT BOOK

1.Financial Management – R.K.Sharma, Shashi K.Gupta – Kalyani Publishers.

REFERENCE BOOKS

- 1.Elements of Financial Management – Dr.S.N.Maheshwari – Sultan Chand & Sons.
2. Financial Management - I.M.Pandey, Vikas Publishing House Pvt. Ltd.,
3. Fundamentals of Financial Management – Prasanna Chandra – Tata McGraw Hill.
4. Financial Management, Text, Problems and Cases - M.Y. Khan and P.K. Jain – TMH
5. Financial Management – Dr.A.Murthy – Margham Publishers.

WEB RESOURCES

1. <https://www.swayamprabha.gov.in/>
2. <https://swayam.gov.in/>
3. <https://epgp.inflibnet.ac.in/>

COURSE OUTCOMES

On Successful Completion of the course, students will be able to

Sl. No	COURSE OUTCOME	BLOOMS VERB
CO1	Understand the importance of financial management and the concept of Time Value of Money	Understand
CO2	Evaluate investment proposals to make better investment decisions	Evaluate
CO3	Know the different sources for raising funds, capital structure and leverage	Analyze
CO4	Understand the importance of Cost of Capital while borrowing and lending funds	Understand
CO5	Know the techniques management of working capital	Apply

MAPPING WITH PROGRAM SPECIFIC OUTCOMES

CO s	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	S	L	M	S	L	M	M	S	M	S
CO2	S	L	M	S	L	M	M	S	M	S
CO3	S	L	M	S	L	M	M	S	M	S
CO4	S	L	M	S	L	M	M	S	M	S
CO5	S	L	M	S	L	M	M	S	M	S

S – Strong M – Medium L - Low

SEMESTER III

Course code	Course name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBN06	Core Course – VI MARKETING MANAGEMENT				4

OBJECTIVE

To imbibe basic knowledge on the changing marketing environment, new marketing realities and the basics of marketing of goods.

UNIT - I

Marketing- Meaning-Evolution. Meaning of customer, consumer, demand, need and want
Various concepts of Marketing – Production concept, Product Concept, Selling Concept, Marketing Concept, Societal Concept. -Marketing Vs Selling - Functions – Importance.
Marketing Environment – Micro environmental factors – Macro environmental factors.

UNIT - II

Consumer behavior- Meaning-Types of buyer- Importance - Factors influencing consumer behavior-Participants in consumer buying decisions-Framework for consumer behavior -steps in buying process

UNIT - III

Market Segmentation – meaning--bases of segmentation – factors affecting feasibility of market segmentation-Benefits . **Targeting**- meaning – evaluating market segment-Selecting the market segment-importance of segmentation. **Positioning**-meaning-importance.- Repositioning

UNIT - IV

Marketing mix–meaning- components. Product – meaning-types- factors affecting product mix – stages in new product development – product life cycle stages. Branding- meaning-functions – kinds of brand names – characteristics of a good brand name. Price-meaning-objectives of pricing-factors affecting pricing decisions- -kinds of pricing.

UNIT - V

Channels of distribution – meaning – importance – kinds of channel members – functions. Promotional mix – elements. Advertising- meaning – objectives - Sales promotion – meaning – Benefits – Personal selling – Qualities of a good salesman- Steps in selling process. Introduction to recent trends in marketing – Social media marketing- Meaning – Types of social media.

TEXT BOOK

1. Marketing management – C.B.Guptha and Rajan nair, Sulthanchand and sons Ltd.

REFERENCE BOOKS

1. Marketing Management – R.S.N. Pillai, Bagavathi –S.chand
2. Marketing Management –Philip Kotler, Kevin Keller, Abraham Koshy and Mithileshwar Jha. - Pearson Publication.
3. Marketing Management – Ramasamy V.S. and Namakumari.S - Macmillan.
4. Marketing Management – Sherlakar S.A.-H.P.H.

WEB RESOURCES

1. www.swayam.gov.in
2. <http://www.pondiuni.edu.in/content/study-material-question-bank>
3. <https://www.slideshare.net/sriprasadnavulla/marketing-management-45508394>
4. <https://ocw.mit.edu/courses/sloan-school-of-management/15-810-marketing-management-fall-2010/download-course-materials/>

COURSE OUTCOMES

On successful completion of the course, students will be able to

S. NO.	COURSE OUTCOME	BLOOMS VERB
CO1	Understand various fundamental concepts of marketing	Understand
CO2	Know how customers behave indifferent situations and will be able to analyse the determinants of this behavior	Understand and Analyse
CO3	Understand and apply the process of STP in marketing of Product	Understand and Apply

CO4	Familiarized with Marketing mix concept and its components and will also be able to analyze various stages of product life cycle, new product development stages.	Understand and Apply
CO5	Learn the functions of channels of distribution and various promotional measures.	Understand and Apply

MAPPING WITH PROGRAM SPECIFIC OUTCOMES

Cos	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	S	M	M	L	S	L	M	M	M	L
CO2	S	S	S	S	S	L	M	S	S	M
CO3	S	M	M	S	S	M	M	M	L	M
CO4	S	L	M	M	S	M	L	L	M	M
CO5	S	M	M	M	S	L	M	L	L	L

S- Strong; M-Medium; L-Low

SEMESTER III

Course code	Course name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBN07	Core Course – VII HUMAN RESOURCE MANAGEMENT				4

OBJECTIVE:

To provide knowledge about Human resource management and its managerial, operative functions.

UNIT – I

Human Resource Management – Meaning and Definition – Objectives of HRM – Scope of HRM – Managerial and operative functions of HRM - Meaning of job analysis, job description and job specification.

UNIT – II

Human Resource Planning – meaning - Objectives of HRP – Process of HRP– Recruitment – meaning - External and internal Sources – Selection – meaning - Process – Placement – meaning - Induction (orientation) – meaning -objectives.

UNIT – III

Career Planning – meaning – process. Training – meaning – need for training – Training Methods – Executive Development – meaning. Performance appraisal – definition – modern methods of performance appraisal. Job Evaluation – definition – procedures of job evaluation.

UNIT – IV

Promotion – meaning – objectives - Types; Transfer – meaning - need – Types – Demotion –meaning - causes; separation - various forms of employee separation.

UNIT – V

Human Resource Records – Meaning – Types – Importance – Essentials of good report – Human Resource Audit – Meaning- Objectives. Human Resource in Virtual Organisation – Meaning – Types – Features of Virtual Oraganisation.

TEXT BOOKS

1. Human Resource Management - S.S. Khanka - S. Chand and Company Pvt. Ltd.
2. Personnel and Human Resource Management – Subbarao – Himalaya Publishing House.

REFERENCE BOOKS:

1. Human Resource Management - Text and cases – K. Aswathappa
2. Personnel Management and Industrial Relations– PC Tripathi, Sultan Chand and Sons.
3. Personnel Management – Dr.C. BMamoria SV Gankar, - Himalaya Publishing House.
4. Human Resource Management – J. Jayasankar - Margam Publications.
5. Human Resource Management – Subbarao

WEB RESOURCES

1. www.free-ebooks.net/ebook/Human-Resources.net
2. www.hrmars.com

COURSE OUTCOMES

Students will obtain knowledge pertaining to Recruitment, selection, development, promotion and separation of human resources in the organization.

S.NO.	COURSE OUTCOME	BLOOMS VERB
CO1	To Understand the managerial and operative functions of HRM	UNDERSTANDING
CO2	Understand the Process of Recruitment, Selection, Placement, and Induction.	REMEMBERING UNDERSTANDING
CO3	Knowledge on Training Methods, Performance appraisal, and Job Evaluation.	UNDERSTANDING APPLYING
CO4	Understanding the need of Promotion, Types, Demotion, separation, and forms of employee separation.	UNDERSTANDING
CO5	To know the function of Human Resource Audit, and Features of Virtual Organisation.	REMEMBERING

MAPPING WITH PROGRAM SPECIFIC OUTCOMES

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	M	M	M	L	L	M	M	M	M	M
CO2	L	S	S	M	L	L	S	M	S	S
CO3	L	M	S	M	L	L	S	S	M	S
CO4	L	S	S	S	L	M	S	M	M	S
CO5	L	M	M	L	L	M	M	M	S	M

SEMESTER - III

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBN08	Core Course VIII - PRODUCTION AND MATERIALSMANAGEMENT				4

OBJECTIVE:To know the manufacturing processes, functions and techniques in transforming inputs into outputs and the different functions involved in production of goods.

UNIT – I

Production Meaning- Definition- Production Function – Production System – Production Management – Scope –Functions –Plant Location – Factors influencing Plant Location – Plant Layout – Objectives – Principles – Advantages – Factors – Types of Layouts.

UNIT – II

Product Design development – Product Policy - Production Planning and Control – Objectives – Functions – Production Control – Loading, Sequencing, scheduling and Dispatching - Advanced Manufacturing Technologies and Systems – CAD, CAM, CAPP and Computer Integrated Manufacturing.

UNIT – III

Work Study – Importance – advantages – Procedures – Method Study – Objectives – Scope –Steps – Work Measurement (Time Study) – Objectives – Techniques – Steps.
Quality Control - Importance – Techniques –Control Charts – ISO – BIS – Inspection – Types – Maintenance – Types.

UNIT – IV

Materials Management – Objectives – Scope – Elements of Integrated Material Management – Methods of Buying – Source Selection –JIT Purchasing – Supply Chain Management – Objectives – Strategies.

UNIT – V

Inventory – Meaning – Types of Inventory – Reasons for Keeping Inventories –Inventory Control – Objectives – Costs Associated with Inventory – Selective Control of Inventory – ABC analysis, HML , VED ,FSN , SDE and SOS analysis.

TEXT BOOK:

1. Industrial Engineering and Production Management – Martand Telsang – S.Chand& Co. Ltd.

REFERENCE BOOKS

1. Production and Materials Management –P.Saravanavel -Margham Publications.
2. Production and Operations Management – Pannerselvam. R- Prentice Hall of India.

WEB RESOURCES

1. <https://www.swayamprabha.gov.in/>
2. <https://swayam.gov.in/>
3. <https://epgp.inflibnet.ac.in/>

COURSE OUTCOMES

On Successful Completion of the course, students will be able to

Sl. No	COURSE OUTCOME	BLOOMS VERB
CO1	Understand the scope and functions of production management	Understand
CO2	Know the Advanced Manufacturing Technologies and Systems	Understand
CO3	Understand the quality control techniques	Understand
CO4	Understand the scope and functions of materials management	Understand and Apply
CO5	Know the inventory control techniques	Apply

MAPPING WITH PROGRAM OUTCOMES

CO s	PSO1	POS2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	L	L	L	M	M	H	M	M	H
CO2	H	L	L	L	M	M	H	M	M	H
CO3	H	L	L	L	M	M	H	M	M	H
CO4	H	L	L	L	M	M	H	M	M	H
CO5	H	L	L	L	M	M	H	M	M	H

S – Strong M – Medium L - Low

SEMESTER III

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBNS1	Skill Enhancement Course - I COMPANY LAW				2

Objective: To acquaint with the provisions relating to the company.

UNIT – I

Company Law – Definition of company - Nature of company – Kinds of company – Difference between Private and public limited company.

UNIT – II

Formation of the company - Memorandum of association – meaning - contents of memorandum – Alteration - Articles of association – meaning – contents of articles.

UNIT – III

Prospectus - meaning – information in prospectus - statement in lieu of prospectus - Company Management – Directors – appointment – duties of director – Secretary – duties of secretary.

UNIT – IV

Meeting and Proceedings: – meaning of meeting – Types of meetings – meaning of minutes, proxy, quorum - Resolutions – meaning – types of resolution.

UNIT – V

Winding up of Company – Modes of winding up – voluntary winding up – compulsory winding up – winding up subject to supervision of court - Consequences of winding up.

Text Book:

1. Elements of Mercantile Law - N.D. Kapoor – Sultan Chand sons.

Reference Book:

1. Business Law - R.S.N. Pillai & Bagavathi – S.chand & co. pvt. ltd.
2. Mercantile Law – M.C.Shukla – S.Chand & co. pvt. ltd .

Web sources;

1. www.bookboon/en/law-ebooks
2. www.global.org.com/uk/orc/law/company

COURSE OUTCOMES

On successful completion of the course, students will be able to

S.NO.	COURSEOUTCOME	BLOOMS VERB
CO1	To understand the meaning, Nature and Types of companies.	UNDERSTANDING
CO2	To know the process of formation of company and content on MOA and AOA .	REMEMBERING UNDERSTANDING
CO3	To know the knowledge on creating Prospectus of the company and duties of Director and Secretary.	UNDERSTANDING
CO4	Apply the knowledge on conducting Meeting and taking Resolution.	APPLYING
CO5	To know the procedures for Winding up and Consequences of winding up	REMEMBERING

MAPPING WITH PROGRAM OUTCOMES

Cos	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	M	M	M	M	M	S	M	S	L	S
CO2	M	M	M	M	M	S	M	S	L	M
CO3	M	M	S	L	L	S	L	S	L	S
CO4	M	L	M	L	L	S	M	S	M	S
CO5	M	L	S	L	L	M	M	S	M	M

SEMESTER – III

Course code	Course name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBNN1	Non-Major Elective Course - FUNDAMENTALS OF MANAGEMENT				2

Objective: To inculcate the basic fundamental principles to the students pertaining to operative functions and managerial functions in Management.

UNIT - I

Management: - meaning- importance – functions – Management science or art – F.W. Taylor’s scientific Management-Henry Fayol’s contribution to Management.

UNIT - II

Planning- meaning - importance -objectives- types - process of planning. Decision making: - meaning –types-process.

UNIT - III

Organizing – Meaning – nature – importance-process. Departmentation - meaning-importance-types of departmentation-span of management.

UNIT - IV

Staffing: - meaning – importance – functions – Motivation- meaning – importance-Maslow’s theory - Leadership - meaning – functions - types.

UNIT - V

Directing- meaning -principles. Controlling – meaning-process. Co-ordination - meaning - types – principles.

Text Books:

1. Principles of Management- C.B.Gupta- Sultan Chand & Sons.

Reference Books:

1. Principles and Practice of Management – L.M.Prasad- Sultan Chand & Sons.
2. Business Management – Dinger Pagare – Sultan Chand & Sons.
3. Essentials of Management- Koontz & Weirich – Tata McGraw Hill.

Web Sources

1. www.businessbookmail.com
2. www.businessinsider.com
3. [www.pdfdrive.net/principles –of-management-books](http://www.pdfdrive.net/principles-of-management-books)

COURSE OUTCOMES

On successful completion of the course, students will be able to

S.NO.	COURSEOUTCOME	BLOOMS VERB
CO1	To know the meaning if Management,Importance and F.W.Taylor's contribution.	UNDERSTAND REMEMBER
CO2	The students will be able to understand the meaning types, importance and objectives of Planning.	REMEMBER UNDERSTAND
CO3	To know the meaning,importance and process of Organizing.	UNDERSTAND APPLY
CO4	Makes the students apply the knowledge on Motivation and Leadership.	APPLY UNDERSTAND
CO5	To know process of Coordination and Controlling.	REMEMBER

MAPPING WITH PROGRAM SPECIFIC OUTCOME

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	M	S	S	L	L	M	M	S	M	S
CO2	L	M	M	M	M	M	M	S	M	S
CO3	M	M	S	L	L	L	M	S	L	S
CO4	M	M	S	M	M	L	M	S	L	S
CO5	M	M	M	L	L	L	M	S	M	S

S- Strong; M-Medium; L-Low

SEMESTER – IV

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBN09	Core Course IX - COST ACCOUNTING				

OBJECTIVE: To enable the students to learn the fundamentals of Cost accounting and the techniques of determining the costs of products and services and enable them to make decisions relating to costs for its effective management and control to increase profits.

UNIT – I

Meaning of Costing – Meaning and Definition of Cost Accounting – Objectives of Cost Accounting -Distinction between Financial Accounting and Cost Accounting –Cost Concepts - Elements of Cost – Meaning of Cost Centre – Cost Classification - Preparation of Cost Sheet.

UNIT – II

Material Control – Meaning – Objectives of Material Control – Techniques of Material Control -Stock levels – Calculation of Reorder Level, Maximum Level, Minimum Level, Average Level and Danger Level – Economic Order Quantity - Calculation of EOQ – Pricing of Material Issues - Stores ledger - FIFO, LIFO, Simple average method and Weighted average method.

UNIT – III

Labour – Types of Labour – Labour Turnover – Methods of calculation of Labour Turnover - Remuneration and Incentives Schemes - Systems of wage payments – Time Wage System – Piece Rate System- Variants -Straight Piece Rate System, Taylor’s Differential Piece Rate System, Merrick’s Multiple Piece Rate System – Gant’s Task and Bonus Plan -Halsey Plan , Rowan Plan.

Process costing -Meaning – Process accounts – Process Losses - Normal Process Loss, Abnormal Process Loss, Abnormal Gain.

UNIT – IV

Overheads – Meaning – Definition – Classification of Overheads – Allocation and Apportionment of overheads to cost centres – Departmentalisation of Overheads – Types of Departments – Producing Departments and Service Departments – Bases of Apportionment – Re-apportionment of Service Department costs to production departments – Methods of Re-apportionment – Direct Re-distribution method – Step down method – Simultaneous equation method – Repeated Distribution Method.

UNIT – V

Marginal Cost – Meaning – Marginal Costing – Advantages and Limitations of Marginal Costing – Cost – Volume – Profit (CVP) Analysis – Elements – Marginal Cost Equation – Contribution Margin – Profit – Volume Ratio - Break Even Point – Margin of Safety – Applications of Marginal Costing and Cost – Volume - Profit Analysis – Profit Planning – Decision making Problems - Key Factor Decisions – Make or Buy Decisions- Selection of a suitable product mix.

NOTE: Question Paper Setting –Problems - 80 % and Theory – 20%

TEXT BOOK:Cost Accounting - Principles and Practices – S.P. Jain & K.L. Narang , Simmi Agrawal , Monika Sehgal – Kalyani , 26th Revised Edition, 2019.

REFERENCE BOOKS

1. Principles of cost Accounting – Dr. Maheswari S.N.-Sultan Chand & Sons.
2. Cost Accounting – A Self-Study Textbook – Dr.P.C.Tulsian – S.Chand
3. Cost Accounting – Reddy T.S. and Hair Prasad Reddy.Y, Margham Publications.

WEB RESOURCES

1. <https://www.swayamprabha.gov.in/>
2. <https://swayam.gov.in/>
3. <https://epgp.inflibnet.ac.in/>
4. <http://costmgmt.org/online-resources/>
5. <https://www.accountingcoach.com/>
6. <https://www.icaai.org/>

COURSE OUTCOMES

On Successful Completion of the course, students will be able to

Sl. No	COURSE OUTCOME	BLOOMS VERB
CO1	Understand the different types of costs involved and methods of cost ascertainment in manufacturing goods and providing services and prepare the cost sheet	Understand
CO2	Understand the techniques of Material Control and prepare the stores ledger	Apply
CO3	Calculate the Remuneration and Incentives Schemes to workers under different methods of wage payments	Apply
CO4	Allocate and apportion of overheads to various cost centres	Apply
CO5	Apply the technique of Marginal Costing and Cost – Volume - Profit Analysis	Evaluating

MAPPING WITH PROGRAM OUTCOMES

CO s	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	S	L	L	S	L	M	M	L	S	S
CO2	S	L	L	S	L	M	M	L	S	S
CO3	S	L	L	S	L	M	M	L	S	S
CO4	S	L	L	S	L	M	M	L	S	S
CO5	S	L	L	S	L	M	M	L	S	S

S – Strong M – Medium L - Low

SEMESTER IV

Course code	Course name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBN10	Core Course – X Entrepreneurial Development				4

OBJECTIVE:To inculcate the students on current theory and practice on entrepreneurship that will help them to start their own Business.

UNIT-I

Entrepreneur – Meaning and Characteristics – The charms of becoming an Entrepreneur – Functions of Entrepreneurs – Types of Entrepreneurs – Entrepreneurial motivational factors – Barriers to Entrepreneurship - IntrapreneurVs Entrepreneur.

UNIT – II

Concept of Entrepreneurship – Role of Entrepreneurship in economic development – Rural Entrepreneurship – Importance - Need and Problems of Women Entrepreneurship– Social Entrepreneurship – Factors affecting entrepreneurial growth.

UNIT – III

Micro, Small and Medium sized Enterprises (MSME) – Meaning and Definition – Steps in setting up of a Small business enterprise - Identification of business opportunities in various sectors.

UNIT – IV

Formulation of business plans – Contents of business plan – Significance – Project Appraisal – Methods of project appraisal – Start-up - meaning - Characteristics and Types.

UNIT – V

Institutional Support to Entrepreneurs - District Industrial centers (DICs) – Industrial Estates – Entrepreneurship Development and Innovation Institute of TamilNadu - Centre for Entrepreneurship Development of TamilNadu - State Industries Promotion Corporation of TamilNadu (SIPCOT) – MUDRA Loans –Lead Banks - National Small Industries Corporation Ltd.(NSIC) etc.

TEXT BOOKS

1. Entrepreneurial Development – Dr.S.S.Khanka – S.Chand Books.
2. Jayashree Suresh, Entrepreneurial Development, Margham Publications, New Delhi, 1999
3. C.B. Gupta & N. P. Srinivasan, Entrepreneurial Development, Sultan Chand & Sons, 1998

REFERENCE BOOKS:

1. E.Gorden & K Natarajan – Entrepreneurial Development- Himalaya Publishing House.
2. Vasant Desai – Entrepreneurial Development- - Himalaya Publishing House
3. Dr. Radha - Entrepreneurial Development – Prasanna Publishers.
4. Entrepreneurial Development: C.B.Gupta & N.P. Srinivasan

WEB RESOURCES

1. <https://byjus.com/commerce/entrepreneurship-development-process>
2. <https://www.vedantu.com/commerce/entrepreneurship-development-process>
3. <https://www.toppr.com/guides/business-studies/entrepreneurship-development/process-of-entrepreneurship-development>

COURSE OUTCOMES

On successful completion of the course, students will be able to

S.NO.	COURSE OUTCOME	BLOOMS VERB
CO1	Identify the benefits of becoming an Entrepreneur, Types of Entrepreneurs and the Entrepreneurial motivational factors.	UNDERSTANDING
CO2	Understand Concept of Entrepreneurship and Factors affecting entrepreneurial growth.	REMEMBERING UNDERSTANDING
CO3	Setting up of a small business enterprise and Identification of business opportunities.	UNDERSTANDING
CO4	Apply the Knowledge on Formulation of business plans and to know the Methods of project appraisal.	APPLYING
CO5	Know the various institutions assisting the entrepreneurs	REMEMBERING

MAPPING WITH PROGRAM OUTCOMES

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	M	S	M	L	S	S	S	S	L	S
CO2	S	S	S	L	S	S	S	M	L	S
CO3	L	M	M	M	M	M	S	M	L	S
CO4	S	S	S	M	S	M	M	M	L	M
CO5	L	S	M	L	M	M	M	L	M	M

SEMESTER IV

Course code	Course name	Lecture (L)	Tutorial (T)	Practical(P)	Credit
22UBN11	Core Course - XI BUSINESS LAW				4

OBJECTIVE: To impart the knowledge on Legal perspectives related to contract and business which regulate and control the business activities

UNIT-1

Law of contract: Definition of contract-Types of contracts-Essential Elements of contract-Tender-meaning, requisites of a valid tender-Discharge-modes of discharge-Remedies for breach of contract.

UNIT-II

Contract of indemnity-contract of guarantee-difference between indemnity and guarantee-kinds of guarantee-rights of surety-discharge of surety.

UNIT-III

Bailment-Requisites-Duties and rights of bailer-Duties and rights of Bailee-meaning of lien – Pledge-Difference between bailment and pledge-Duties and Rights of pawner-Duties and Rights of pawnee-Pledge by non-owners.

UNIT-IV

Contract of agency-Creation of agency-Classification of agent-meaning of sub-agent and co-agent-Duties and Rights of agent and principal-Termination of agency. Partnership Act-definition-characteristics.

UNIT-V

Contract of sale of goods-Essentials of contract of sale-Difference between sale and Agreement to sell- Goods -Definition-classification of goods-documents of title of goods-conditions and warranties-Differences between condition and warranties-Caveat emptor-Rights and Duties of buyer-Rights of an unpaid seller.

Text Book:

1.Elements of Mercantile Law-N.D.Kapoor-Sultan Chand & sons.

Reference Books:

1.Business Law-R.S.N.Pillai & Bagavathi-S.Chand & co.pvt.ltd.

2.Mercantile Law-M.C.Shukla-S.Chand & co.pvt.ltd.

WEB SOURCES

1. <https://www.swayamprabha.gov.in/>

2. <https://swayam.gov.in/>

3. <https://epgp.inflibnet.ac.in/>

S.NO.	COURSEOUTCOME	BLOOMS VERB
CO1	Understand the meaning of contract, types,Breach andRemedies for breach of Contract.	UNDERSTAND
CO2	The student will have an idea about Indemnity,Guarantee,Surety and its difference.	REMEMBER UNDERSTAND
CO3	The students will know the meaning of Bailment and Pledge.	UNDERSTAND
CO4	Apply the knowledge on formulation of Partnership act and Creation of Agency.	APPLY
CO5	To know the meaning of Sale and Agreement to sell.Getting knowledge on Conditions, Warranty and Rights and duties of Buyer.	REMEMBER APPLY

MAPPING WITH PROGRAM SPECIFIC OUTCOMES

Cos	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	M	M	M	L	M	S	M	S	L	S
CO2	M	L	M	L	M	S	M	M	L	S
CO3	M	M	M	L	M	S	L	M	L	M
CO4	M	M	L	L	M	S	M	M	L	S
CO5	M	M	M	L	M	S	M	L	L	M

SEMESTER IV

Course code	Course name	Lecture(L)	Tutorial (T)	Practical (P)	Credit
22UBN12	Core Course – XIISERVICES MARKETING				4

OBJECTIVE:To make the students aware the differences between marketing of services& marketing of goods and help them understand various tools for marketing of different services.

UNIT - I

Services Marketing Introduction- concept and evaluation-Importance of service sector – Nature and types of services – Difference between services and goods marketing- service marketing triangle.

UNIT – II

Environment for services marketing – macro and micro environments – understanding service customers – Service consumer behavior – customer expectations and perception – service quality and GAP model.

UNIT - III

Market segmentation - needs - bases – strategies. Selection- importance– Service market Segmentation – Targeting and Positioning

UNIT - IV

Services marketing mix – need for expanded marketing mix – planning for services offers – pricing –promotion and distribution of services – management of people, process and physical evidence – matching demand and supply of services.

UNIT - V

Service marketing applications – Marketing of financial, hospitality, hospital, tourism and educational services.

TEXT BOOK

1. Service Marketing - S.M.Jha, Himalaya Publishing House.

REFERENCE BOOKS:

1. Services Marketing- Christopher H.Lovelock, Pearson education India.
2. Services Marketing – Adrian Payne, PHI
3. Services Marketing – Zeithaml, V.A., M.J. Bitner,
4. Services Marketing- Rao, Pearson Education India

WEB RESOURCES

1. <https://theinvestorsbook.com/service-marketing.html>
2. <https://www.yourarticlelibrary.com/marketing/service-marketing-definition-features-and-problem-faced-in-marketing-services>
3. <https://www.fiftyfiveandfive.com/difference-between-product-and-service-marketing>

COURSE OUTCOMES

On successful completion of the course, students will be able to

S.NO.	COURSEOUTCOME	BLOOMS VERB
CO1	To Identify the benefits of Services Marketing and Difference between services and goods marketing.	UNDERSTANDING
CO2	Understand the Environment for services marketing, customer expectations and perception.	REMEMBERING UNDERSTANDING
CO3	Interpret about Market segmentation, strategies. Targeting and Positioning	UNDERSTANDING
CO4	Knowledge on Formulation of Services marketing mix, pricing, promotion and distribution of services, matching demand and supply of services.	APPLYING
CO5	To know the Use of Service marketing applications, Marketing of financial, hospitality, hospital, tourism and educational services etc.	REMEMBERING

MAPPING WITH PROGRAM OUTCOMES

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	S	M	L	L	S	L	L	L	M	S
CO2	S	S	M	L	S	L	M	M	S	M
CO3	M	S	M	L	M	M	L	L	M	M
CO4	M	M	M	M	S	M	M	L	M	M
CO5	L	S	S	M	S	S	S	M	S	S

SEMESTER IV

Course code	Course name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBNS2	Skill Enhancement Course – II PROFESSIONAL SKILLS –I (PRACTICAL)				2

OBJECTIVE:

To give practical exposure and training to the students on various professional skills including know themselves, Goal setting, public speaking, Body Language and Etiquette and Manners.

UNIT - I

Know Yourself - Meaning – Importance. SWOT Analysis- Writing own SWOT

UNIT - II

Goal setting - Meaning – Types – SMART Goals- Writing Goal Statement

UNIT - III

Public Speaking - Meaning- understanding hurdles-Removing stage fear-Planning, Preparation & Presentation – Make a presentation on the given topic

UNIT - IV

Body language – Introduction-Importance-positive body language

UNIT - V

Etiquette & Manners – Meeting Etiquette-Telephone Etiquette –Professional manners

TEXT BOOK

1. Soft skills -Know yourself and know the world, Dr.K. Alex, S.Chand Publisher

REFERENCE BOOKS

1. Soft Skills - S.Hariharan, N.Sundaram,S.P.Shanmugapriya
2. Body Language- Allen and Barbara Peace, Manjul Publications

WEB RESOURCES

1. <https://www.swayamprabha.gov.in/>
2. <https://swayam.gov.in/>
3. <https://epgp.inflibnet.ac.in/>
4. <https://learndigital.withgoogle.com/digitalgarage/course/soft-skills-training>
5. <https://www.edx.org/learn/soft-skills>

COURSE OUTCOMES

On successful completion of the course, students will be able to

S. NO.	COURSE OUTCOME	BLOOMS VERB
CO1	Understand themselves better	Understand
CO2	Fix their goal by themselves	Analyze
CO3	Communicate better by equipping with conversation techniques, presentation skills	Apply
CO4	Know the importance and apply the Positive body language	Apply
CO5	Familiarize with knowledge on Etiquette and Manners	Apply

MAPPING WITH PROGRAM SPECIFIC OUTCOMES

Cos	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	L	S	S	L	M	L	M	S	M	S
CO2	L	M	S	L	L	L	M	S	M	S
CO3	L	S	S	M	S	L	M	S	L	M
CO4	L	S	S	L	S	L	M	S	L	M
CO5	L	S	S	L	S	L	M	M	L	M

S- Strong; M-Medium; L-Low

SEMESTER IV

Course code	Course name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBNN2	Non-Major Elective Course – II HUMAN RESOURCE MANAGEMENT				

OBJECTIVE: To provide knowledge about Human resource management and its managerial, operative functions.

UNIT – I

Human Resource Management – Meaning and Definition – Objectives of HRM – Scope of HRM – Managerial and operative functions of HRM - Meaning of job analysis, job description and job specification.

UNIT – II

Human Resource Planning – meaning - Objectives of HRP – Process of HRP– Recruitment – meaning - External and internal Sources – Selection – meaning - Process – Placement – meaning - Induction (orientation) – meaning -objectives.

UNIT – III

Career Planning – meaning – process. Training – meaning – need for training – Training Methods – Executive Development – meaning. Performance appraisal – definition – modern methods of performance appraisal. Job Evaluation – definition – procedures of job evaluation.

UNIT – IV

Promotion – meaning – objectives - Types; Transfer – meaning - need – Types – Demotion –meaning - causes; separation - various forms of employee separation.

UNIT – V

Human Resource Records – Meaning – Types – Importance – Essentials of good report – Human Resource Audit – Meaning- Objectives. Human Resource in Virtual Organisation – Meaning – Types – Features of Virtual Oraganisation.

TEXT BOOKS

1. Human Resource Management - S.S. Khanka - S. Chand and Company Pvt. Ltd.
2. Personnel and Human Resource Management – Subbarao – Himalaya Publishing House.

REFERENCE BOOKS:

1. Human Resource Management - Text and cases – K. Aswathappa
2. Personnel Management and Industrial Relations– PC Tripathi, Sultan Chand and Sons.
3. Personnel Management – Dr.C. BMamoria SV Gankar, - Himalaya Publishing House.
4. Human Resource Management – J. Jayasankar - Margam Publications.
5. Human Resource Management – Subbarao

WEB RESOURCES

1. www.free-ebooks.net/ebook/Human-Resources.net
2. www.hrmars.com

COURSE OUTCOMES

Students will obtain knowledge pertaining to Recruitment, selection, development, promotion and separation of human resources in the organization.

S.NO.	COURSE OUTCOME	BLOOMS VERB
CO1	To Understand the managerial and operative functions of HRM	UNDERSTANDING
CO2	Understand the Process of Recruitment, Selection, Placement, and Induction.	REMEMBERING UNDERSTANDING
CO3	Knowledge on Training Methods, Performance appraisal, and Job Evaluation.	UNDERSTANDING APPLYING
CO4	Understanding the need of Promotion, Types, Demotion, separation, and forms of employee separation.	UNDERSTANDING
CO5	To know the function of Human Resource Audit, and Features of Virtual Organisation.	REMEMBERING

MAPPING WITH PROGRAM SPECIFIC OUTCOMES

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	M	M	M	L	L	M	M	M	M	M
CO2	L	S	S	M	L	L	S	M	S	S
CO3	L	M	S	M	L	L	S	S	M	S
CO4	L	S	S	S	L	M	S	M	M	S
CO5	L	M	M	L	L	M	M	M	S	M

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBN13	Core Course - XIII FINANCIAL INSTITUTIONS AND SERVICES				4

COURSE OBJECTIVES:

- To make the students understand the mechanism of Indian Financial System.
- To impart knowledge on various financial services offered by Banks and Financial Institutions.

UNIT – I

Indian Financial System – Introduction – Growth - Functions of Financial System – Financial Concepts – financial assets – financial intermediaries – financial markets – financial rates of return – financial instruments.

UNIT - II

Types of Financial Institutions – Banking Institutions – Non-Banking Financial Companies - Reserve Bank of India – Functions of RBI.

UNIT - III

Merchant Banking – meaning – Services of merchant banking. Financial Services – Meaning – Importance of financial services - New Financial services.

UNIT – IV

Leasing – meaning –Types of leasing - Factoring – concept - Functions of factoring – Types – Concept of Venture Capital, Hire Purchase, Securitization.

UNIT - V

New issue market: Participants - functions - secondary market – mechanics of stock trading in Indian stock market. Securities and Exchange Board of India – Regulatory and development functions.

Text Book:

1. Financial Markets and Services - Gordon & Natarajan Himalaya Publishing house, 2013

Reference Books:

1. Financial Markets and Services - Dr. L.Natarajan – Margham Publications.
2. Financial Services – B.Santhanam – Margham Publications.
3. Financial Services – Dr.S.Gurusamy – Tata McGraw Hill
4. Merchant Banking and Financial Services – Dr.S.Gurusamy – Tata McGraw Hill.

COURSE OUTCOMES

On Successful Completion of the course, students will be able to

Sl. No	COURSE OUTCOME	BLOOMS VERB
CO1	Knowledge on the basics of Indian Financial System	UNDERSTAND
CO2	Knowledge on the Types of Financial Institutions, Functions of RBI	UNDERSTAND
CO3	Knowledge on Various Financial Services	APPLY
CO4	Understand the process of Leasing and Factoring	UNDERSTAND
CO5	Functions of Primary and Secondary Market	APPLY

MAPPING WITH PROGRAM OUTCOMES

CO s	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H		H		H	H		H	M
CO2	M			H		H	H		H	M
CO3	H			H		H	H		H	M
CO4	H			H		H	H		H	M
CO5	H			H		H	H		H	M

S – Strong M – Medium L - Low

SEMESTER – V

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBN14	Core Course XIV - MANAGEMENT ACCOUNTING				4

COURSE OBJECTIVE: To impart knowledge on the various tools for the analysis and interpretation of financial statements of business organizations.

UNIT – I

Management Accounting – Meaning and Definition – Uses of Management Accounting - Financial Statements – Analysis and Interpretation of Financial Statements – Types, Methods and Techniques of Financial Statement Analysis (Theory Only). Comparative Financial Statements, Common -size Statements and Trend Analysis (Simple Problems only)

UNIT – II

Ratio Analysis – Significance of Ratio Analysis – Classification of Ratios – Test of Liquidity, Test of Solvency – Activity or Turnover Ratios, Analysis of Long-term Financial Position, Profitability Ratios. Preparation of Balance Sheet by using Ratios and other information. (Problems only).

UNIT – III

Fund Flow Statement - Preparation of Statement of Changes in Working Capital and Fund Flow Statement - Preparation of Adjusted Profit and Loss Account – Funds from Operation.

Cash Flow Statement – Meaning – Classification of Cash Flows – Preparation of Cash Flow Statement as per AS 3 (Problems only)

UNIT – IV

Standard Costing – Steps involved in Standard Costing – Variance Analysis – Classification of Variances – Direct Material Variances, Direct Labour Variances, Overheads Variances and Sales or profit Variances. (Problems Only).

UNIT – V

Budgeting and Budgetary Control – Meaning – Nature – Classification and Types of Budgets – Preparation of Materials Purchase Budget, Production Budget, Sales Budget, Cash Budget and Flexible Budget. (Problems Only).

Note: (For Question Paper Setting) – Theory Questions - 20% and Problems – 80%

TEXT BOOK

1. Management Accounting – Principles and Practice – Shashi.K.Gupta, R.K.Sharma – Kalyani Publishers.

REFERENCE BOOKS

1. Management Accounting – T.S.Reddy & Hari Prasad Reddy – Margham Publications.
2. Management Accounting – M.Y.Khan & P.K.Jain – McGraw Hill
3. Principles of Management Accounting – Dr.S.N.Maheshwari, Dr.Suneel.K & Sharad.K – Sultan Chand & Sons.

WEB RESOURCES

5. <https://www.swayamprabha.gov.in/>
6. <https://swayam.gov.in/>
7. <https://epgp.inflibnet.ac.in/>
8. <http://costmgmt.org/online-resources/>
9. <https://www.icaai.org/>
10. <https://ndl.iitkgp.ac.in/>

COURSE OUTCOMES

On Successful Completion of the course, students will be able to

Sl. No	COURSE OUTCOME	BLOOMS VERB
CO1	Understand the techniques of evaluation of financial performance of a business organization by using the various tools for analysis.	UNDERSTAND
CO2	Analysis and Interpretation of Financial Statements using various ratios.	APPLY & EVALUATE
CO3	Analysis of Financial Statements by preparing Fund Flow Statement.	APPLY & EVALUATE
CO4	Analysis of variances related of material, labour ,	APPLY &

	overheads in comparison with standards.	EVALUATE
CO5	Preparation of functional budgets of a business.	APPLY & EVALUATE

MAPPING WITH PROGRAM OUTCOMES

CO s	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H		H		H	M		H	H
CO2	M	H		H		M			H	H
CO3	M	M		H		H			H	H
CO4	M			H		H			H	H
CO5	M			H		H			H	H

S – Strong M – Medium L - Low

SEMESTER – V

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBN15	Core Course - XV MANAGEMENT INFORMATION SYSTEM				4

Course Objective: To understand the importance of information in business and to know the technologies and methods used for effective decision making in an organization.

UNIT - I

Management Information System –Meaning - Need and objectives – Functions –Data Vs Information - Levels of Management and information requirement - Five types of information system. Information Resource Management – Concept - Features of IRM

UNIT - II

System – meaning – characteristics - components- Types - System Development Life Cycle- System Analysis - System Design - Steps in implementing systems. System analyst - Meaning- Functions.

UNIT - III

Office Automation System (OAS) – Meaning - Benefits. Transaction Processing System - Meaning – Importance- Components. Decision Support System (DSS)– Meaning - Components – Types of analysis by DSS. Executive Information Systems (EIS) – Components – Benefits.

UNIT - IV

Expert System (ES) – Components – Applications – Introduction to Artificial Intelligence. Functional Information System for Business – Marketing Information System – Human Resource Information System – Production / Manufacturing Information System – Accounting Information System. Finance Information System.

UNIT - V

Emerging technologies – ERP – Benefits and challenges – Electronic payment system – debit card, credit card, e-cash, electronic wallet - electronic cheques.

TEXT BOOK

1. Management Information Systems – C.S.V. Murthy – Himalaya publishing house.

REFERENCE BOOKS:

1. Management Information Systems – L.M. Prasad and Usha Prasad – Sultan Chand & Sons
2. Management Information Systems - Text & Cases- Jawadekar. Tata McGraw Hill
3. Management Information Systems – Managing Information Technology in the E-business enterprise - James O'Brien – Tata McGraw Hill.

Web sources

1. <http://mbaexamnotes.com/management-information-system-notes.html>
2. <http://www.jimssouthdelhi.com/studymaterial/BBA2/MIS%20final%20%20study%20material%20for%20BBA%20II%20sem..pdf>
3. <https://www.slideshare.net/HarishChand5/management-information-system-full-notes>
https://www.tutorialspoint.com/management_information_system/f

COURSE OUTCOMES

On Successful Completion of the course, students will be able to know the

Sl. No	COURSE OUTCOME	BLOOMS VERB
CO1	Basics of MIS and Information Resource Management	UNDERSTAND & APPLY
CO2	System Development Life Cycle	UNDERSTAND & APPLY
CO3	Office Automation System and Transaction Processing System	UNDERSTAND & APPLY
CO4	Artificial Intelligence System and various business functional system	UNDERSTAND & APPLY
CO5	ERP and Various Electronic Payment Systems.	UNDERSTAND & APPLY

MAPPING WITH PROGRAM SOUTCOMES

CO s	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	M	H	L	H			M		H	H
CO2	M	H	L	H			M		H	H
CO3	M	H	L	H			M		H	H
CO4	M	H	L	H			M		H	H

CO5	M	H	L	H			M		H	H
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S – Strong M – Medium L - Low

SEMESTER – V

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBNM1	Major Based Elective Course 1 - RESEARCH METHODOLOGY				4

Course Objective: To empower the students in research tools, techniques and methodology which will have its practical application in their project work.

UNIT – I

Research Methodology – Meaning – Objectives - Types - Significance. Research Process

UNIT – II

Sampling – Introduction - Sample design - Sampling types – Probability, Non probability sampling - Sampling Errors.

UNIT - III

Data collection – Introduction. -Types of Data- Primary - Secondary - Qualitative, - Quantitative. Data collection tools – Questionnaire –Schedule - Types of questions - Collection of secondary data. Scaling – meaning, scale classificationbases.

UNIT - IV

Data preparation process – Questionnaire checking – Editing – Coding - Classification- Tabulation. Hypothesis – Meaning – Null Hypothesis – Alternate hypothesis.

UNIT - V

Report writing – Significance, - Different steps - Layout- Types - Mechanics of writing a research report – Precautions.

TEXT BOOK:

1.Research Methodology – Methods & Techniques – C.R.Kothari

REFERENCE BOOKS :

1. Research Methodology -D.D.Sharma

Web Sources:

1. <http://study.com/academy/lesson/research-methodology-approaches-techniques-quiz.html>
2. <https://explorable.com/researchmethodology>

COURSE OUTCOMES

On Successful Completion of the course, students will be able to know the

Sl. No	COURSE OUTCOME	BLOOMS VERB
CO1	Basics of Research and its significance	UNDERSTAND
CO2	Sampling and its types	UNDERSTAND & APPLY
CO3	Setting up of Questionnaire and methods of data collection	UNDERSTAND & APPLY
CO4	Formulation and Types of Hypotheses	UNDERSTAND & APPLY
CO5	Report Writing	UNDERSTAND & APPLY

MAPPING WITH PROGRAM OUTCOMES

CO s	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1		H		H	M		L		H	H
CO2		H		H	M		L		H	H
CO3		H		H	M		L		H	H
CO4		H		H	M		L		H	H
CO5		H		H	M		L		H	H

S – Strong M – Medium L - Low

SEMESTER – V

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBNM2	Major Elective Core Course II - DIGITAL MARKETING				4

COURSE OBJECTIVE: To impart knowledge on E-Commerce and its marketing along with tools of digital marketing

UNIT - I

E-Commerce- Meaning- need for E-Commerce – Challenges - Digital Marketing- Meaning, Digital Marketing Vs Traditional Marketing, Digital marketing environment, changes in consumer behavior in digital era. Web Presence- Meaning - Constituents of web presence- E-Commerce Business Models.

UNIT - II

Consumer behavior- definition-meaning of internet consumer behavior, Profiling and segmentation- meaning- criteria for audience segmentation strategy Digital Marketing Mix- Product, Price, Place, Promotion, People, Process, Physical evidence

UNIT - III

Search engine - Meaning-Functions - Search Engine Result Page (SERP). Search Engine Marketing (SEM), Search Engine Optimization (SEO)- Methods of search engine optimization- Advantages and Disadvantages of SEO

UNIT - IV

Paid Search Engine Marketing - pay per click advertising (PPC), landing pages, Landing pages, Long Tail Concept, Content marketing, E-Mail Marketing.

UNIT - V

Social Media Marketing – Facebook, Instagram, Twitter, You tube, LinkedIn, Blogs.
Online Reputation Management- Meaning, Importance, features of online reputation management

Text Book:

1.Digital Marketing – Ragavendra. K & Shruthi Prabhakar, Himalaya publishing house, 2016

Reference Book:

1. Digital Marketing for Dummies by Ryan Deiss and Hennaberry

2. Digital Marketing by Seema Guptha, IIM.B

COURSE OUTCOMES

On Successful Completion of the course, students will be able to know the

Sl. No	COURSE OUTCOME	BLOOMS VERB
CO1	Basics of Digital Marketing	UNDERSTAND
CO2	Understanding Consumer Behaviour and its effects.	UNDERSTAND & APPLY
CO3	Search Engine Marketing and its Optimization	UNDERSTAND & APPLY
CO4	Basics of Concept Marketing	UNDERSTAND & APPLY
CO5	Social Media Marketing	UNDERSTAND & APPLY

MAPPING WITH PROGRAM OUTCOMES

CO s	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	M	M			H		H		H	H
CO2	M	M			H		H		H	H
CO3	M	M			H		H		H	H
CO4		M			H		H		H	H

CO5		M			H		H		H	H

S – Strong M – Medium L - Low

SEMESTER – V

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBNM3	Major Elective Course III- ADVERTISING AND SALES PROMOTION				4

Course Objectives:

1. To highlight the importance of advertising as a business strategy.
2. To explain how creativity can be incorporated in an advertisement.

UNIT - I

Advertising: Meaning, Features, Functions; Setting of Advertising objectives; Advertising Budget; advertising methods.

UNIT - II

Ethical aspects of advertising – The responsibility of advertiser- Advertising agency meaning- Types - Structure of Advertising agency, functions, selection, and evaluation of Advertising agency.

UNIT - III

Advertising Media: Media Types & its Evolution, Characteristics, Advantages, Disadvantages, Factors Affecting Media Choice.

UNIT - IV

Definition of sales promotion- objectives - methods – benefits - advantages and limitations of sales promotion.

UNIT - V

Tools of Sales promotion schemes - buying motives – meaning - importance- characteristics - classifications of buying motives.

TEXT BOOK:

1. Advertising and Salesmanship - P.Saravanel, Margham Publications, Chennai.

REFERENCE BOOKS:

1. Marketing – Rajan Nair, Sultan Chand & Sons, New Delhi
2. Marketing Management - Sherlakhar, S.A.
3. Marketing Management – V.S. Ramasamy and S.Namakumari - Macmillan
4. Chunawalla & K.C.Sethia, Foundation of Advertising Theory & Practice, Himalaya Publishing House, New Delhi, 2000.

Web Sources

- 1.<https://smallbusiness.chron.com/difference-between-advertising-sales-promotions>
- 2.<https://www.yourarticlelibrary.com/advertising/advertising-and-sales-promotion-with-diagram>
- 3.<https://www.linkedin.com/pulse/advertising-sales-promotions-abhar-khan>

COURSE OUTCOMES

On Successful Completion of the course, students will be able to

Sl. No	COURSE OUTCOME	BLOOMS VERB
CO1	Fundamentals of Advertising	UNDERSTAND
CO2	Ethical Aspects of Advertising	UNDERSTAND & APPLY
CO3	Media of Advertising – Merits and Demerits	UNDERSTAND & APPLY
CO4	Objectives, methods and benefits of sales promotion	UNDERSTAND

		& APPLY
CO5	Buying motives and its characteristics	UNDERSTAND

MAPPING WITH PROGRAM OUTCOMES

CO s	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H			H		H		M	M
CO2	H	H			H		H		M	M
CO3	H	H			H		H		M	M
CO4	H	H			H		H		M	M
CO5	H	H			H		H		M	M

S – Strong M – Medium L - Low

SEMESTER – V

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBNM4	Major Elective Course IV - RURAL MARKETING				4

COURSE OBJECTIVE:

The objective of the course is to provide conceptual understanding on the Rural Marketing with special reference to Indian context and develop skills required to planning of Rural Products.

UNIT - I

Definition - Scope of rural markets - Profile of rural - Consumers - Rural market structure - classification of rural markets - rural vs. urban markets

UNIT - II

Rural Consumer Behavior - Characteristics of rural consumers - Factors affecting consumer behavior - Consumer buying process - Brand loyalty - Branding in rural markets - Concepts and classifications - Rural product categories.

UNIT - III

Rural Marketing Communication – Introduction, Communication process - Rural media - Media model & Media Innovation - Innovation- Introduction & Role in rural markets - ICT in rural markets.

UNIT - IV

Corporate sector in agri-business: Reasons for increased interest of corporate sector in agribusiness, opportunities, in the agri-business, benefits of corporate driven agri-business system involvement of corporate sector in agri-business

UNIT - V

Marketing of agricultural products: AGMARK - FSSAI - Profiling of Indian agricultural product marketing - opportunities and Challenges in marketing of agricultural products - Strategies to promote marketing of agricultural products - Government programs in support of Agricultural Marketing in India.

REFERENCE BOOKS:

1. Marketing Management Planning, Implementation and Control - Rama Swamy and Nama Kumari, McMillan;
2. Marketing Management by C.N. Sontakki, Kalyani Publishers.

COURSE OUTCOMES

On Successful Completion of the course, students will be able to

Sl. No	COURSE OUTCOME	BLOOMS VERB
CO1	Scope , Types of Rural Markets	UNDERSTAND
CO2	Understanding the Rural Consumer Behaviour	UNDERSTAND
CO3	Rural Marketing Communication	UNDERTSAND & APPLY
CO4	Corporate Sector in Agri Business	UNDERSTAND
CO5	Opportunities and Challenges in marketing of agricultural products	UNDERTSAND & APPLY

MAPPING WITH PROGRAM OUTCOMES

CO s	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H				H	M	H		M	M
CO2	H				H	M	H		M	M
CO3	H				H	M	H		M	M

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

S – Strong M – Medium L - Low

SEMESTER – V

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBNTR	Skill Enhancement Course III - INDUSTRIAL TRAINING – Viva - Voce				4

Course Objective: To provide industrial exposure to the students in the operative functions in the area of Production, Finance, Marketing, Human Resource Management and Information System.

Learning Outcome: The students will acquaint knowledge on the current industrial practices.

As a part of B.B.A. curriculum each student should undergo an industrial training for a period of TWO WEEKS in the beginning of the fifth semester. They should submit the industrial training report and the viva – voce exam for the same will be conducted at the end of fifth semester. This can be done in a group subject to the maximum of five members in a group.

The industry for this training has to be selected by the students with the prior approval of the department and it should fall under any one of the following lists of organizations. Banking, insurance, mutual funds, transport corporations, Private and

Public limited concerns, public sector companies, Hospitals, Financial institutions, Tourism and manufacturing sectors.

A report on this training has to be prepared with not less than 30 pages typed along with the certificate from the organization and shall be submitted within the stipulated time. The report should have five chapters including History of the company, Industry profile, Product profile, Functions of various departments and the experience of students. The evaluation will be done on individual student based on their presentation during PRACTICAL examination. The minimum requirement for passing is 40% of total marks.

SEMESTER – V

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBNS3	Skill Enhancement Course III - INCOME TAX AND GST				2

Course Objectives: To foster and promote a thorough understanding of Direct Taxation System, Tax policy and GST and their implications for business practices in India.

UNIT – I

Taxation: Definition - Objectives of taxations – Characteristics of taxation - Canons of Taxations - Features and Problems of the Indian Tax system -Classification of Taxes.

UNIT – II

Income Tax Act 1961: Basic concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Agricultural Income, Exempted Income, Residential status of as assessee, Gross Total Income, Total Income. Meaning of PAN – Heads of Income – Deduction of tax at source from salary.

UNIT – III

Goods and Service Tax: Meaning – Concept – Structure / Framework of GST in India – Benefits of GST – Criticisms against GST – Features of GST – Rates of GST. GST Network – Features – Functions. GSTIN (GST Identification Number).

UNIT – IV

Taxable Event: Meaning – Meaning of Supply – Types of Supply – Times of Supply: Meaning. Levy and Collection under CGST Act (Section 9) – Types of Charge Mechanism under GST – Forward Charge Mechanism – Reverse Charge Mechanism.

UNIT – V

Returns under GST: Benefits of filing return – Returns Mechanism in GST – Modes of filing Returns. Input Tax Credit: Meaning – Eligibility and conditions. Recovery and Refund of Tax: Recovery of Tax – Refund of Tax – Procedure for claiming refund.

Note: Theory questions only.

TEXT BOOKS:

1. Business Taxation – T.S.Reddy & Hari Prasad Redd – Magham Publications.
2. Fundamentals of Indirect Taxation – Including GST and Customs Act – Dr. Rajani B Bhat, Dr. V. Dhamodharan and Dr. G.Rajeshkumar – T.R. Publications Private Ltd.

Reference Books:

1. Practical Approach to Income Tax – Aghuja Girish and Gupta Ravi
2. Students guide to Income Tax – Dr. Vinod K. Singhania and Monica Singhania.
3. Indirect Tax – Vinod K. Singhania.

Web Sources:

1. www.worldtaxation.com
2. www.informationvine.com/define+Taxation

3. [www.Taxdose.com/service tax](http://www.Taxdose.com/service_tax)

COURSE OUTCOMES

On Successful Completion of the course, students will be able to

Sl. No	COURSE OUTCOME	BLOOMS VERB
CO1	Canons of Taxation	UNDERSTAND
CO2	Income Tax Act	UNDERSTAND & APPLY
CO3	Basics of Goods and Service Tax	UNDERSTAND
CO4	GST Mechanisms	UNDERSTAND & APPLY
CO5	Filing of Returns under GST	UNDERSTAND & APPLY

MAPPING WITH PROGRAM OUTCOMES

CO s	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	M	H			M	H	M		H	M
CO2	M	H			M	H	M		H	M
CO3	M	H			M	H	M		H	M
CO4	M	H			M	H	M		H	M
CO5	M	H			M	H	M		H	M

S – Strong M – Medium L - Low

SEMESTER – VI

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBNXVII	Core Course XVII - INVESTMENT MANAGEMENT				4

Course Objective: To provide awareness on various investment avenues and understanding of the concept of Risk and Return in Investment.

UNIT – I

Investment – Meaning – Definition - Elements of investment - importance – Speculation- Distinction between investment and speculation - features of an investment program – Types of investors.

UNIT – II

Investment alternatives: Real assets – Financial assets – Fixed income securities and variable income securities (marketable and non-marketable securities). Derivatives – meaning – types.

UNIT – III

Concept of Return: Meaning - Factors determining the return on investment - Return measurement - Basic valuation models – Valuation of equity share – Valuation of Preference share – Valuation of bond. Concept of Risk: Meaning - Classification of

Risk – Systematic and Unsystematic risk (Diversifiable and non-diversifiable risk) – Measurement of risk.

UNIT – IV

Mutual Funds – Concept - Organization of Mutual Funds – Advantages – Types of Mutual Funds. NAV – Meaning - Role and functions of AMFI. Insurance – Types of life Insurance policies - Role of IRDA.

UNIT – V

Investment information: Types of information – sources. Credit rating agencies – CARE – CRISIL – ICRA – Rating Symbols. Stock market Indices: SENSEX and NIFTY.

TEXT BOOKS:

1. Investment Management – Preeti singh, Himalaya publishing house.
2. Investment Management – V.K.Bhalla.- Sultan Chand.

REFERENCE BOOKS:

1. Investment Management – V. Avadhani - Himalaya publishing house.
2. Security analysis and portfolio management – Punithavathy Pandian, - PHI.
3. Investment Management – Dr.Radha, Parameswaran and Dr. Nedunchezian, Prasanna publishers and distributors.

Web Sources:

1. www.investopedia.com
2. www.sebi.gov.in
3. www.amfiindia.com

COURSE OUTCOMES

On Successful Completion of the course, students will be able to

Sl. No	COURSE OUTCOME	BLOOMS VERB
CO1	Basics of Investment Management	UNDERSTAND
CO2	Different types of Investment avenues	APPLY & EVALUATE
CO3	Risk and Return Characteristics	APPLY & EVALUATE
CO4	Mutual Funds – Nature and types	APPLY &

		EVALAUTE
CO5	Credit Rating Agencies	UNDERSTAND & APPLY

MAPPING WITH PROGRAM OUTCOMES

CO s	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	M			H	M		H		H	H
CO2	M			H	M		H		H	H
CO3	M			H	M		H		H	H
CO4	M			H	M		H		H	H
CO5	M			H	M		H		H	H

S – Strong M – Medium L - Low

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBN17	Core Course STRATEGIC MANAGEMENT				4

Course Objective: Knowledge enrichment of the students on the subject and more emphasis on different business strategies in the modern business and recent management trends from leading in Indian corporate.

Learning outcome: Awareness on strategy which suits the business environment and gain knowledge on business ethics and social responsibility.

UNIT – I

Strategic Management: Introduction, evolution, meaning, concept of strategy, policy and strategy, strategic plan, nature of strategic plan, strategic decisions, approaches to strategic decision making.

UNIT-II

Strategic mission, objectives, goals and ethics, concept of goal, Integration of individual and organization goals, challenges. Strategic vision and objectives, formulation. Business strategy, Importance and features. Strategic Management process.

UNIT-III

External environment: component of environment, environmental analysis and appraisal, environmental scanning, SWOT analysis, ETOP analysis, TOWS matrix, BCG matrix.

UNIT-IV

Major business strategies: stability – growth: concentric expansion, vertical integration, diversification, joint venture – retrenchment: turnaround, disinvestment, liquidation – combination strategies: business restructuring.

UNIT-V

Society and Business ethics, Corporate Social Responsibilities of business, Social Audit.

Text Book:

1. Strategic Management – L.M.Prasad – Sultan Chand.

Reference Books:

1. Business Policy & Strategic Management – P. SubbaRao.
2. Concepts in strategic Management & Business Policy – Thomas L. Wheelen, J. DavidHunger.
3. Business Policy & Strategic Management (Text and Cases) – Francis Cherunilam,Himalaya.
4. Policy and Strategic Management – Dr. S. S Sankaran,Himalaya.
5. Business Policy and Strategic Management – Azar Kazmi Tata McGrawHill.

Web Sources:

1. <https://www.swayamprabha.gov.in/>
2. <https://swayam.gov.in/>
3. <https://epgp.inflibnet.ac.in/>
4. <https://ndl.iitkgp.ac.in/>

S.NO.	COURSE OUTCOME	BLOOMS VERB
CO1	To understand about on different business strategies in the modern business and recent management trends.	UNDERSTAND
CO2	Identify the basic concepts of business policy and strategy which suits the business environment.	REMEMBER UNDERSTAND
CO3	Apply the knowledge and gain additional knowledge on business ethics and social responsibility.	UNDERSTAND APPL
CO4	Understanding the concepts in strategic Management.	UNDERSTAND
CO5	To know the use of grand business strategies and its applicationwith corporate.	REMEMBER

MAPPING WITH PROGRAM OUTCOMES

CO s	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H		M		H		M	L	H	H
CO2	H		M		H		M	L	H	H
CO3	H		M		H		H	M	H	H
CO4	H		H		H		M	L	H	H
CO5	H		H		H		M	H	H	H

S – Strong M – Medium L - Low

SEMESTER – VI

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBN18	Core Course - XVIII RETAIL MANAGEMENT				4

COURSE OBJECTIVE: The objective of the course is to provide conceptual understanding on the Retail Marketing Management with special reference to Indian and to understand the concepts and functions of effective retail store management.

UNIT – I

Retailing – Meaning and Definition - Characteristics of Retailing – Functions of Retailing – Meaning of Organized and Unorganized Retailing - Reasons for Retail Growth in India - Emerging Trends in Retailing.

UNIT – II

Retail formats – Classification – Store based Retail Formats and Non – Store based Retail Formats – Store Location – Importance – Factors influencing selection of retail location.

UNIT –III

Merchandise assortments – Meaning - Category Management - Meaning and Definition – Category Management Process – Merchandise Buying Systems – Merchandise Buying and Handling Process – Presenting Merchandise – Factors influencing the presentation of Merchandise - Techniques – Store Layout – Types of Layouts – Planogram – Meaning - Visual Merchandising – Meaning – Objectives- Essentials of Successful Visual Merchandising – Signage – Meaning.

UNIT – IV

Merchandise Pricing – Pricing Objectives –Retail Store Operations – components - Retail Store Manager – Duties and Responsibilities of Store Manager - Retail Loss Prevention – Meaning, Objectives -Types of Retail Theft.

UNIT – V

Building Customer Relationship – Value Chain – Essentials of Relationship Retailing – Internet Retailing – Meaning – Mall – Meaning – Types – Mall Management – Meaning - Issues related to the mall management in the Indian context. Career opportunities in Retailing.

TEXT BOOK: Retail Management – Dr.Harjit Singh – S.Chand Publishing.

REFERENCE BOOKS:

1. Retailing Management – Michael Levy, Barton A Weitz and Ajay Pandit– Tata McGraw Hill.
2. Retailing Management – Text & Cases – Swapna Pradhan – McGraw Hill.
3. Retail Marketing Management – David Gilbert – Pearson Education.

WEB RESOURCES :

1. <https://www.swayamprabha.gov.in/>
2. <https://swayam.gov.in/>
3. <https://epgp.inflibnet.ac.in/>
4. <https://ndl.iitkgp.ac.in/>

COURSE OUTCOMES

On Successful Completion of the course, students will be able to

Sl. No	COURSE OUTCOME	BLOOMS VERB
CO1	Understand how to manage the retail store and understanding the retail customer's behaviour.	UNDERSTAND
CO2	Understand the different types of retail formats	UNDERSTAND
CO3	Understand the process of category management and Merchandise presentation techniques	UNDERSTAND & APPLY
CO4	Understand the retail pricing strategies and the activities involved in operating a retail store.	UNDERSTAND & APPLY
CO5	Understand and apply the Customer relationship management strategies.	APPLY

MAPPING WITH PROGRAM OUTCOMES

CO s	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	L	L		H		H	L	H	M
CO2	H				H		H	L	H	M
CO3	H				H		H	M	H	M
CO4	H				H		H	M	H	M
CO5	H				H		H	L	H	M

S – Strong M – Medium L - Low

SEMESTER – VI

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBNM5	Major Based Elective Course V INTERNATIONAL BUSINESS				4

Course Objective: The main objectives of this course is to cater basic concepts in the field of International Business and make familiar on Export and Import procedures in India.

Learning Outcomes: - This course can give a wide scope to the students about documentation, Financing and registration procedure in International Business.

UNIT - I

Introduction to International Business, Basics of International Business - Importance of International Business, Elements of International Business, Globalization.

UNIT - II

International Business Environment: Introduction, Economic Environment, Political Environment, Demographic environment, Legal Environment.

UNIT - III

Entering Foreign Markets Methods of entering foreign markets – direct and indirect exporting – licensing – joint ventures – foreign subsidiaries – export procedures – excise and custom formalities – shipping – documentation.

UNIT - IV

Trends of India's foreign trade – identification of foreign markets – theories of foreign trade – scope and stages of export marketing – barriers of exporting – selection of export products – export and import strategies.

UNIT - V

International trade organizations in India - EXIM policy - Export Import Bank of India - ECGC (Export Credit and Guarantee Corporation). Ministry of Commerce – Director General of Foreign Trade – Indian Trade Promotion Organisation – Commodity Boards – Export Promotion Councils – Special Economic Zones – Export Processing Zones – Export Oriented Units – Federation of Indian Export organisation.

TEXT BOOK

1. International Business: - Dr.C.B.Gupta – S.Chand Publication
2. Export management: - TAS Balagopal – Himalaya publishing House

REFERENCE BOOKS:

1. International marketing management: - R.L. Varshney – Sultan chand.
2. International trade & export management: - Francis Cherunilam - Sultan Chand.

Web Sources

https://en.wikipedia.org/wiki/International_business

<https://www.internationalrelationsedu.org/what-is-international-business/>

<https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/>

COURSE OUTCOMES

On successful completion of the course, students will be able to

S.NO.	COURSEOUTCOME	BLOOMS VERB
CO1	Identify the benefits of becoming an entrepreneur in export business	UNDERSTAND
CO2	Understand the concepts in the field of International Business and make familiar on Export and Import procedures in India.	REMEMBER UNDERSTAND
CO3	Identification of business opportunities in international business.	UNDERSTAND
CO4	Apply the knowledge on formulation of international business.	APPLY
CO5	To know the international trade organizations in India.	REMEMBER

MAPPING WITH PROGRAM OUTCOMES

CO s	PSO1	PSO2	PSO3	PSO4	PSO5	PSOH6	PSO7	PSO8	PSO9	PSO10
CO1	H	M		M		H	M		H	H

CO2	H	H				H	M		H	H
CO3	H	M		M		H	M		H	M
CO4	H	M		M		H	M		H	M
CO5	H	H		M		H	M		H	M

S – Strong M – Medium L - Low

SEMESTER – VI

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBNM6	Major Based Elective – VI: BANKING THEORY LAW & PRACTICE				4

COURSE OBJECTIVE: To enable the students to know the banking operations and facilities available in banks and using of banking services in their real-life situations.

UNIT – I

Origin of Banking in India – Important Provisions of Banking Regulation Act, 1949
Classification of Banks in India. Features of Banking Laws (Amendment Act), 2012.
Financial Inclusion.

UNIT – II

Banking System in India – Types of Banking System: Unit Banking and Branch Banking – Reserve Bank of India – Functions – Commercial Banks - Functions of Commercial Banks – Role of Banks in the Economic growth of India.

UNIT –III

Types of Bank Accounts – Savings Bank Account, Current Account, No Frill Account - Types of Deposits account – Fixed Deposits , Recurring Deposits – KYC Norms.

Loans and Advances – Principles of Sound Lending – Secured and Unsecured advances – Meaning – Forms of Advances. – Housing Loan, Vehicle Loans etc., Banking Ombudsman – Meaning.

UNIT – IV

Negotiable Instruments – Meaning & Definition – Features – Types – Promissory Note – Bill of Exchange – Cheque – Features of Cheque – Crossing: Types – General and Special – Dishonour of Cheques - Demand Drafts.

UNIT – V

Introduction to E-Banking – Electronic delivery channels: ATM – CDM – Smart card – Credit cards – Internet Banking – (Online Banking) – Electronic Cheque: Process of preparing e-cheques – Mobile Banking – Core Banking – RTGS, NEFT, UPI, IMPS.

TEXT BOOK: Banking: Theory, Law and Practice – E.Gordon, K.Natarajan – Himalaya Publishing House.

REFERENCE BOOKS:

1. Banking: Theory, Law & Practice – B.Santhanam – Margham Publications
2. Banking Theory and Practice – Shekhar K.C & Shekhar Lekshmy – Vikas Publishing House
3. Management of Banking and Financial Services – Padmalatha Suresh & Justin Paul – Pearson

WEB RESOURCES:

1. <https://www.rbi.org.in/>
2. <https://www.swayamprabha.gov.in/>
3. <https://swayam.gov.in/>
4. <https://epgp.inflibnet.ac.in/>
5. <https://www.icaai.org/>

COURSE OUTCOMES

On Successful Completion of the course, students will be able to

Sl. No	COURSE OUTCOME	BLOOMS VERB
CO1	Understand the provisions of Banking Regulation Act	UNDERSTAND
CO2	Understand the functions of RBI and the commercial banks	UNDERSTAND
CO3	Know the various deposit schemes and loans offered by banks	APPLY & EVALUATE
CO4	Know the different types of negotiable instruments	UNDERSTAND
CO5	Know the recent developments in online banking operations	UNDERSTAND & APPLY

MAPPING WITH PROGRAM OUTCOMES

CO s	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	M	H		H		M	H		M	H
CO2	M	H		H		M	H		M	H
CO3	M	H		H		M	H		M	H
CO4	M	H		H		M	H		M	H
CO5	M	H		H		M	H		M	H

S – Strong M – Medium L - Low

SEMESTER – VI

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBNM7	Major Based Elective – VII: FUNDAMENTALS OF INSURANCE				4

Course Objectives:

1. To understand the nature of insurance and the principles that governs general insurance.
2. To gain an insight on the nature of life insurance, fire insurance and marine insurance and to know the procedures for making claims against different kinds of insurance policies.

3. To understand the importance of personal accident insurance and Health insurance.

UNIT - I

Insurance - Meaning, functions, nature and principles of insurance, importance of insurance to individuals and business.

UNIT - II

Life Insurance – features of a life insurance contract – classification of policies – investment of funds – surrender value – bonus option – policy condition – annuity contracts.

UNIT - III

Marine Insurance Contract of marine insurance – elements of marine insurance – classes of policies – policy conditions – clause in a marine insurance policy – marine losses.

UNIT - IV

Fire Insurance Fire Insurance – features of a fire insurance – kinds of policies – policy conditions – payment of claims – reinsurance.

UNIT - V

Miscellaneous Insurance Miscellaneous Insurance – motor insurance – burglary – personal accident insurance, Health Insurance.

TEXT BOOK

1. M. N. Mishra, Insurance Principles and Practices - S.Chand & Co, New Delhi,2000

REFERENCE BOOKS

1. Sharma R.S., Insurance: Principles and Practices (1960 Vora, Bombay)
2. Arifkhan M, Theory and Practice of Insurance (1976) Education Book House.
3. Srinivasan M.N., Principles of Insurance Law (1977) Ramanuja Publishers, Bangalore.
4. Dr. B.Varadharajan, Insurance : Vols. I and II (1979) Tamil Nadu Text Book SocietyIV – SBEC
5. Dr. R.Haridas, Life Insurance in India, New Century Publication, New Delhi.

Web Sources

<https://www.toppr.com/guides/business-studies/business-services/insurance>

https://onlinecourses.swayam2.ac.in/cec20_mg24/preview

<https://www.rims.org/education/online-learning/virtual-workshops/fundamentals-of-insurance>

COURSE OUTCOMES

On successful completion of the course, students will be able to

S.NO.	COURSEOUTCOME	BLOOMS VERB
CO1	Gain an insight on the nature of insurance,	UNDERSTAND
CO2	Identify the principles that governs general insurance.	REMEMBER UNDERSTAND
CO3	Understand the importance of personal accident insurance and Health insurance	UNDERSTAND
CO4	Apply the Knowledge on the procedures for making claims against different kinds of insurance policies.	APPLY
CO5	Know the use of motor insurance, burglary, personal accident insurance, health Insurance etc.	REMEMBER

MAPPING WITH PROGRAM OUTCOMES

CO s	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1				H	H	H	L		M	H
CO2				H	H	H	L		M	H
CO3				H	H	H			M	H
CO4				H	H	H	L		M	H
CO5				H	H	H	L		M	H

S – Strong M – Medium L - Low

SEMESTER – VI

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBNM8	Major Based Elective Course - VIII LOGISTICS AND SUPPLY CHAIN MANAGEMENT				4

Course Objectives: To know how a logistic strategy fits into an organisation's broader decisions, understand the role of logistic providers, and realize the meaning of customer service and understand its importance to logistics management.

UNIT - I

Logistics- Definition - History and Evolution - Objectives - importance - The Functions of logistics - Logistics interface with marketing - Supply chain Management- Definition- Structure of Supply chain Management - Improving SCM.

UNIT - II

Logistics Management - Definition - Achievement of competitive advantage through logistics Framework - Role of Logistics management - Integrated Logistics Management - Evolution of the concept - model - process - activities.

UNIT - III

Modes of Transportation - Role of logistics providers - Outsourcing logistics - reasons - Third party logistics provider - Fourth party Logistics providers.

UNIT - IV

Logistics Strategy - Strategic role of logistics - Definition - role of logistics managers in strategic decisions - Strategy options, lean strategy, Agile Strategies & Other strategies - Designing & implementing logistical strategy.

UNIT - V

Trends in logistics - Introduction – recent developments in logistics - Transport and mobility technologies - Green logistics - Cold chain logistics - Introduction to warehousing - Warehouse functions - Warehouse types - Warehouse providing value added services

TEXT BOOK

1. Bhattacharya. S.K - Logistics Management - Definition, Dimension and Functional Applications - S.Chand & Company PVT.Ltd. New Delhi

Reference Books

- 1.Sudalaimuthu.S, Anthony Raj.S, Logistics Management for International Business
- PHI Learning Pvt - New Delhi .
2. Donald waters - Global Logistics - New Directions in supply chain management -
Vinod Vasantha - Sage India private limited. New Delhi.

COURSE OUTCOMES

On Successful Completion of the course, students will be able to

Sl. No	COURSE OUTCOME	BLOOMS VERB
CO1	Know the Basics of Supply Chain Management	UNDERSTAND
CO2	Knowledge on the Process of Logistics Management	UNDERSTAND & APPLY
CO3	Understand the functions of Logistics Outsourcing	UNDERSTAND & APPLY
CO4	Know the Basics of Logistics Strategy	UNDERSTAND & APPLY
CO5	Know the recent development in logistics	UNDERSTAND

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MAPPING WITH PROGRAM OUTCOMES

CO s	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	M			L	H	M	M			
CO2	M			L	H	M	M			
CO3	M			M	H	M	M			
CO4	M			M	H	M	M			
CO5	M			M	H	M	M			

S – Strong M – Medium L - Low

SEMESTER – VI

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBNS4	Skill Enhancement Course PROFESSIONAL SKILL-II (PRACTICAL)				2

Course objective:to give practical exposure and training to the students on various professional skills including Reading, Time Management, Stress Management,

Group Discussion and Interview skills.

UNIT - I

Art of Reading- Meaning of reading - Benefits of reading- Different types of reading- Tips for effective reading.

UNIT - II

Time Management – Meaning, The 80:20 rule, Strategies for effective time management. Urgent-Important Matrix of Time management, Time wasters, Time savers.

UNIT - III

Stress Management – Meaning of stress, kinds of stress, effects of stress, Sources of stress, behaviour identified with stress, Stress management tips.

UNIT - IV

Group Discussion – Meaning, GD as selection process - different kinds of topics - outcome of GD - structure of GD - Preparation for GD. Successful GD techniques – Handling questions - work with group members.

UNIT - V

Interview – meaning – types. Preparation for the interview – A review hours before – during the interview-closing the interview – Mock interview.

Text Book

1. Soft skills -Know yourself and know the world, Dr.K. Alex, S.Chand Publisher

Reference books

3. Soft Skills - S.Hariharan, N.Sundaram,S.P.Shanmugapriya
4. Body Language- Allen and Barbara Peace, Manjul Publications

Web sources

6. <https://www.swayamprabha.gov.in/>
7. <https://swayam.gov.in/>
8. <https://epgp.inflibnet.ac.in/>
9. <https://learndigital.withgoogle.com/digitalgarage/course/soft-skills-training>
10. <https://www.edx.org/learn/soft-skills>

COURSE OUTCOMES

On Successful Completion of the course, students will be able to

Sl. No	COURSE OUTCOME	BLOOMS VERB
CO1	Effective Reading Practices	APPLY
CO2	Art and Science of Time Management	APPLY
CO3	Managing the Stress	APPLY
CO4	Process of Group Discussion	UNDERSTAND & APPLY
CO5	Interview Skills	UNDERSTAND & APPLY

S

MAPPING WITH PROGRAM OUTCOMES

CO s	PSO1	PSO2	PSO3	PSO4	PSO5	PO6	PSO7	PSO8	PSO9	PSO10
CO1		H	H		H		H	H		H
CO2		H	H		H		H	H		H
CO3		H	H		H		H	H		H
CO4		H	H		H		H	H		H
CO5		H	H		H		H	H		H

S – Strong M – Medium L - Low

SEMESTER – VI

Course Code	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22UBNPR	PROJECT DISSERTATION AND VIVA- VOCE				8

GUIDELINES FOR THE STUDENTS

Each student has to select a project work in consultation with the guide at the beginning of the 6th Semester and do the project work. The report of the project work shall be submitted at the end of the 6th Semester 30 days prior to the commencement of the examinations.

The Report shall be prepared by the students under the supervision of a faculty member of the department. Each report shall be neatly typed, in not less than 80 pages, in Times New Roman font. Each student shall submit 2 copies of the report, of which, one shall be forwarded to the college and the other has to be retained in the department.

Internal examiner and an External examiner shall conduct Project evaluation and viva-voice examinations. The examiners, from the panel of Examiners suggested by the board of studies from time to time, evaluate reports. The results of the project work shall be forwarded to the college.

The absentees i.e., those who have not successfully completed the project work and those who have not secured minimum marks of pass, shall redo the project work and submit a new project report, to the department, along with the regular students in the next year.

Project Report should contain the following in addition to the main report of their work done.

- | | | |
|--------------------------------|---|--------------------|
| i. Cover Page | - | See Specimen – I |
| ii. Declaration by the student | - | See Specimen – II |
| iii. Certificate | - | See Specimen - III |
| iv. Contents | - | See Specimen - IV |

PROJECT WORK GUIDELINES

Specimen - I

**A STUDY ON EFFECTIVENESS OF TRAINING AMONG 'E' LEVEL
EMPLOYEES OF WATCH DIVISION AT TITAN INDUSTRIES LIMITED,
HOSUR.**

A Project report submitted to Government Arts College (Autonomous), Salem-7 In partial fulfilment of the requirements for the award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

By NAME

Reg. No.....

Under the guidance of

Name of the guide

Designation,

College emblem

Department of Business Administration

Government Arts College (Autonomous) Salem-636007

Month and Year of Submission

PROJECT WORK GUIDELINES

Specimen – II

DECLARATION

I hereby declare that the project work titled “A STUDY ON EFFECTIVENESS OF TRAINING AMONG ‘E’ LEVEL EMPLOYEES OF WATCH DIVISION IN TITAN INDUSTRIES LIMITED, HOSUR” submitted to the GOVERNMENT ARTS COLLEGE (AUTONOMOUS), SALEM – 636007 in partial fulfilment of requirements for the Award of the Degree of B.B.A. is an original one and has not been submitted earlier either to this Colleges or to any other Institution for the award of any degree/diploma.

Date:

Place:

Candidate Signature

PROJECT WORK GUIDELINES

Specimen - III

CERTIFICATE

This is to certify that the project entitled “A Study on Effectiveness of Training among ‘E’ level Employees of Watch division in Titan Industries Limited, Hosur ” is bona fide work carried out by....., Register No.....under my Supervision and guidance duringin partial fulfilment of the requirements for the award of the Degree of Business Administration and the work is an original one and has not formed basis for the award of any degree, diploma, associateship, fellowship or any other similar title.

(Guide Signature)

(HOD Signature)

Project work evaluation viva-voice examination conducted on.....

Internal Examiner

External Examiner

SPECIMEN – IV

CONTENTS

CHAPTER No.	TITLE	PAGE No.
I	INTRODUCTION OF THE STUDY	
II	PRODUCT PROFILE , COMPANY PROFILE AND INDUSTRY PROFILE	
III	RESEARCH METHODOLOGY	
IV	DATA ANALYSIS AND INTERPRETATION	
V	FINDINGS, SUGGESTIONS AND CONCLUSION	
	BIBLIOGRAPHY	
	APPENDIX	