

# DEPARTMENT OF BUSINESS ADMINISTRATION

## **COURSE STRUCTURE & SYLLABI** (For the students admitted from year 2023-2024 onwards)

**Programme : Business Administration (BBA)**



**JAMAL MOHAMED COLLEGE (AUTONOMOUS)**  
Accredited with A++ Grade by NAAC (4<sup>th</sup> Cycle) with CGPA 3.69 out of 4.0  
(Affiliated to Bharathidasan University)  
**TIRUCHIRAPPALLI – 620 020**

# B.B.A

Sem	Course Code	Part	Course Category	Course Title	Ins. Hrs./ Week	Credit	Marks		Total
							CIA	ESE	
I	23U1LT1/LA1/LF1 /LH1/LU1	I	Language - I		6	3	25	75	100
	23UCN1LE1	II	English – I	English for Communication - I	6	3	25	75	100
	23UBA1CC1	III	Core - I	Business Management	4	4	25	75	100
	23UBA1CC2		Core - II	Financial Accounting	4	4	25	75	100
	23UBA1AC1		Allied - I	Managerial Economics	4	3	25	75	100
	23UBA1AC2		Allied - II	Managerial Communication	4	3	25	75	100
	23UCN1AE1	IV	AECC - I	Value Education	2	2	-	100	100
Total					30	22			700
II	23U2LT2/LA2/LF2 /LH2/LU2	I	Language - II		6	3	25	75	100
	23UCN2LE2	II	English – II	English for Communication - II	6	3	25	75	100
	23UBA2CC3	III	Core - III	Modern Marketing	5	5	25	75	100
	23UBA2CC4		Core - IV	Business Environment and Ethics	4	4	25	75	100
	23UBA2AC3		Allied - III	Business Mathematics & Statistics	4	4	25	75	100
	23UBA2AC4P		Allied - IV	Information Technology for Business - Practical	3	2	20	80	100
	23UCN2SS	IV	Soft Skills Development	Soft Skills Development	2	2	-	100	100
	23UCN2CO	V	Community Outreach	JAMCROP	-	@	-	-	@
	23U2BT1/ 23U2AT1		Basic Tamil - I/ Advanced Tamil - I	எழுத்தும் இலக்கியமும் அறிமுகம் - I தமிழ் இலக்கியமும் வரலாறும் - I	-	-	-	100 <sup>#</sup>	-
	Total					30	23		
III	23U3LT3/LA3/LF3 /LH3/LU3	I	Language - III		6	3	25	75	100
	23UCN3LE3	II	English - III	English for Communication - III	6	3	25	75	100
	23UBA3CC5	III	Core - V	Modern Banking	4	4	25	75	100
	23UBA3CC6		Core - VI	Legal aspects of Business	3	3	25	75	100
	23UBA3AC5		Allied - V	Operations Research	4	4	25	75	100
	23UBA3AC6P		Allied - VI	Computerized Accounting - Practical	3	2	20	80	100
	23UBA3GE1	IV	Generic Elective - I		2	2	-	100	100
	23UCN3AE2		AECC - II	Environmental Studies	2	2	-	100	100
	Total					30	23		
IV	23U4LT4/LA4/LF4 /LH4/LU4	I	Language - IV		6	3	25	75	100
	23UCN4LE4	II	English - IV	English for Communication - IV	6	3	25	75	100
	23UBA4CC7	III	Core - VII	Production and Operations Management	4	4	25	75	100
	23UBA4CC8		Core - VIII	Cost Accounting	4	4	25	75	100
	23UBA4AC7		Allied - VII	Essentials of Supply Chain Management	4	3	25	75	100
	23UBA4AC8		Allied - VIII	Organisational Behaviour	4	3	25	75	100
	23UBA4GE2	IV	Generic Elective - II		2	2	-	100	100
	23UCN4EL		Experimental Learning	Industrial Visit	-	2	-	100	100
	23UCN4EA	V	Extension Activities	NCC, NSS, etc.	-	1	-	-	-
	23U4BT2/ 23U4AT2		Basic Tamil - II/ Advanced Tamil – II	எழுத்தும் இலக்கியமும் அறிமுகம் - II தமிழ் இலக்கியமும் வரலாறும் - II	-	-	-	100 <sup>#</sup>	-
Total					30	25			800
V	23UBA5CC9	III	Core - IX	Management Accounting	6	6	25	75	100
	23UBA5CC10		Core - X	International Business Management	5	5	25	75	100
	23UBA5CC11		Core - XI	Entrepreneurial Development	5	5	25	75	100
	23UBA5CC12		Core - XII	Fundamentals of Research Methodology	5	5	25	75	100
	23UBA5DE1A/B		Discipline Specific Elective - I		5	4	25	75	100
	23UBA5SE1	IV	Skill Enhancement Course - I	Skills for Competitive Examinations	2	1	-	100	100
	23UBA5SE2		Skill Enhancement Course - II	Public Speaking Skills	2	1	-	100	100
	23UBA5EC1		Extra Credit Course - I <sup>*</sup>	Online Course	-	*	-	-	-
Total					30	27			700
VI	23UBA6CC13	III	Core -XIII	Financial Management	6	6	25	75	100
	23UBA6CC14		Core - XIV	Strategic Management	5	5	25	75	100
	23UBA6CC15		Core -XV	Human Resource Management	6	6	25	75	100
	23UBA6PW		Project Work	Project Work	3	2	25	75	100
	23UBA6DE2A/B		Discipline Specific Elective - II		5	4	25	75	100
	23UBA6DE3A/B		Discipline Specific Elective - III		4	4	25	75	100
	23UCN6AE3	IV	AECC - III	Gender Studies	1	1	-	100	100
	23UBA6EC2		Extra Credit Course - II <sup>*</sup>	Online Course	-	*	-	-	-
	23UBA6ECA		Extra Credit Course for all <sup>**</sup>	Online Course	-	**	-	-	-
* Programme Specific Online Course for Advanced Learners ** Any Online Course for Enhancing Additional Skills					Total	30	28		700
Grand Total						148			4400

**GENERIC ELECTIVE COURSES**

Semester	Course Code	Course Title
III	23UBA3GE1	Management Concepts
IV	23UBA4GE2	Salesmanship

**# Self-Study Course – Basic and Advanced Tamil****(Applicable to the candidates admitted from the academic year 2023 -2024 onwards)**

Semester	Course Code	Course Title
<b>II</b>	23U2BT1	Basic Tamil – I (எழுத்தும் இலக்கியமும் அறிமுகம் - I)
	23U2AT1	Advanced Tamil – I (தமிழ் இலக்கியமும் வரலாறும் - I)
<b>IV</b>	23U4BT2	Basic Tamil – II (எழுத்தும் இலக்கியமும் அறிமுகம் - II)
	23U4AT2	Advanced Tamil – II (தமிழ் இலக்கியமும் வரலாறும் - II)

**Mandatory**

Basic Tamil Course - I and II are offered for the students who have not studied Tamil Language in their schools and college.

Advanced Tamil Course - I and II are offered for those who have studied Tamil Language in their schools but have opted for other languages under Part - I.

**DISCIPLINE SPECIFIC ELECTIVE**

Semester	Course Code	Course Title
<b>V</b>	23UBA5DE1A	Customer Relationship Management
	23UBA5DE1B	Global Financial Management
<b>VI</b>	23UBA6DE2A	Media Management
	23UBA6DE2B	Financial Markets and Services
	23UBA6DE3A	Sales Management
	23UBA6DE3B	Security Analysis & Portfolio Management

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UBA1CC1	Core – I	4	4	25	75	100
<b>Course Title</b> <b>BUSINESS MANAGEMENT</b>							

SYLLABUS		
Unit	Contents	Hours
I	<b>BASIC MANAGEMENT CONCEPTS:</b> Concept of Management – Importance – Nature of Management – Arts or Science – Management as Profession – Functions of Management - Management Thought - F. W Taylors Scientific Management – Fayol’s Administrative Management – *Applying Management theory in Practice*.	12
II	<b>PLANNING:</b> Meaning – Definition – Characteristics – Nature - Importance – Steps in Planning Process – Types of Planning – Barriers to Effective Planning – *Features of a Good Plan* – Mission –Formulation of Mission – Comparison of Vision & Mission – Objectives – Features of Objectives - Management By Objective (MBO) – Features – Problems and Limitations	12
III	<b>ORGANIZING:</b> Meaning - Principles –Design of Organization Structure – Formal and Informal – Difference – Need for Formal Organization – Forms of Organization Structure – Line – Line & Staff – Divisional – Project – Matrix - Departmentation - *Centralization and Decentralization*.	12
IV	<b>STAFFING:</b> Concept – Factors Affecting Staffing – Human Resource Planning – Process –Job Analysis –Recruitment – Meaning – Sources of Recruitment – Selection – Selection process – *Placement* - Training and Development –Role of training and Development	12
V	<b>DIRECTING AND CONTROLLING:</b> Concept –Importance – Principles – Techniques – Models – Motivation – Meaning – Nature – Theories of Motivation – Maslow’s Hierarchy Need Theory – Herzberg’s Motivation: Hygiene Theory –McGregor’s X Theory and Y Theory - *Motivational Pattern in Indian Organization* – Controlling – Meaning – Importance – Steps in Effective Control System - Co-Ordination: Meaning – Needs	12
VI	<b>Current Trends (For CIA only)</b> – Expert Talk, Role Play, Group Discussion, Management Games and Webinar/Seminar	

\*.....\* Self Study

<b>Text Book:</b>
1. Principles and Practice of Management – L.M. PRASAD, Sultan Chand & Sons, 2020 Edition. 2. Management Principles – T.RAMASAMY, Himalaya Publishing House, 2019 Edition
<b>Reference Book(s):</b>
1. Business Management – DINKAR PAGARE, Sultan Chand & Sons, 2018 Edition 2. Principles of Management – P.C TRIPATHI AND P.N REDDY, Tata Mcgraw Hill Education Private Limited, 2021 Edition 3. Principles of Management – J.JAYASANKAR, Margham Publications, 2018 Edition
<b>Web Resource(s):</b>
1. <a href="https://www.mbaknol.com/management-concepts/planning-definition-and-its-features/">https://www.mbaknol.com/management-concepts/planning-definition-and-its-features/</a> 2. <a href="https://www.lucidchart.com/blog/types-of-organizational-structures">https://www.lucidchart.com/blog/types-of-organizational-structures</a> 3. <a href="https://theinvestorsbook.com/techniques-of-controlling.html">https://theinvestorsbook.com/techniques-of-controlling.html</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Remember the concept of Business Management.	<b>K1</b>
<b>CO2</b>	Prepare a plan with reference to Mission, Vision and Objective of company/ institution.	<b>K2</b>
<b>CO3</b>	Apply effective recruitment system in staffing.	<b>K3</b>
<b>CO4</b>	Analyse the challenges in the managing the modern business Management	<b>K4</b>
<b>CO5</b>	Find the solution for the effective management systems	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	3	3	3	3	3	2	2	<b>2.8</b>
<b>CO2</b>	3	3	3	3	3	3	3	3	2	2	<b>2.8</b>
<b>CO3</b>	3	3	3	3	3	3	3	3	2	2	<b>2.8</b>
<b>CO4</b>	3	3	3	3	3	3	3	3	2	2	<b>2.8</b>
<b>CO5</b>	3	3	3	3	3	3	3	3	2	2	<b>2.8</b>
<b>Mean Overall Score</b>											<b>2.8</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. I. Abbas Khan**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UBA1CC2	Core – II	4	4	25	75	100
<b>Course Title</b> <b>FINANCIAL ACCOUNTING</b>							

SYLLABUS		
Unit	Contents	Hours
<b>I</b>	<b>BASICS OF ACCOUNTING:</b> Definition of Accounting - *Need for Accounting* - Attributes and Steps of Accounting – Objectives of Accounting- Methods of Accounting – Double Entry System – Accounting Rules – Bases of Accounting – Accounting Concepts and Conventions.	<b>12</b>
<b>II</b>	<b>BOOKS OF PRIME ENTRY:</b> Journal – Meanings – Journal Entries - Posting of Journal Entries to Ledger- Balancing of Ledger Accounts – Subsidiary Books –Preparation of Subsidiary Books – Purchase Book – Sales Books – *Purchase Return* – Sales Return – Cash Book.	<b>12</b>
<b>III</b>	<b>TRIAL BALANCE AND RECTIFICATION OF ERRORS:</b> Meaning – Objectives – Methods of Preparation — Rectification of Errors – *Classification of Errors* – Error disclosed by Trial Balance - Suspense Account.	<b>12</b>
<b>IV</b>	<b>PREPARATION OF FINAL ACCOUNTS:</b> Meaning – Manufacturing Account – Trading Account – Profit and Loss Account – Balance sheet with adjustments.	<b>12</b>
<b>V</b>	<b>ACCOUNTS FOR NON-PROFIT ORGANISATION:</b> Meaning – Receipts and Payment Account – Income and Expenditure Account – Balance sheet.	<b>12</b>
<b>VI</b>	<b>Current Trends (For CIA only)</b> – Acquaint students with the accounting concepts, tools and techniques influencing business organizations	

\*.....\* Self Study

<b>Text Book:</b>
1. Advanced Accountancy Vol. 1 Principles of Accounting (Including GST) – S.P.JAIN, K.L.NARANG, SIMMI AGRAWAL, MONIKA SEHGAL Kalyani Publishers. 2021 Edition. 2. Advanced Accountancy – M.C. SHUKLA, T.S.GREWAL & S.C.GUPTA Sultan Chand & Sons. 2018 Edition
<b>Reference Book(s):</b>
1. Advanced Accountancy – R.L. GUPTA & RADHASAMY. Sultan Chand & Sons, 2022 Edition. 2. Financial Accounting - S Thothadri and S. Nafeesa, McGraw Hill, 2018 Edition. 3. Financial Accounting - Hanif M, Mukharjee, Mcgraw-Hill Education India Pvt.Ltd - New Delhi, 2015 Edition.
<b>Web Resource(s):</b>
1. <a href="https://www.tutorialspoint.com/financial_accounting/financial_nontrading_accounts.htm">https://www.tutorialspoint.com/financial_accounting/financial_nontrading_accounts.htm</a> 2. <a href="https://cbseworld.weebly.com/uploads/2/8/1/5/28152469/lesson8.pdf">https://cbseworld.weebly.com/uploads/2/8/1/5/28152469/lesson8.pdf</a> 3. <a href="http://gbpssi.in/admin/coursepack/MBR517Lect02.pdf">http://gbpssi.in/admin/coursepack/MBR517Lect02.pdf</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Understand the fundamental concepts of Accounting systems.	<b>K1</b>
<b>CO2</b>	Know the cash and non-cash transactions and their Purposes	<b>K2</b>
<b>CO3</b>	Estimate capital and revenue items of business transactions and Preparing final account with adjustments.	<b>K3</b>
<b>CO4</b>	Prepare non-profit organizations accounting process	<b>K4</b>
<b>CO5</b>	Find out the financial performance of a business entity.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	2	2	2	2	3	3	2	2	2	<b>2.3</b>
<b>CO2</b>	3	2	2	2	2	3	3	2	2	2	<b>2.3</b>
<b>CO3</b>	3	2	2	2	2	3	3	2	2	2	<b>2.3</b>
<b>CO4</b>	3	2	2	2	2	3	3	2	2	2	<b>2.3</b>
<b>CO5</b>	3	2	2	2	2	3	3	2	2	2	<b>2.3</b>
<b>Mean Overall Score</b>											<b>2.3</b>
<b>Correlation</b>											<b>Medium</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr. J. Maheswaran**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UBA1AC1	Allied - I	4	3	25	75	100
<b>Course Title</b> <b>MANAGERIAL ECONOMICS</b>							

SYLLABUS		
Unit	Contents	Hours
I	<b>CONCEPTS OF MANAGERIAL ECONOMICS:</b> Definition – Scope and Application of Managerial Economics – Fundamental Concepts – Basic economic problems common to all economies - Relationship of Business Economics with other Discipline – *Role of managerial economist*.	12
II	<b>DEMAND AND FORECASTING:</b> Demand Analysis - Law of demand - Exceptions to the law - Elasticity of Demand - Types of Elasticity - Degrees of elasticity with diagrams - Factors determining elasticity of demand - *Demand forecasting* - Methods.	12
III	<b>MARKET STRUCTURE AND THEIR PRICE DISTRIBUTION:</b> Market Structure – Classifications – Perfect Competition – Monopolistic Competition – Oligopoly – pricing under monopoly - *Perfect Competition* - Oligopoly and Monopolistic Competition - Price and Output Determination - Role of time element in market price determination – Economies of scale - Internal Economies – External Economies.	12
IV	<b>COST CONCEPTS:</b> Short run and long run cost analysis (traditional theory) Modern theory of cost - Long run and short run - Pricing techniques – Cost related pricing techniques - Demand related pricing techniques - *Competition oriented pricing* – Break Even Analysis.	12
V	<b>MACRO -ECONOMICS FOR MANAGEMENT:</b> Economic planning - Trade Cycle – *features* - phases and control - National Income – concepts - problems and importance – Calculation of National Income.	12

\*.....\* Self Study

<b>Text Book:</b>
1. Dominick Salvatore - Managerial Economics, Oxford Publishers, 2016 Edition. 2. Geethika, Ghosh & Choudhury - Managerial Economics, McGraw Hill, 2011 Edition.
<b>Reference Book(s):</b>
1. R. Panneerselvam, P. Sivasankaran & P. Senthilkumar - Managerial Economics, Cengage 2015 Edition 2. H.L Ahuja Samuelson & Marks - Managerial Economics - S.Chand 2014 Edition. 3. L.Varshney and K.L. Maheshwari - Managerial Economics ,Sultan Chand and Sons.2014 Edition
<b>Web Resource(s):</b>
1. <a href="https://www.taxmann.com/post/blog/law-of-demand-elasticity-of-demand-explained-via-examples-charts-tables/?amp">https://www.taxmann.com/post/blog/law-of-demand-elasticity-of-demand-explained-via-examples-charts-tables/?amp</a> 2. <a href="https://www.studynama.com/community/threads/pdf-bba-managerial-economics- notes- ebook-free-download.3500/">https://www.studynama.com/community/threads/pdf-bba-managerial-economics- notes- ebook-free-download.3500/</a> 3. <a href="https://www.researchgate.net/publication/327882739_Managerial_Economics_Concepts_and_Tools">https://www.researchgate.net/publication/327882739_Managerial_Economics_Concepts_and_Tools</a> 4. <a href="https://online.aurora.edu/types-of-market-structures/">https://online.aurora.edu/types-of-market-structures/</a>



<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Remember the concept of Managerial Economics.	<b>K1</b>
<b>CO2</b>	Understand the challenges of modern managers in the decision making process	<b>K2</b>
<b>CO3</b>	Develop skills relating to the students' application of this subject knowledge in the practical situations	<b>K3</b>
<b>CO4</b>	Apply fundamental economic principles, theories and concepts useful to the business	<b>K3</b>
<b>CO5</b>	Find the various microeconomic variables that determine business decisions and consumers' purchase decisions	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO2</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO3</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO4</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO5</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>Mean Overall Score</b>											<b>3.0</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr. T. Jayakumar**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UBA1AC2	Allied - II	4	3	25	75	100
<b>Course Title</b> <b>MANAGERIAL COMMUNICATION</b>							

SYLLABUS		
Unit	Contents	Hours
I	<b>COMMUNICATION INTRODUCTION:</b> Meaning – Objectives of Managerial Communication – Principles – Media of Communication – Types of Communication - *Barriers of Communication*.	12
II	<b>BUSINESS CORRESPONDENCE:</b> Meaning – Need, Functions and Kinds of Business Letters – Layout of Business Letters – Enquiry and Reply – Offers and Quotations –*Orders*– Execution and Cancellation.	12
III	<b>COMPLAINTS AND ADJUSTMENTS:</b> Claims and Adjustments – Collection Letters– Debtors Explanation – Replies to Debtors Explanation – Sales letters – *Objectives of Sales Letters* – Functions and Advantages of Sales letter.	12
IV	<b>COMPANY MEETINGS:</b> Agenda – Meaning – Minutes – Meaning – Types of Minutes –Report Writing – Types of Business Reports – *Characteristics of Good Report* – Report Preparation.	12
V	<b>RECENT TRENDS IN BUSINESS CORRESPONDENCE:</b> social intranet software - Digital Workplace – Unified Communication -Video conferencing – *E- Literacy* – Ethics in communication.	12

\*.....\* Self Study

<b>Text Book:</b>
1. Rajendra Pal & J.S. Korlahalli – Essentials of Business Communication, Sultan Chand & Sons, 2015
<b>Reference Book(s):</b>
1. R.C.Sharma, Krishna Mohan – Business Communication, Tata McGraw Hills, 2012
2. Urmila Rai – Business Communication, Himalaya Publishing House, 2015.
<b>Web Resource(s):</b>
1. <a href="https://gfgc.kar.nic.in/hesaraghatta/GenericDocHandler/21-d94d9e13-8a1e-48fb-972f-c5f59fa17a5a.pdf">https://gfgc.kar.nic.in/hesaraghatta/GenericDocHandler/21-d94d9e13-8a1e-48fb-972f-c5f59fa17a5a.pdf</a>
2. <a href="https://www.arabianjbmr.com/pdfs/OM_VOL_2_(6)/18">https://www.arabianjbmr.com/pdfs/OM_VOL_2_(6)/18</a> .
3. <a href="https://www.sscasc.in/wp-content/uploads/downloads/BCOM/Marketing.pdf">https://www.sscasc.in/wp-content/uploads/downloads/BCOM/Marketing.pdf</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Understand the important principles for effective oral and written communication	<b>K1</b>
<b>CO2</b>	Build skills relating to speaking, writing a business letter in order to maximize confidence	<b>K2</b>
<b>CO3</b>	Create strategies to adopt and develop communication skills in various models of work place.	<b>K3</b>
<b>CO4</b>	Improve the knowledge to prepare a business report and presentation.	<b>K4</b>
<b>CO5</b>	Enable students to adapt the current technology related to the communication field.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	3	3	3	3	3	3	2	<b>2.9</b>
<b>CO2</b>	3	3	3	3	3	3	3	3	3	2	<b>2.9</b>
<b>CO3</b>	3	3	3	3	3	3	3	3	3	2	<b>2.9</b>
<b>CO4</b>	3	3	3	3	3	3	3	3	3	2	<b>2.9</b>
<b>CO5</b>	3	3	3	3	3	3	3	3	3	2	<b>2.9</b>
<b>Mean Overall Score</b>											<b>2.9</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. K. Devaraju**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UCN1AE1	AECC - I	2	2	-	100	100
Course Title		Value Education for Men					

SYLLABUS		
Unit	Contents	Hours
I	<b>VALUES IN LIFE:</b> Purpose and philosophy of life – Need for values –five fold moral culture. Values: truth, loyalty, integrity, humility, trustworthy, considerate, not being greedy, clean habits, punctuality, kindness, gratitude, patience, respect and character building.	6
II	<b>PERSONAL WELLBEING:</b> Social responsibility - taming a healthy mind and body – personal hygiene - Balanced diet – meditation – yoga - positive thinking – introspection - a passion for Nature- Win-win strategy.	6
III	<b>ROLE OF MEN IN FAMILY:</b> As a responsible student – committed employee - loyal husband - dedicated father – fatherhood- sacrificing human – considerate true friend.	6
IV	<b>MAN A SOCIAL BEING:</b> A friendly neighbour - living a life with definite motives – emotions and moral desire- uncompromising will power- puberty-secondary sexual characters- marriage: Purpose – marital life- Harmony with spouse- fidelity towards spouse.	6
V	<b>PROFESSIONAL VALUES:</b> More of a giver than a taker - being compassionate – patriotism - respecting culture - dependence on God – avoiding worry-professional ethics.	6

**Hours of Teaching: 5 Hours and Hours of Activity: 25 Hours**

<b>Textbook(s):</b>
1. Value Education for health, Happiness and harmony, the world community service centre, Vethathri Publications 2. N. Venkataiah, Value Education, APH Publishing Corporation, New Delhi, 1998 3. K.R. Lakshminarayanan and M. Umamageshwari, Value Education, Nalnilam Publication, Chennai.
<b>Web References:</b>
1. <a href="https://www.slideshare.net/humandakakayilongranger/values-education-35866000">https://www.slideshare.net/humandakakayilongranger/values-education-35866000</a> 2. <a href="https://www.ananda.org/blog/5-secrets-to-a-harmonious-marriage/">https://www.ananda.org/blog/5-secrets-to-a-harmonious-marriage/</a> 3. <a href="https://www.un.org/esa/socdev/family/docs/men-in-families">https://www.un.org/esa/socdev/family/docs/men-in-families</a>

**Activity:**

- Assignment on Values (not less than 20 Pages)
- Multiple Choice Questions and Quiz
- Elocution - (Manners and good Habits for 3 to 5 minutes)
- Field Visit
- Debating - Current issues
- Essay writing: Proper use of e-gadgets, Ethics, Cyber ethics, Social media, etc.,
- Case Study / Album Making / Poster Presentation / Documentary- Celebrating National Days, Drug abuse & illicit trafficking, Independence Day, Secularism, Teachers Day, National Youth Awakening Day, Father's Day / Mother's Day and etc.,

**EVALUATION COMPONENT: TOTAL: 100 MARKS****Component I:**

Documentary (or) Poster Presentation (or) Elocution - 25 marks

**Component II:**

Quiz (or) Multiple choice questions Test - 25 marks

**Component III:**

Album Making (or) Case Study on a topic (or) Field visit - 25 marks

**Component IV:**

Assignment (or) Essay Writing (or) Debating - 25 marks

**Course Coordinator: Dr. M. Purushothaman**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UCN1AE1	AECC - I	2	2	-	100	100
Course Title		Value Education for Women					

SYLLABUS		
Unit	Contents	Hours
I	<b>VALUES IN LIFE:</b> Purpose and philosophy of life – Need for values –five fold moral culture - Imbibing values: truth, loyalty, integrity, humility, trustworthy, considerate, not being greedy, clean habits, punctuality, kindness, gratitude, patience, respect and character building.	6
II	<b>FAMILY:</b> Nuclear – cluster – significance - social functions - changing trend - role of women in family - obedient daughter - purposeful youth- dedicated wife - caring mother.	6
III	<b>PUBERTY:</b> Need of knowledge of menstruation- menstrual symptoms – handling – menstrual disorder - maintaining good personal hygiene - motherhood- Stages of pregnancy- post pregnancy care.	6
IV	<b>MARRIAGE:</b> Types of marriage - purpose of marriage- love and infatuation – need for marital preparation - pre and post marital counselling - conflicts in marital life - divorce single parenthood.	6
V	<b>HARMONY WITH SPOUSE:</b> Husband and wife relationship - fidelity towards spouse-relationship among the family members. Tenets of bride for healthy family – kindness, respect, patience, care, love.	6

**Hours of Teaching: 5 hours and Hours of Activity: 25 hours**

<b>Textbook(s):</b>
1. Value Education for health, Happiness and harmony, the world community service centre, Vethathri Publications 2. N. Venkataiah, Value Education, APH Publishing Corporation, New Delhi, 1998 3. Betty, Carten and Meg Goldric, The Changing family life style - A Framework for Family Therapy, 2 <sup>nd</sup> Edition, 2000. 4. Marie, Madearentas, Family Life Education, CREST-Centre for research education service training for family promotion, Bangalore, 1999.
<b>Web References:</b>
1. <a href="https://www.slideshare.net/humandakakayilongranger/values-education-35866000">https://www.slideshare.net/humandakakayilongranger/values-education-35866000</a> 2. <a href="https://www.ananda.org/blog/5-secrets-to-a-harmonious-marriage/">https://www.ananda.org/blog/5-secrets-to-a-harmonious-marriage/</a> 3. <a href="https://www.nap.edu/read/2225/chapter/14">https://www.nap.edu/read/2225/chapter/14</a>

**Activity:**

- Assignment on Values (not less than 20 Pages)
- Multiple Choice Questions and Quiz
- Elocution - (Manners and good Habits for 3 to 5 minutes)
- Field Visit
- Debating - Current issues
- Essay writing: Proper use of e-gadgets, Ethics, Cyber ethics, Social media, etc.,
- Case Study / Album Making / Poster Presentation / Documentary- Celebrating National Days, Drug abuse & illicit trafficking, Independence Day, Secularism, Teachers Day, National Youth Awakening Day, Father's Day / Mother's Day and etc.,

**EVALUATION COMPONENT: TOTAL: 100 MARKS****Component I:**

Documentary (or) Poster Presentation (or) Elocution - 25 marks

**Component II:**

Quiz (or) Multiple choice questions Test - 25 marks

**Component III:**

Album Making (or) Case Study on a topic (or) Field visit - 25 marks

**Component IV:**

Assignment (or) Essay Writing (or) Debating - 25 marks

**Course Coordinator: Dr. M. Purushothaman**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UBA2CC3	Core – III	5	5	25	75	100
<b>Course Title</b>							
<b>MODERN MARKETING</b>							

SYLLABUS		
Unit	Contents	Hours
I	<b>MODERN MARKETING:</b> Meaning – Definition – Classification of Market – Marketing – Meaning – Features – *Objectives of Marketing* – Marketing Functions – Marketing Management – Concepts – Functions of Marketing Management – Modern Marketing Strategies.	15
II	<b>MARKETING MIX AND CONSUMER BEHAVIOUR:</b> Meaning – Elements – Factors affecting Marketing Mix – Marketing Environment – Market Segmentation – Concept – *Bases for Market Segmentation* – Consumer Behaviour – Factors influencing Consumer Behaviour – Consumer Motivation.	15
III	<b>PRODUCT AND PRICING:</b> Meaning – Definition – Characteristics – Classification of Product – Product – New Product Development – Product Mix – Product Life Cycle – Product Diversification – Pricing – Meaning – Definition – *Importance* – Objectives – Methods of pricing strategies – Factor influencing pricing – Types of Pricing.	15
IV	<b>PROMOTION:</b> Meaning – Definition – Methods – Advertisement – Significance – Kinds – Objectives – Personal selling – Importance – Sales Promotion – Functions – Importance – Physical Distribution – Meaning – Definition – Channels of Distribution – Wholesaler – *Functions* – Services – Retailer – Functions – Services – Marketing intermediaries and their function.	15
V	<b>DIGITAL MARKETING:</b> Meaning- Features – Traditional vs. Modern Marketing – Content Marketing – Types of Content Creation – *Online Content Marketing* – Concepts of Social Media marketing – Network Advertising – Affiliation Marketing.	15
VI	<b>Current Trends (For CIA only)</b> – To sell the goods in their area	

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<b>Text Book:</b>
1. Ramaswamy and Namakumari, Marketing Management 4 <sup>th</sup> Edition MacMillan Education
2. Puneet Bhatia, Fundamentals of Digital Marketing, Pearson Education, New Delhi, 2019
<b>Reference Book(s):</b>
1. Jeremy Kagan, Digital Marketing: Strategy and Tactics, Wiley Publishers, New Delhi, 2020.
2. Seema Gupta, Digital Marketing, McGraw Hill Education, New Delhi, 2019
<b>Web Resource(s):</b>
1. <a href="https://smallbusiness.chron.com/seven-functions-marketing-56980.html">https://smallbusiness.chron.com/seven-functions-marketing-56980.html</a>
2. <a href="https://www.economicdiscussion.net/advertising/types-of-advertising-media/31785">https://www.economicdiscussion.net/advertising/types-of-advertising-media/31785</a>



<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Learn the fundamental knowledge of marketing and its function, environment and marketing segment.	<b>K1</b>
<b>CO2</b>	Understand the influencing of consumer behaviour and observe the latest trends in marketing.	<b>K2</b>
<b>CO3</b>	Outline the product mix concepts, product life cycle strategies and construct a new product development	<b>K2</b>
<b>CO4</b>	Gain the Practical Knowledge to sell the goods.	<b>K4</b>
<b>CO5</b>	Find out appropriate price for fixation for the new product and proper channel of distribution	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	3	3	2	3	2	3	3	<b>2.8</b>
<b>CO2</b>	3	3	3	3	3	2	3	2	3	3	<b>2.8</b>
<b>CO3</b>	3	3	3	3	3	2	3	2	3	3	<b>2.8</b>
<b>CO4</b>	3	3	3	3	3	2	3	2	3	3	<b>2.8</b>
<b>CO5</b>	3	3	3	3	3	2	3	2	3	3	<b>2.8</b>
<b>Mean Overall Score</b>											<b>2.8</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. K. Mohamed Anwar**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UBA2CC4	Core – IV	4	4	25	75	100
Course Title		BUSINESS ENVIRONMENT AND ETHICS					

SYLLABUS		
Unit	Contents	Hours
I	<b>BUSINESS AND ECONOMIC ENVIRONMENT:</b> Meaning – Definition – Characteristics – Types of Environment – Economic Environment of business – Objectives – Factors affecting economic environment – *Non-Economic Environment*.	12
II	<b>POLITICAL AND TECHNOLOGICAL ENVIRONMENT:</b> Economic system – Meaning – Functions of Economic system - Legal Environment – Meaning - *Objectives* - Technological Environment –Advantages and Disadvantages.	12
III	<b>SOCIAL AND CULTURAL ENVIRONMENT:</b> *Evolution of society* – Business and society – Social responsibility of business – Business and Culture – Impact of Culture on Business.	12
IV	<b>BUSINESS ETHICS:</b> Meaning – Definition - Need for ethics in business – *Scope*- Principles - Arguments for and against business ethics – Code of ethics.	12
V	<b>HUMAN VALUES AND ETHICS:</b> Meaning – Formation – Importance of human values at work place – Professional ethics – Meaning – *Difference between Professional ethics and Personal ethics*.	12
VI	<b>Current Trends (For CIA only)</b> – Expert lectures, online seminars – webinars	

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<b>Text Book(s):</b>
1. Dr. S. Sankaran, Business Environment, Margham publications, 3 <sup>rd</sup> Edition, 2012. 2. K. Aswathappa , Essentials of Business Environment, Himalaya Publishing House, 2019 3. Dr. S.S. Khanka, Business Ethics and Corporate Governance, Sulthan Chand and company Private Limited, New Delhi, 2014
<b>Reference Book(s):</b>
1. Francis Cherunilam, Business Environment, Himalaya Publishing House, 4 <sup>th</sup> edition, 2021 2. P. Chidambaram, Business Environment; Vikas Publishing, 2007 3. Dr. A.K. Gavai, Business Ethics, Himalaya Publishing House, 6 <sup>th</sup> edition, 2016
<b>Web Resource(s):</b>
1. <a href="https://study.com/academy/lesson/what-is-the-economic-environment-in-business-definition-importance-factors.html">https://study.com/academy/lesson/what-is-the-economic-environment-in-business-definition-importance-factors.html</a> 2. <a href="https://www.marketing91.com/political-environment">https://www.marketing91.com/political-environment</a> 3. <a href="https://opentext.wsu.edu/cpim/chapter/3-2-the-social-and-cultural-environment/">https://opentext.wsu.edu/cpim/chapter/3-2-the-social-and-cultural-environment/</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Remember the concepts related to the Economic and Non-economic factors.	<b>K1</b>
<b>CO2</b>	Understand Political and Technological factors that affect the business environment.	<b>K2</b>
<b>CO3</b>	Apply the knowledge of individual in current business scenario.	<b>K3</b>
<b>CO4</b>	Understand the business ethics in the Business Environment	<b>K1</b>
<b>CO5</b>	Evaluate the human values at the work place.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	2	2	2	1	2	2	1	3	<b>2.3</b>
<b>CO2</b>	3	3	2	2	2	1	2	2	1	3	<b>2.3</b>
<b>CO3</b>	3	3	2	2	2	1	2	2	1	3	<b>2.3</b>
<b>CO4</b>	3	3	2	2	2	1	2	2	1	3	<b>2.3</b>
<b>CO5</b>	3	3	2	2	2	1	2	2	1	3	<b>2.3</b>
<b>Mean Overall Score</b>											<b>2.3</b>
<b>Correlation</b>											<b>Medium</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. U. Leyakath Ali Khan**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UBA2AC3	Allied - III	4	4	25	75	100
<b>Course Title</b> <b>BUSINESS MATHEMATICS &amp; STATISTICS</b>							

SYLLABUS		
Unit	Contents	Hours
<b>I</b>	<b>MATHEMATICS FOR FINANCE:</b> Interest – Concepts – Types of Interest – Simple and Compound Interest – Matrices – Meaning – Definition – *Basic rule for Matrices* - Addition – Subtraction and Multiplication – Inverse of Matrix – Cramer’s rule.	<b>12</b>
<b>II</b>	<b>STATISTICS:</b> Meaning – Growth of Statistics – Functions of Statistics – *Limitations* – Data – Sources of Data – Primary and Secondary Data – Sampling – Methods of Sampling – Tabulation – Types of Tabulation – Diagrammatic Graphic Presentation.	<b>12</b>
<b>III</b>	<b>MEASURES OF CENTRAL TENDENCY:</b> Meaning – Averages – Types of Averages – Arithmetic mean – Median – Mode – Geometric Mean – Harmonic Mean.	<b>12</b>
<b>IV</b>	<b>MEASURES OF DISPERSION:</b> Meaning – *Objectives* – Methods of Variation – Range – Mean Deviation – Standard Deviation – Coefficient of Variation.	<b>12</b>
<b>V</b>	<b>CORRELATION AND REGRESSION:</b> Meaning – *Uses of Correlation* – Types of Correlation – Graphic Method – Karl Pearson’s coefficient of Correlation – Rank Correlation – Concurrent Deviation Method – Regression Analysis – Meaning – Regression Equations.	<b>12</b>

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<b>Text Book:</b>
1. P.R. Vital Business Mathematics and Statistics, Margham Publications, Chennai, 2018 2. Dr. S. P. Gupta, Elementary of Statistical Methods, Sultan Chand & Sons, New Delhi, 2022
<b>Reference Book(s):</b>
1. K. Alagar, Business Statistics, The MC Graw- Hill Companies- New Delhi
<b>Web Resource(s):</b>
1. <a href="https://www.allaboutcircuits.com/textbook/reference/chpt-6/derivatives-power-functions-e">https://www.allaboutcircuits.com/textbook/reference/chpt-6/derivatives-power-functions-e</a> 2. <a href="https://link.springer.com/content/pdf/bbm%3A978-1-4615-5299-4%2F1.pdf">https://link.springer.com/content/pdf/bbm%3A978-1-4615-5299-4%2F1.pdf</a> 3. <a href="https://statistics.laerd.com/statistical-guides/measures-central-tendency-mean-mode-median.php">https://statistics.laerd.com/statistical-guides/measures-central-tendency-mean-mode-median.php</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Understand the basic mathematical tools and statistical techniques used in business.	<b>K1</b>
<b>CO2</b>	Identify the objectives and uses of central tendency	<b>K2</b>
<b>CO3</b>	Apply the concepts of measures of central tendency and variations.	<b>K3</b>
<b>CO4</b>	Apply the concepts of correlations and regressions in the business.	<b>K3</b>
<b>CO5</b>	Evaluate the application of statistics in Business forecasting	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	2	2	3	3	2	2	3	3	3	<b>2.6</b>
<b>CO2</b>	3	2	2	3	3	2	2	3	3	3	<b>2.6</b>
<b>CO3</b>	3	2	2	3	3	2	2	3	3	3	<b>2.6</b>
<b>CO4</b>	3	2	2	3	3	2	2	3	3	3	<b>2.6</b>
<b>CO5</b>	3	2	2	3	3	2	2	3	3	3	<b>2.6</b>
<b>Mean Overall Score</b>											<b>2.6</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. R. Deepa**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UBA2AC4P	Allied - IV	3	2	20	80	100
<b>Course Title</b>							
<b>INFORMATION TECHNOLOGY FOR BUSINESS - PRACTICAL</b>							

SYLLABUS		
Unit	Contents	Hours
<b>I</b>	<b>MS – WORD INTRODUCTION:</b> File Ribbon – Home Ribbon – Tables – Illustrations – Links – Header & Footer – Document Formatting – Page Background – Page & Paragraph Setup - References Ribbon: Table of Contents – *Footnotes* – Citations & Bibliography – Using Captions – Create an Index – Mail Merge Operations – Review Ribbon – View Ribbon	<b>9</b>
<b>II</b>	<b>MS-WORD PRACTICAL:</b> Create and Design a Business Letters - Create Invoices -Design E-book Preparations - Formatting word document	<b>9</b>
<b>III</b>	<b>MS – EXCEL INTRODUCTION:</b> Create a Workbook - Enter Data in a Worksheet - Create Tables - Basic Formula - *Create Charts and Objects* - Filter & Sort data by using an Auto Filter - Print a Worksheet by using Print Preview.	<b>9</b>
<b>IV</b>	<b>MS-EXCEL PRACTICAL:</b> Inventory Preparation - Invoice Preparation with various templates - Pay Roll - Student Attendance.	<b>9</b>
<b>V</b>	<b>MS – POWERPOINT INTRODUCTION:</b> Business Presentations - *Preparation of Organization Charts* - Insert and Format Text, Shapes, and Images - Insert Tables, Charts, SmartArt, and Media.	<b>9</b>

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<b>Text Book:</b>
1. S. V. Srinivasa Vallabhan – Computer Application in Business, Sultan Chand & Sons, 2007.
<b>Reference Book(s):</b>
1. K. Mohan Kumar, Dr. S. Rajkumar – Computer Application in Business, 2nd Edition, McGrawHill.
<b>Web Resource(s):</b>
1. <a href="https://support.microsoft.com/en-us/training">https://support.microsoft.com/en-us/training</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Indicate the names and functions of the Ms –Word interface components in Official	<b>K1</b>
<b>CO2</b>	Specialize in all types of official documents in MS Word such as Business letters, Invoices, E-Book Preparation	<b>K2</b>
<b>CO3</b>	Examine the worksheet concepts and explore the MS – Excel environment	<b>K3</b>
<b>CO4</b>	Learn the Inventory Preparation, Pay Roll, Invoice Preparation and Student Attendance	<b>K4</b>
<b>CO5</b>	Create simple Business Presentation with outlines	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	3	2	3	3	1	2	1	<b>2.4</b>
<b>CO2</b>	3	3	3	3	2	3	3	1	2	1	<b>2.4</b>
<b>CO3</b>	3	3	3	3	2	3	3	1	2	1	<b>2.4</b>
<b>CO4</b>	3	3	3	3	2	3	3	1	2	1	<b>2.4</b>
<b>CO5</b>	3	3	3	3	2	3	3	1	2	1	<b>2.4</b>
<b>Mean Overall Score</b>											<b>2.4</b>
<b>Correlation</b>											<b>Medium</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. A. Sengottuvel**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
<b>II</b>	<b>23UCN2SS</b>	<b>Soft Skills Development</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>100</b>	<b>100</b>
<b>Course Title</b>		<b>Soft Skills Development</b>					

SYLLABUS		
Unit	Contents	Hours
<b>I</b>	<b>Communication Skills:</b> Verbal and Non - Verbal communication - The active vocabulary - Conversational Etiquette - KOPPACT syndrome	<b>6</b>
<b>II</b>	<b>Emotional Skills:</b> Emotional Intelligence - The five steps to Emotional Quotient - Self Awareness and Regulation - Empathy - Social Intelligence - stress management - coping with failures	<b>6</b>
<b>III</b>	<b>Functional Skills:</b> Using the tools of communicatory and emotional skills - Resume writing - Preparation of Curriculum Vitae - interview skills - Acing the interview - Group dynamics - Mock interviews and Group discussions	<b>6</b>
<b>IV</b>	<b>Interpersonal Skills:</b> Synergising relationships - SWOT analysis - SOAR analysis - The social skills - Time Management - Decision making - problem solving - prioritising and Implementation	<b>6</b>
<b>V</b>	<b>Personality Skills:</b> Leadership skills - Attributes and Attitudes - Social leader Vs The Boss - critical and creative thinking	<b>6</b>

**Hours of Teaching : 5 hours and Hours of Activity: 25 hours**

<b>Textbook(s):</b>
1. Social intelligence: The new science of human relationships - Daniel Goleman; 2006. 2. Body Language in the workplace - Allan and Barbara Pease; 2011. 3. Student's Hand Book: Skill Genie - Higher education department, Government of Andhra Pradesh.
<b>Web References:</b>
1. <a href="https://nptel.ac.in/courses/109105110">https://nptel.ac.in/courses/109105110</a>



### **EVALUATION CRITERIA**

<b>Work Book (Each unit carries 10 marks)</b>	-	<b>50 Marks</b>
<b>Examination</b>	-	<b>50 Marks</b>

1. Teacher who handles the subject will award 50 marks for work book based on the performance of the student.
2. On the day of examination the examiners (Internal & External) will jointly award the marks for the following categories:

- Self-Introduction - 20 Marks
- Resume - 10 Marks
- Mock Interview - 20 Marks

To assess the self-introduction, Examiners are advised to watch the video presentation submitted by the students. If they failed to submit the video presentation, the Examiners may direct the student to introduce himself orally and a maximum 10 marks only will be awarded.

#### **Mock Interview Marks Distribution**

**(20-Marks)**

Attitude (self interest, confidence etc.) (4 Marks)	Physical appearance including dress code (4 Marks)	Communication Skills (6 Marks)	Answering questions asked from the resume and work book (6 Marks)
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**Course Coordinator:**  
**Dr. M. Syed Ali Padusha**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23UBA3CC5	Core – V	4	4	25	75	100
<b>Course Title</b>							
<b>MODERN BANKING</b>							

SYLLABUS		
Unit	Contents	Hours
<b>I</b>	<b>INTRODUCTION TO BANKING:</b> Banking – Meaning – Definition – Origin of Banking - Banker and customer – Definition - General and special relationship of banker - Rights of a banker - * Rights of a customer * - Deposits - Types of deposits - Loans and advances.	<b>12</b>
<b>II</b>	<b>RESERVE BANK OF INDIA:</b> RBI - Meaning – Functions - Monetary functions - Non-monetary functions - Nationalisation of banks - * Recent mergers of banks in India *.	<b>12</b>
<b>III</b>	<b>COMMERCIAL BANKS:</b> Commercial Banks – Meaning – Functions - Classification of Commercial banks and economic development - *Payment banks*.	<b>12</b>
<b>IV</b>	<b>CHEQUES:</b> Cheques - Definition - Features of cheque - Honour and Dishonour – Differences between DD and Cheque – Crossing - Kinds – Endorsement –Significance – kinds.	<b>12</b>
<b>V</b>	<b>ELECTRONIC BANKING:</b> E-Banking – Meaning – Benefits – Electronic Fund Transfer - ECS - ATM, NEFT, RTGS, IMPS, Internet Banking, Mobile Banking – # e-wallet # - UPI - Credit cards	<b>12</b>
<b>VI</b>	<b>Current Trends (For CIA only)</b> – Acquaint students with the recent trends in banking like Neo Banking etc.,	

\*.....\* Self Study

<b>Text Book (s):</b>
1. Banking Theory Law and Practice - K.P.M. Sundaram & P.N. Varshney, Sultan Chand & Sons, 2019 2. Banking Theory Law and Practice - E. Gordon & Natarajan, Himalaya Publishing, 2017 3. Banking Theory Law and Practice - Dr.S.Gurusamy, Tata McGraw Hill Education Private Ltd, 2017
<b>Reference Book (s):</b>
1. Banking theory law and practice - Santhanam, Margham publications, 2023 2. Banking and Financial services - Mukund Sharma, Himayala Publishing House, 2015 3. Money and Banking - T.N. Hajela, Ane Books Pvt. Ltd, 2013
<b>Web Resource (s):</b>
1. <a href="https://www.rbi.org.in/">https://www.rbi.org.in/</a> 2. <a href="https://www.npci.org.in/">https://www.npci.org.in/</a> 3. <a href="https://www.wikipedia.org/">https://www.wikipedia.org/</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	Define fundamental concepts of banking, banker customer relationship	<b>K1</b>
CO2	Analyse Central Banking concept and Central Banking system in India and their roles and function	<b>K2</b>
CO3	Understand the classification of commercial banks and its functions	<b>K3</b>
CO4	Gain knowledge about cheques, crossing of cheques, endorsement etc.	<b>K4</b>
CO5	Demonstrate clearing and settlement mechanism in real time and online banking techniques	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	2	2	2	3	2	3	2	<b>2.5</b>
<b>CO2</b>	3	2	2	3	2	2	2	2	3	2	<b>2.3</b>
<b>CO3</b>	3	3	3	2	3	2	3	3	3	2	<b>2.7</b>
<b>CO4</b>	3	2	2	2	2	2	2	2	3	2	<b>2.2</b>
<b>CO5</b>	3	3	3	2	3	2	3	2	3	2	<b>2.6</b>
<b>Mean Overall Score</b>											<b>2.46</b>
<b>Correlation</b>											<b>Medium</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. H. JAGIR HUSSAIN**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23UBA3CC6	Core – VI	3	3	25	75	100
<b>Course Title</b>							
<b>LEGAL ASPECTS OF BUSINESS</b>							

SYLLABUS		
Unit	Contents	Hours
<b>I</b>	<b>CONTRACT ACT:</b> Indian Contract Act – 1872 – Introduction - Essentials of a contract- Kinds of contracts – Agreement- Kinds of Agreements - Acceptance and contract - Proposal - Acceptance - Capacity to contract - Free consent - Modes of Discharge of Contract – Remedies for breach of Contract.	<b>9</b>
<b>II</b>	<b>LAW OF AGENCY AND SPECIAL CONTRACT:</b> Law of Agency – Mode of Creation - Agency by Ratification – Sub-Agent and Substituted Agent - Termination of Agency - Law of Indemnity and guarantee - Law of Bailment and pledge.	<b>9</b>
<b>III</b>	<b>SALE OF GOODS ACT AND CONSUMER PROTECTION ACT:</b> Sales of Goods Act – 1930 – Contract of sales conditions and warranties - Performance of contract - Unpaid Seller - and Breach of Contract. Consumer Protection Act, 1986 – Introduction - Consumer and consumer disputes - Consumer protection council and consumer disputes redress agencies.	<b>9</b>
<b>IV</b>	<b>NEGOTIABLE INSTRUMENTS:</b> Negotiable Instruments Act 1881 – Instruments - Parties to negotiable instrument - Discharge of parties from liabilities - Dishonour of Cheque.	<b>9</b>
<b>V</b>	<b>PARTNERSHIP ACT:</b> Partnership – Definition – Essentials – Rights - Duties and Liabilities of partners - Types of partnership - Dissolution of partnership.	<b>9</b>
<b>VI</b>	<b>CURRENT TRENDS (For CIA only):</b> Course content shall be discussed in the light of relevant case laws through Expert Talk, Group Discussion, Role Play and Power Point Presentation.	

<b>Text Book</b>
Elements of Mercantile Law - N.D. Kapoor, Sultan Chand & Sons, 2019 Edition. Business Law – Pillai & Bhagavathi, S Chand & Company Limited, 2007 Edition
<b>Reference Book(s)</b>
Principles of Mercantile Law – B.N. TANDON. 2010 Business Law including Company Law- S.S. GULCHAN & G.K. 2011 KAPOOR, New Age International Publishers, 2009 Edition. A Text book of Mercantile Law – P.P.S.GOGNA, S Chand & Company Limited, 2014 Edition.
<b>Web Resource(s)</b>
<a href="https://www.indiacode.nic.in/bitstream/123456789/13660/1/indian_partnership_act_1932.pdf">https://www.indiacode.nic.in/bitstream/123456789/13660/1/indian_partnership_act_1932.pdf</a> <a href="https://www.jkshahclasses.com/announcement/IndianContractAct1872.pdf">https://www.jkshahclasses.com/announcement/IndianContractAct1872.pdf</a> <a href="https://getlegalindia.com/sale-of-goods-act/">https://getlegalindia.com/sale-of-goods-act/</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the students will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Learn the basics of laws governing commercial contracts and nuances of competency to contract, rules of consideration, free consent and object of contract with case laws and illustrations.	<b>K1</b>
<b>CO2</b>	Have an insight on the provisions related to Sale of Goods Act 1930	<b>K2</b>
<b>CO3</b>	Understand the consequences of applicability of various laws on business situations.	<b>K3</b>
<b>CO4</b>	Know the rights and duties under various legal acts.	<b>K4</b>
<b>CO5</b>	Develop critical thinking through the use of law cases.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	2	3	3	3	3	3	3	3	2	<b>2.8</b>
<b>CO2</b>	3	2	3	3	3	3	3	3	3	3	<b>2.9</b>
<b>CO3</b>	3	2	3	3	3	3	3	3	3	3	<b>2.9</b>
<b>CO4</b>	3	2	3	3	3	3	3	3	3	2	<b>2.8</b>
<b>CO5</b>	3	2	3	3	3	3	3	3	3	2	<b>2.8</b>
<b>Mean Overall Score</b>											<b>2.8</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. A. SADAM HUSSAIN**

Semester	Course Code	Course Category	Hours/ week	Credits	Marks for evaluation		
					CIA	ESE	Total
III	23UBA3AC5	ALLIED -V	4	4	25	75	100
Course Title		OPERATIONS RESEARCH					

SYLLABUS		
Unit	Contents	Hours
I	<b>INTRODUCTION TO OPERATION RESEARCH:</b> Operations Research – Concepts – Models – Scope – Phases – Limitations – Operations Research and Decision Making – Linear Programming Problem: Formulation of L.P.P. - Graphical Method.	12
II	<b>TRANSPORTATION PROBLEM:</b> Transportation Problem: Formulation – Solution - Unbalanced Transportation problem - Initial basic feasible solutions - North West Corner Rule - Least Cost Method - Vogel's Approximation Method and Modi method.	12
III	<b>ASSIGNMENT PROBLEM:</b> Assignment model : Hungarian method for optimal solution - Solving unbalanced problem - Traveling salesman problem and assignment problem.	12
IV	<b>GAME THEORY:</b> Game theory: Concept of Pure and Mixed strategies – Solving 2 x 2 matrices with and without saddle point. Graphical solution – m x 2 and 2 x n games - Solving games by Dominance Property - Replacement – Introduction - Replacement models.	12
V	<b>NETWORK MODEL:</b> CPM – Principles – Construction of network - Critical path – Forward pass – Backward pass computations – PERT – Time scale analysis - Probability of completion of project – Types of floats.	12
VI	<b>CURRENT TRENDS (For CIA only):</b> Contemporary Developments Related to the Course during the Semester concerned. Practical: Conduct of Employee survey and reporting- Review and evaluation of Inventory control.	

**(Marks: Theory 20% and Problems 80%)**

<b>Text Book:</b>
1. Operations Research - Kanti Swarup, P.K. Gupta and Man mohan, Sultan Chand & Sons Co. Ltd., 14th Edition, 2008.
2. Operations Research - S. Kalavathy, Vikas Publishing House Private Limited, 4th Edition, August 2002
<b>Reference Book(s):</b>
1. Quantitative Techniques - C.R. KOTHARI, Vikas Publishing House Private Limited, 15th Edition, January 2013.
2. Quantitative Techniques for Decision Making - ANAND SHARMA, Himalaya Publishing House, 3rd Edition 2021 E – RESOURCES:
<b>Web Resource(s):</b>
1. <a href="http://www.snvaita.org/pdf/Introduction%20to%20Operations%20Research.pdf">http://www.snvaita.org/pdf/Introduction%20to%20Operations%20Research.pdf</a>
2. <a href="https://towardsdatascience.com/operations-research-in-r-transportation-problem">https://towardsdatascience.com/operations-research-in-r-transportation-problem</a>
3. <a href="https://kanchiuniv.ac.in/coursematerials/OperationResearch.pdf">https://kanchiuniv.ac.in/coursematerials/OperationResearch.pdf</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Formulate and obtain the optimal solution for Linear Programming problems.	<b>K1</b>
<b>CO2</b>	Determine the optimal solution for Transportation problems.	<b>K2</b>
<b>CO3</b>	Determine the optimal solution for Assignment problems.	<b>K3</b>
<b>CO4</b>	Understand the need of inventory control and Management	<b>K4</b>
<b>CO5</b>	Decide an optimal replacement decision for given equipment.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	3	3	3	3	3	3	2	<b>2.9</b>
<b>CO2</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO3</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO4</b>	3	3	3	3	3	3	3	3	3	2	<b>2.9</b>
<b>CO5</b>	3	3	3	3	3	3	3	3	3	2	<b>2.9</b>
<b>Mean Overall Score</b>											<b>2.9</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. S. KUMAR**

Semester	Course Code	Course Category	Hours/ week	Credits	Marks for evaluation		
					CIA	ESE	Total
III	23UBA3AC6P	ALLIED –VI	3	2	20	80	100
<b>Course Title</b>							
<b>COMPUTERIZED ACCOUNTING - PRACTICAL</b>							

SYLLABUS		
Unit	Contents	Hours
<b>I</b>	<b>TALLY FUNDAMENTAL:</b> Company Creation or Setting up of Company in Tally ERP 9 - * Short Keys in Tally ERP 9 * - Configuration - Accounting Master in Tally ERP 9: Groups and Ledgers Creation.	<b>9</b>
<b>II</b>	<b>INVENTORY:</b> *Inventory Master in Tally ERP 9* - Creation of Stock Groups and Stock Categories and Units of Measure.	<b>9</b>
<b>III</b>	<b>VOUCHERS:</b> Vouchers Entries and Advance Accounting in Tally ERP 9 - *Types of Vouchers* - Invoicing - Bill Wise Details - Cost Centers and Bank Reconciliation.	<b>9</b>
<b>IV</b>	<b>ADVANCE INVENTORY AND TAXES IN TALLY ERP 9:</b> Order processing - Batch Wise Details - Point of Sale (POS) - Tax Deduction at Source (TDS) - TDS Returns Filing - Tax Collection at Source (TCS).	<b>9</b>
<b>V</b>	<b>GST AND REPORT GENERATIONS:</b> Goods and Services Tax (GST) Returns - Employees' Provident Fund (EPF) - Employees' State Insurance Corporation (ESIC) – Payroll - *Report Generations*.	<b>9</b>

\*.....\* Self Study

<b>Text Book(s):</b>
1. Computer Application in Business - S.V. Srinivasa Vallabhan, , Sulthan Chand and sons, 2011. 2. Computer Application in Business - K. Mohan Kumar and Dr.S.Rajkumar, The McGraw – Hill, 2009. 3. Tally ERP 9 Training Guide - Asok K Nadhani, BPB Publications, 4 <sup>th</sup> Edition, 2018.
<b>References Book(s)</b>
1. Tally. ERP 9 - Shraddha Singh and Navneet Mehra, V S Publishers, 2015 2. Official Guide to Financial Accounting using Tally ERP 9 = Fourth Revised & Updated Edition, BPB Publications, 2018 3. Asian's Quintessential Course Tally.ERP 9 with GST - Vishnu Priya Singh edition 2020
<b>Web Resource(s)</b>
1. <a href="https://tallysolutions.com/learning-hub/">https://tallysolutions.com/learning-hub/</a> 2. <a href="https://www.tutorialkart.com/tally/tally-tutorial/">https://www.tutorialkart.com/tally/tally-tutorial/</a> 3. <a href="https://sscstudy.com/tally-erp-9-book-pdf-free-download/">https://sscstudy.com/tally-erp-9-book-pdf-free-download/</a>



<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	Understand the fundamental key concepts and components of computerized accounting software	<b>K1</b>
CO2	Create ledger and groups in various modes	<b>K2</b>
CO3	Create the concept of vouchers and bank reconciliation.	<b>K3</b>
CO4	Assess advance inventory and taxes in accounting software	<b>K4</b>
CO5	Learn how to file GST return, EPF, ESIC and report generation.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	2	3	3	2	2	3	3	3	<b>2.7</b>
<b>CO2</b>	3	3	2	3	3	3	3	3	2	3	<b>2.8</b>
<b>CO3</b>	3	3	2	3	3	3	2	3	3	2	<b>2.7</b>
<b>CO4</b>	3	3	2	3	3	2	3	2	2	3	<b>2.6</b>
<b>CO5</b>	3	3	2	3	3	2	2	3	2	3	<b>2.6</b>
<b>Mean Overall Score</b>											<b>2.68</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr. B. KARTHIKEYAN**



<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Demonstrate the importance of principles of management.	<b>K1</b>
<b>CO2</b>	Paraphrase the Approaches of planning in an organization.	<b>K2</b>
<b>CO3</b>	Comprehend the concept of Organization and its structure.	<b>K3</b>
<b>CO4</b>	Enumerate the process of Staffing and Directing in an Organization.	<b>K4</b>
<b>CO5</b>	Demonstrate the notion of co-ordination and control in the management.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO2</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO3</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO4</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO5</b>	2	2	2	2	2	3	3	3	3	3	<b>2.5</b>
<b>Mean overall score</b>											<b>2.9</b>
<b>Correlation</b>											<b>High</b>

<b>Mean overall score</b>	<b>Correlation</b>
<1.5	Low
≥1.5 and < 2.5	Medium
≥2.5	High

**Course Coordinator: Dr. S. SANATH KUMAR**

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23UCN3AE2	AECC - II	2	2	-	100	100
<b>Course Title</b>		<b>Environmental Studies</b>					

Unit	Contents	Hours
I	The multidisciplinary nature of environmental studies Definition, scope, importance, awareness and its consequences on the planet.	6
II	<b>Ecosystems:</b> Definition, structure and function of ecosystem; Energy flow in an ecosystem: food chain, food web and ecological succession. Case studies of the following ecosystems: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)	6
III	<b>Natural Resources:</b> Renewable and Non-renewable Resources: Land Resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Heating of earth and circulation of air; air mass formation and precipitation. Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies. renewable energy resources significance of wind, solar, hydal, tidal, waves, ocean thermal energy and geothermal energy.	6
IV	<b>Biodiversity and Conservation:</b> Levels of biological diversity: genetic, species and ecosystem diversity; Biogeography zones of India; Biodiversity patterns biodiversity hot spots. mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: <i>In situ</i> and <i>Ex situ</i> conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.	6
V	<b>Environmental Pollution &amp; Conservation:</b> Environmental pollution: types, causes, effects and controls; Air, water, soil, chemical and noise pollution Waste to wealth - Energy from waste, value added products from waste, fly ash utilization and disposal of garbage, solid waste management in urban and rural areas, Swachh Bharat Abhiyan, recent advances in solid waste management, modern techniques in rain water harvesting and utilization.	6

<b>Text books:</b>
<ol style="list-style-type: none"> <li>1. Asthana DK and Meera A, Environmental studies, 2<sup>nd</sup> Edition, Chand and Company Pvt Ltd, New Delhi, India, 2012.</li> <li>2. Arumugam N and Kumaresan V, Environmental studies, 4<sup>th</sup> Edition, Saras Publication, Nagercoil, Tamil Nadu, India, 2014.</li> </ol>
<b>Activity – I:</b>
<ol style="list-style-type: none"> <li>1. Assignments – Titles on Environmental awareness to be identified by teachers from the following (scripts not less than 20 pages)</li> <li>2. Elocution – (Speech on “Environment beauty is the fundamental duty” of citizen of the country for 3 to 5 minutes)</li> <li>3. Environment issues – TV, Newspaper, Radio and Medias messages – Discussion π Case Studies/Field Visit/Highlighting Day today environmental issues seen or heard</li> <li>4. Debating/Report Submission – Regarding environment issues in the study period Activity II</li> <li>5. Environmental awareness through charts, displays, models and video documentation.</li> </ol>

**Celebrating Nationally Important Environmental Days**National Science Day – 28<sup>th</sup> FebruaryWorld wild life Day – 3<sup>rd</sup> MarchInternational forest Day – 21<sup>st</sup> MarchWorld Water Day – 22<sup>nd</sup> MarchWorld Meteorological Day – 23<sup>rd</sup> MarchWorld Health Day – 7<sup>th</sup> AprilWorld Heritage Day – 18<sup>th</sup> AprilEarth / Planet Day – 22<sup>nd</sup> AprilPlants Day – 26<sup>th</sup> MayEnvironment Day – 5<sup>th</sup> June Activity III Discipline specific activities**EVALUATION COMPONENT:**

Component I: (25 Marks) Document (or) Poster presentation or Elocution

Component II: (25 Marks) Album making (or) case study on a topic (or) field visit

Component III: (25 Marks) Essay writing (or) Assignment submission

Component IV: (25 Marks) Quiz (or) multiple choice question test

**Course Outcomes****Course Outcomes:** Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-level)
<b>CO1</b>	To understand the multi-disciplinary nature of environmental studies and its importance	K1
<b>CO2</b>	To obtain knowledge on different types of ecosystem	K2
<b>CO3</b>	To acquire knowledge on Renewable and non-renewable resources, energy conservation	K3
<b>CO4</b>	To understand biodiversity conservation	K4
<b>CO5</b>	To analysis impact of pollution and conversion waste to products	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO1</b>	02	02	02	02	02	03	03	03	03	03	2.5
<b>CO2</b>	02	03	03	02	03	03	03	03	03	03	2.8
<b>CO3</b>	02	03	03	03	03	03	03	03	03	03	2.9
<b>CO4</b>	02	02	03	03	03	03	03	03	03	03	2.8
<b>CO5</b>	02	03	03	03	03	03	03	02	03	03	2.8
<b>Mean Overall Score</b>											2.7
<b>Correlation</b>											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. B. Balaguru**

Semester	Course Code	Course Category	Hours/ week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UBA4CC7	CORE - VII	4	4	25	75	100
<b>Course Title      PRODUCTION AND OPERATIONS MANAGEMENT</b>							

SYLLABUS		
Unit	Contents	Hours
<b>I</b>	<b>PRODUCTION MANAGEMENT:</b> Introduction – Meaning - Scope and Functions of Production and Operations Management - Different types of Production Systems- *Production Design and Process Planning* - Plant Location: Factors influencing Plant Location – Recent trends in Operations management.	12
<b>II</b>	<b>PLANT LAYOUT:</b> Plant Layout – Objectives - Factors Influencing Plant Layout - Steps involved in Plant Layout – Basic Types of Layouts - *Material Handling (Concept Only)*.	12
<b>III</b>	<b>PRODUCTION PLANNING:</b> Importance - Process Planning - Procedure of Designing a Process - Capacity Planning - Capacity Planning Strategies - Types of Capacity -*Measurement in Determination*- Capacity and Under Capacity.	12
<b>IV</b>	<b>ROUTING AND SCHEDULING:</b> Routing - Importance – Scheduling – Objectives - Relationship Between Routing & Scheduling- Purchasing-Objectives-Purchasing Manual -*Dispatching-Procedures*-Forecasting - Types of Forecast.	12
<b>V</b>	<b>QUALITY CONTROL AND INSPECTION:</b> Goals of Inspection and Quality Control – SQC (concept only) - Inventory Control: Basic Inventory Models - Safety Stock - Classification and Codification of Stock - *Procedure for Stock Control*.	12
<b>VI</b>	<b>Current Trends (For CIA Only)</b> - Every action that aims to boost productivity and maximize profitability Utilize the knowledge and framework of production and operation management.	

\*..... \* Self Study

**100 % Theory**

<b>Text Book(s):</b>
1. Production and Operations Management, R. Panneerselvam, PHI Learning Private Limited, New Delhi.
2. Production and Operations Management, S.A. Chunawalla, D.R. Patel, 9 <sup>th</sup> Revised Edition (2018), Himalaya Publishing House Pvt. Ltd
<b>References Book(s)</b>
1. Production and Operations Management - P. Ramamurthy, JBA publishers, 2nd edition 2013.
2. Production and Operations Management - S.N.Chary, JBA Publishers, Edition VI
3. Production and Materials Management - Saravanavel and S.Sumathi;, Margham Publications, 2015

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Remember the concept of Production Management.	<b>K1</b>
<b>CO2</b>	Utilize the Knowledge of layout designing.	<b>K2</b>
<b>CO3</b>	Explain the concept of Production Planning & Purchasing.	<b>K3</b>
<b>CO4</b>	Understand the Purchasing Procedure.	<b>K4</b>
<b>CO5</b>	Explain the Core Quality concepts and applying Inventory tools.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	2	3	3	3	3	3	2	3	3	<b>2.8</b>
<b>CO2</b>	3	3	3	2	3	3	3	3	2	3	<b>2.8</b>
<b>CO3</b>	3	2	3	3	3	3	3	3	3	2	<b>2.8</b>
<b>CO4</b>	2	3	3	3	2	3	2	3	3	3	<b>2.8</b>
<b>CO5</b>	3	3	3	2	3	2	2	3	3	3	<b>2.8</b>
<b>Mean Overall Score</b>											<b>2.8</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. M. FARZANA BEGUM**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UBA4CC8	Core – VIII	4	4	25	75	100
<b>Course Title</b> <b>COST ACCOUNTING</b>							

SYLLABUS		
Unit	Contents	Hours
<b>I</b>	<b>INTRODUCTION TO COST ACCOUNTING AND COST SHEET:</b> Cost Accounting – Meaning – Objectives and Scope of Cost Accounting – Cost concepts - Advantages and Limitations - Cost accounting Vs financial accounting and management accounting – *Classification of cost* - Elements of Costs – Preparation of Cost Sheet.	<b>12</b>
<b>II</b>	<b>MATERIALS:</b> Materials – Meaning - *Objectives of Material Control methods* - Store records - Bin card, Stores ledger, Levels of stock – Economic Order Quantity – ABC Analysis – Perpetual inventory system, Methods of valuing material issues – FIFO, LIFO, Simple Average and Weighted Average method.	<b>12</b>
<b>III</b>	<b>LABOUR:</b> Labour cost – Types – Labour turnover – Methods of measuring Labour turnover – Idle time - *Methods of Wage Payments* – Time Rate, Piece Rate – Incentive Plans: Rowan’s Plan, Halsey plan, Halsey Weir plan - Taylor’s Differential Piece Rate System.	<b>12</b>
<b>IV</b>	<b>OVERHEADS:</b> Overheads – *Classification* - Allocation and Apportionment of Overheads – primary and secondary apportionment of overheads – Step ladder methods – Reciprocal methods – Machine hour rate.	<b>12</b>
<b>V</b>	<b>METHODS OF COSTING:</b> Job Costing – Contract Costing – Process Costing : Normal Loss, Abnormal Loss and Abnormal Gains – Excluding Equivalent Production Concepts.	<b>12</b>
<b>VI</b>	<b>Current Trends (For CIA only)</b> – Acquaint students with the Cost accounting concepts, tools and techniques influencing business organizations. Contemporary development related to apply the methods of costing adopted by different types of industries.	

\*.....\* Self Study

**(80% Problems & 20% Theory)**

<b>Text Book (s):</b>
1. Cost Accounting - S.P. Jain and K.L. Narang, Kalyani Publishers, Eighth edition, 2019, Reprint 2020 2. Cost Accounting - S.P. Iyengar - Sultan Chand & Sons, Tenth Edition 2018. 3. Principles of Cost Accounting - S .N. Maheshwari, Sultan Chand & Sons, 2019.
<b>Reference Book (s):</b>
1. Cost Accounting - R.S.N. Pillai and V. Bagavathi, S. Chand & Company Ltd, Fourteenth Revised Edition 2018. 2. Cost Accounting - Dr.R. Ramachandran & Dr.R. Srinivasan - Sriram Publications, Sixth Revised Edition 2018, Reprint 2019. 3. Cost Accounting - T.S. Reddy & Y. Hari Prasad Reddy, Margham Publications, Fourth Revised Edition 2018, Re-print 2020.



<b>Web Resource (s):</b>
1. <a href="https://lecturenotes.in/m/24891-introduction-to-cost-accounting?reading=true">https://lecturenotes.in/m/24891-introduction-to-cost-accounting?reading=true</a>
2. <a href="https://www.tutorialspoint.com/accounting_basics/cost_accounting_introduction.htm">https://www.tutorialspoint.com/accounting_basics/cost_accounting_introduction.htm</a>
3. <a href="https://www.studynama.com/community/threads/cost-accounting-lecture-notes-download-pdf-ebook-for-4th-semester-bba.1271/">https://www.studynama.com/community/threads/cost-accounting-lecture-notes-download-pdf-ebook-for-4th-semester-bba.1271/</a>
<b>MOOCS( Online Course)</b>
<a href="http://ugcmoocs.inflibnet.ac.in/ugcmoocs/viewmoduleug.php/198">http://ugcmoocs.inflibnet.ac.in/ugcmoocs/viewmoduleug.php/198</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Define the Cost concepts and Elements of Cost	<b>K1</b>
<b>CO2</b>	Classify the various types of cost and describe the Methods of costing.	<b>K2</b>
<b>CO3</b>	Understand the cost accounting concepts and apply in the industries.	<b>K3</b>
<b>CO4</b>	Acquire the Knowledge of various methods of cost Accounting and compute the cost of the product.	<b>K4</b>
<b>CO5</b>	Identify the Method of costing, Prepare a statement of cost and Estimate the Profit of the Product/Service.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	2	3	1	3	2	3	2	3	1	2.3
<b>CO2</b>	3	2	1	3	2	3	3	1	2	3	2.3
<b>CO3</b>	3	1	2	3	2	3	3	2	3	2	2.4
<b>CO4</b>	3	2	3	2	3	3	2	2	2	3	2.5
<b>CO5</b>	3	2	2	3	2	2	3	2	3	2	2.4
<b>Mean Overall Score</b>											<b>2.38</b>
<b>Correlation</b>											<b>Medium</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr. T. JAYAKUMAR**

Semester	Course Code	Course Category	Hours / Week	Credits	Marks For Evaluation		
					CIA	ESE	Total
IV	23UBA4AC7	Allied – VII	4	3	25	75	100
<b>Course Title</b>		<b>ESSENTIALS OF SUPPLY CHAIN MANAGEMENT</b>					

SYLLABUS		
Unit	Contents	Hours
<b>I</b>	<b>INTRODUCTION TO SUPPLY CHAIN MANAGEMENT:</b> The concept of supply chain Management - Definition - Elements - Types - Importance - Activities - *Functions and Contribution of SCM *- Components - Features and Process Integration of SCM - Supply Chain Effectiveness and Indian Infrastructure.	12
<b>II</b>	<b>LOGISTICS MANAGEMENT:</b> Logistics Industry Snap Shot - Logistics part of SCM - Logistics Sub-system - Warehouse Management System - Warehouse Control System – Inbound and outbound Logistics – Logistics Outsourcing - *Business Logistics* – Production Logistics.	12
<b>III</b>	<b>LOGISTICS NETWORK CONFIGURATION:</b> The Supply Chain Network – Network Design Decisions – *Design Consideration* – Logistics and Facility Costs in Logistics Network Configuration – The Supply Chain Model – Model and Data Validation – Solution Techniques.	12
<b>IV</b>	<b>CUSTOMER VALUE AND SUPPLY CHAIN MANAGEMENT:</b> The Concept Of Value – Customer Value Dimensions – Customer Value Measures – Customer Based Measures – Brand Equity and Brand Value – Value added Services (VAS) – Value based Pricing – Revenue Management – Supply Chain Performance Measures - Information Technology and Customer Value – *Decision Support System – Nature – Components. *	12
<b>V</b>	<b>E- BUSINESS AND SUPPLY CHAIN MANAGEMENT:</b> E-Business – Impact of E-Commerce on Supply Chain Management – Facilitating SCM with E- Business – Logistics for E-Business SCM – *Challenges in logistics of E- Business SCM* - Advantages and Disadvantages of E – Business.	12
<b>VI</b>	Current Trends (For CIA Only) – Reengineering the Supply Chain, Virtual supply chain, Green supply chain, World - class supply chain Management.	

\*.....\* Self study

<b>Text Book</b>
1. Supply Chain Management, Dr. Pankaj Madan and Dr. Neeraj Anand, Global academic publishers and distributors, New Delhi 2019.
<b>Reference Book(s)</b>
1. Supply Chain Management Process, System And Practices, N. Chandrasekaran, Oxford University Press, New Delhi 2010.
2. Supply Chain Management, K. Shridhara Bhat, Himalaya Publishing House, New Delhi, 2012.
<b>Web Resource(s)</b>
1. <a href="https://www.marketing91.com/supply-chain-management/">https://www.marketing91.com/supply-chain-management/</a>
2. <a href="https://en.wikipedia.org/wiki/Warehouse_control_system">https://en.wikipedia.org/wiki/Warehouse_control_system</a>
3. <a href="https://www.scribd.com/presentation/264369867/Customer-Value-Dimensions-and-Measures">https://www.scribd.com/presentation/264369867/Customer-Value-Dimensions-and-Measures</a>
4. <a href="https://choco-up.com/blog/ecommerce-supply-chain-management">https://choco-up.com/blog/ecommerce-supply-chain-management</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the students will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Remember the concepts of supply chain Management	<b>K1</b>
<b>CO2</b>	Understand the meaning of Logistics Management and Warehouse Management System.	<b>K2</b>
<b>CO3</b>	Apply the Logistic Network Configuration	<b>K3</b>
<b>CO4</b>	Analyse the customer value and Supply Chain Management	<b>K4</b>
<b>CO5</b>	Evaluate impact of E-Business in Supply Chain Management.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (Cos)</b>	<b>Programme Outcomes (Pos)</b>					<b>Programme Specific Outcomes (Pos)</b>					<b>Mean Score Of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	2	3	3	2	2	2	3	2	<b>2.5</b>
<b>CO2</b>	3	2	2	2	1	2	2	2	3	2	<b>2.1</b>
<b>CO3</b>	3	3	2	3	2	2	2	1	2	1	<b>2.1</b>
<b>CO4</b>	3	2	3	2	3	1	1	2	2	3	<b>2.2</b>
<b>CO5</b>	2	1	2	3	2	2	2	2	2	3	<b>2.1</b>
<b>Mean Overall Score</b>											<b>2.2</b>
<b>Correlation</b>											<b>Medium</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. N.A. NAZRINE**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UBA4AC8	Allied – VIII	4	3	25	75	100
Course Title	ORGANISATIONAL BEHAVIOUR						

SYLLABUS		
Unit	Contents	Hours
I	<b>INTRODUCTION:</b> Concept of Organisational behaviour - Nature - Scope and role of OB - Models of Organisational Behaviour - Disciplines that contribute to Organisational Behaviour - *Opportunities and Challenges in OB*.	12
II	<b>INDIVIDUAL BEHAVIOUR:</b> Nature of Human Behaviour- Learning – Components of learning process- Perception – Perception and sensation – Perception process – Personality – concept – Determinants of personality – Attitude – concept –Features – Values – Factors in values formation- Types of values	12
III	<b>GROUP BEHAVIOUR:</b> Group and Work Teams - Concept - Five stage model of group development - Formal and Informal groups - Group norms – Cohesiveness – Group Decision making - Teams - Type of teams – Leadership – Concept - Qualities of Effective Leadership - * leadership styles*.	12
IV	<b>MOTIVATION, ORGANISATIONAL CULTURE AND STRUCTURE:</b> Motivation – Concept - Theories (Hierarchy of needs, X and Y, Two factor) - Concept of culture - * Impact of culture* - Creating and sustaining culture - Concept of structure - Prevalent organisational design - New design options.	12
V	<b>ORGANISATIONAL CHANGE, CONFLICT AND POWER:</b> Organisational change - Planned change – Resistance - Approaches (Lewin's model) Organisational Development – Conflict – process – Types - Functional and Dysfunctional - Power and Dynamics - Stress management – Concept – Sources - *Manage Stress*.	12
VI	<b>Current Trends (For CIA only)</b> – Contemporary developments related to the course during the semester concerned.	

\* .....\* Self Study

<b>Text Book(s):</b>
<ol style="list-style-type: none"> <li>1. Organisational Behaviour - L.M. Prasad, Sultan Chand &amp; sons, 2008</li> <li>2. Organisational Behaviour - S S Khanka, S. Chand &amp; company ltd, 2012</li> <li>3. Organisational Behaviour - Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, Pearson Publications, 2014</li> </ol>
<b>Reference Book(s):</b>
<ol style="list-style-type: none"> <li>1. Organisational Effectiveness and change, PC. Tripathi - Sultan Chand &amp; sons, 2014</li> <li>2. Organisational behaviour - J. Jayasankar, Margham Publications, 2010</li> <li>3. Organisational behaviour - Shashi K. Gupta and Rosy Joshi, Kalyani publishers, 2012</li> </ol>

<b>Web Resource(s):</b>
1. <a href="https://www.iedunote.com/organisational-behaviour">https://www.iedunote.com/organisational-behaviour</a>
2. <a href="https://www.london.edu/faculty-and-research/organisational-behaviour">https://www.london.edu/faculty-and-research/organisational-behaviour</a>
3. <a href="#">journal of organisational Behaviour on JSTOR</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	To define organisational Behaviour, Understand the opportunity through OB	<b>K1</b>
CO2	To apply self-awareness, motivation, leadership and learning theories at workplace	<b>K2</b>
CO3	To Analyse complexities and solutions of group behaviour	<b>K3</b>
CO4	To impact and bring positive change in the culture of the organisation	<b>K4</b>
CO5	To create a congenial climate in the organisation	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	2	2	2	2	2	3	2	3	3	3	<b>2.4</b>
<b>CO2</b>	2	2	2	2	2	3	2	3	2	2	<b>2.2</b>
<b>CO3</b>	2	2	2	2	2	2	3	2	3	3	<b>2.3</b>
<b>CO4</b>	2	2	2	2	2	3	3	3	2	2	<b>2.3</b>
<b>CO5</b>	2	2	2	2	2	2	3	3	3	2	<b>2.3</b>
<b>Mean Overall Score</b>											<b>2.3</b>
<b>Correlation</b>											<b>Medium</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. M. ABDUL KAREEM**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UBA4GE2	Generic Elective - II	2	2	-	100	100
Course Title		SALESMANSHIP					

SYLLABUS		
Unit	Contents	Hours
I	<b>SALESMANSHIP:</b> Meaning – Definitions – Characteristics – Concepts – Kinds – Advertisement Versus Salesmanship – Nature Evolution – *Development Psychology in selling* – Scope – Limitation and Development.	6
II	<b>SALES MANAGEMENT:</b> Meaning and Definition - Characteristics – Importance – Objectives – Principles– Functions – *Difference Between Sales Management and Marketing Management.*.	6
III	<b>SALES MANAGER:</b> Meaning –Types- Significances- Qualities- Functions responsibilities.– Principles- Advertising: Meaning – Definition – Characteristics origin – Growth – Objectives – Natures scope – Functions- *Techniques of handling customers.*	6
IV	<b>RECRUITMENT AND SELECTION OF SALESMAN:</b> Meaning - Types of recruitment - *Internal and External sources* – Principles of Selection – selection Procedure.	6
V	<b>TRAINING OF SALESMAN:</b> Need for Training – objectives of training - advantage of good training Programme - *Evaluation of sales training programme*	6
VI	<b>Current trend (for CIA only)</b> Training for Salesman, Rewards for Salesman	

\* .....\* Self- Study

<b>Text Book(s):</b>
1. Salesmanship and Adverstising R.C. Agarwal Lakshmi Narain Agarwal – Edition 2007. 2. Advertising and Salesmanship; P. Saravanel & s. Sumathi – Margham Publications: Reprint 2019
<b>Reference Book(s):</b>
1. Sales Promotion and Advertising Management– Himalaya Publishing House Edition 2002.
<b>Web Resource(s):</b>
1. <a href="http://kamarajcollege.ac.in/Department/BBA/II%20Year/e004%20Core%2012%20-%20Salesmanship%20-%20IV%20Sem.pdf">http://kamarajcollege.ac.in/Department/BBA/II%20Year/e004%20Core%2012%20-%20Salesmanship%20-%20IV%20Sem.pdf</a> 2. <a href="https://www.yourarticlelibrary.com/salesmanship/salesmanship-definition-importance-duties-and-types/50988">https://www.yourarticlelibrary.com/salesmanship/salesmanship-definition-importance-duties-and-types/50988</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	Understand the basic concepts of Salesmanship expertise knowledge in various roles and types of Salesmanship	<b>K1</b>
CO2	To get familiarized with concepts – approaches and the practical aspects of the key decision - making variables in sales management and distribution channel management	<b>K2</b>
CO3	Understand the role and the nature of selling as a tool – as well as an important function – in the advertising of products and services;	<b>K3</b>
CO4	The objective is to familiarize the students with concepts and principles – procedure of Recruitment and Selection in an organization.	<b>K4</b>
CO5	Evaluate the knowledge imparted by the student's and create strategies to promote the significant of Advertising & Salesmanship	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO2</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO3</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO4</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO5</b>	2	2	2	2	2	3	3	3	3	3	<b>2.5</b>
<b>Mean Overall Score</b>											<b>2.9</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. S. JAINAB BEE**