

BBA

SEM	COURSE CODE	PART	COURSE	COURSE TITLE	Ins. Hrs /Week	CREDIT	MARKS		TOTAL
							CIA	ESE	
I	20U1LT1/LA1/LF1/LH1/LU1	I	Language – I		6	3	25	75	100
	20UCN1LE1	II	English - I		6	3	25	75	100
	20UBA1CC1	III	Core – I	Principles of Management	4	4	25	75	100
	20UBA1CC2		Core – II	Financial Accounting	4	3	25	75	100
	20UBA1AC1		Allied –I	Managerial Economics	4	3	25	75	100
	20UBA1AC2		Allied –II	Business Communication	4	3	25	75	100
	20UCN1AE1	IV	AEC-I	Value Education	2	2	-	100	100
		TOTAL			30	21			700
II	20U2LT2/LA2/LF2/LH2/LU2	I	Language – II		6	3	25	75	100
	20UCN2LE2	II	English – II		6	3	25	75	100
	20UBA2CC3	III	Core – III	Marketing Management	5	4	25	75	100
	20UBA2CC4		Core – IV	Business Environment	4	3	25	75	100
	20UBA2AC3		Allied – III	Mathematics and Statistics for Manager	4	3	25	75	100
	20UBA2AC4P		Allied –IV	MS – Office Management - Practical	3	2	20	80	100
	20UCN2AE2	IV	AEC-II	Environmental Studies	2	2	-	100	100
		TOTAL			30	20			700
III	20U3LT3/LA3/LF3/LH3/LU3	I	Language– III		6	3	25	75	100
	20UCN3LE3	II	English – III		6	3	25	75	100
	20UBA3CC5	III	Core– V	Business Accounting	4	4	25	75	100
	20UBA3CC6		Core– VI	Business Laws	3	2	25	75	100
	20UBA3AC5		Allied– V	Operations Research	4	3	25	75	100
	20UBA3AC6P		Allied–VI	Tally For Business-Practical	3	2	20	80	100
	20UBA3GE1	IV	Generic Elective I#	Management Principles	2	2	-	100	100
20UCN3SE1	Skill Enhancement Course – I@		Soft Skills Development	2	2	-	100	100	
		TOTAL			30	21			800
IV	20U4LT4/LA4/LF4/LH4/LU4	I	Language–IV		6	3	25	75	100
	20UCN4LE4	II	English– IV		6	3	25	75	100
	20UBA4CC7	III	Core– VII	Production Management	4	4	25	75	100
	20UBA4CC8		Core - VIII	Management Information System	4	3	25	75	100
	20UBA4AC7		Allied– VII	Services Marketing	4	3	25	75	100
	20UBA4AC8		Allied–VIII	Cost Accounting	4	2	25	75	100
	20UBA4GE2	IV	Generic Elective – II#		2	2	-	100	100
20UCN4EA	V	Extension Activities	NCC, NSS, etc.	-	1	-	-	-	
		TOTAL			30	21			700
V	20UBA5CC9	III	Core – IX	Management Accounting	6	5	25	75	100
	20UBA5CC10		Core – X	International Business	5	5	25	75	100
	20UBA5CC11		Core – XI	Entrepreneurial Development	5	5	25	75	100
	20UBA5CC12		Core - XII	Organisational Behaviour	5	5	25	75	100
	20UBA5DE1		DSE – I**		5	4	25	75	100
	20UBA5SE2	IV	Skill Enhancement Course – II@		2	2	-	100	100
	20UBA5SE3		Skill Enhancement Course – III@		2	2	-	100	100
20UBA5EC1		Extra Credit Course - I	General Intelligence for Competitive examination	-	4*	--	100*	100*	
		TOTAL			30	28			700
VI	20UBA6CC13	III	Core– XIII	Financial Management	5	5	25	75	100
	20UBA6CC14		Core– XIV	Strategic Management	5	5	25	75	100
	20UBA6CC15		Core - XV	Human Resource Management	5	5	25	75	100
	20UBA6CC16		Core XVI	Industrial Relations	5	5	25	75	100
	20UBA6DE2		DSE II**		5	4	25	75	100
	20UBA6DE3		DSE III**		4	4	25	75	100
	20UCN6AE3	V	AEC-III	Gender Studies	1	1	-	100	100
20UBA6EC2		Extra Credit Course - II	Business Administration for competitive examinations	-	4*	--	100*	100*	
		TOTAL			30	29			700
		GRAND TOTAL			180	140	-	-	4300

* Not Considered for Grant Total and CGPA

Generic Elective for other major department

Semester	Course Code	Course Title
III	20UBA3GE1	Management Principles
IV	20UBA4GE2	Banking Practices

**** Discipline Specific Elective**

Semester	Course Code	Course Title
V	20UBA5DE1	A. Consumer Behaviour
		B. Company Accounts
VI	20UBA6DE2	A. Advertising and Salesmanship
		B. Banking and Financial Services
VI	20UBA6DE3	A. Retail Marketing
		B. Stock Market Practices

@ Skill Enhancement Course

Semester	Course Code	Course Title
V	20UBA5SE2	Research Methods for Managers
	20UBA5SE3	Aptitude Test

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20UBA1CC1	Core – I	PRINCIPLES OF MANAGEMENT	4	4	100	25	75

Course Outcomes

At the end of the course, students will be able to:

1. Acquire the Knowledge primary function of management historical development and role of management activities in company or industry.
2. The learners understood how to make plan with the help of company/ institution mission, vision and objectives.
3. Equip the student to understand and create organization structures, how it should be running.
4. Ensuring the requirement of human resource, how to allocate and basic of required qualities of employees from available source.
5. The learners acquire the knowledge of co- ordination of business / association and how to make a corrective action based on plan through controlling activities to successes.

UNIT I

12 hours

Management – Definition – Management Thought - Functions - Fayol’s Principles of Management - F. W Taylors Scientific Management - #Features#.

UNIT II

12 hours

Planning: Meaning – Definition – Characteristics – Importance – Steps In Planning Process – Methods - Limitations of Planning - Management By Objective (MBO)- Decision Making - Types of Decision - #Decision Making Process#.

UNIT III

12 hours

Organizing: Meaning - Principles - Departmentation - Organization Structure - #Centralization and Decentralization# - Delegation of Authority.

UNIT IV

12 hours

Staffing: Meaning – Elements – #Process# - Recruitment - Source of Recruitment – Selection – Stages – Directing – Meaning and Concepts

UNIT V

12 hours

Co-Ordination: Meaning - Needs – Controlling – Meaning - Process of Controlling - Types of Control - #Control Techniques#.

#.....# Self Study Portion

Text Books

T.B.1. T. Ramasamy, Principles of management, 8th Revised Edition, Himalaya Publishing House, 2014.

T.B.2. Dinkar Pegare, Business Management, 5th Revised Edition, Sulthan Chand & sons, 2018.

UNIT I Chapter I Pp 1-23, Pp 2, 25

TB-2

UNIT II Chapter VIII Pp 99-105. Chapter IX, X Pp 125-143

TB-1

UNIT III Chapter XI Pp 144-155. Chapter XIV Pp 189-215

TB-1

UNIT IV Chapter XV Pp 179-194

TB-2

UNIT V Chapter XXIV Pp 269-288

TB-2

Books for Reference

1. L.M. Prasad , Principles of management 8th Edition 2012, Sulthan Chand & Sons.
2. Varma& Agarwal Theory & Practicse of management, Educational Publisher, Delhi.
3. C.B. Mamoria, Personnel management Reprint 1999, Himalaya Publishing House

Web Reference:

E-notes

<https://bbamantra.com/principles> of management-introduction-nature-process-importance/

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits		
I	20UBA1CC1	PRINCIPLES OF MANAGEMENT					4	4		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓	✓	✓	✓	✓	✓	✓		✓
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓		
CO4	✓	✓				✓	✓	✓		
CO5	✓		✓			✓	✓	✓	✓	
Number of Matches= 38, Relationship : HIGH										

Prepared by:

1. Dr. S. Jainab Bee

Checked by:

1. Dr. S. Mohamed Mohideen

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
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I	20UBA1CC2	Core – II	FINANCIAL ACCOUNTING	4	3	100	25	75
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Course Outcomes:

At the end of the course, students will be able to:

1. To learn fundamental aspects of accounting and also apply golden rules for the financial transactions, Pass journal entries and post them in ledger and understand trial balance.
2. Prepare subsidiary books and understand the types of errors and identified the errors and how to reduce the error entries.
3. To acquire the latest updates on financial knowledge and practice and Prepare Final accounts of sole proprietorship.
4. To equip the knowledge of Bank Reconciliation Statement and to know the evaluation skill of assets through the Depreciation Methods
5. To create excellence in non – profit organizations and to develop the financial management skills and to become a finance manager in future

UNIT I

12 hours

Bookkeeping- Meaning - Definition of Account –Accounting Principles – Concepts and Conventions – #Double Entry System# – Journal – Ledger –Trial Balance.(Simple Problems)

UNIT II

12 hours

Subsidiary Books – Purchase Book, Sales Book, Purchase Returns, Sales Returns Book –Cash Book - Rectification of Errors (Simple Problems)

UNIT III

12 hours

Final Accounts of Sole Trader – Trading Account, Profit & Loss Account and Balance Sheet with simple adjustments (Simple Problems).

UNIT IV

12 hours

Bank Reconciliation Statement, Methods of Depreciation – Straight Line Method, Written Down Value Method, #Annuity Method# (Simple Problems)

UNIT V

12 hours

Meaning of non – profit organizations – Receipts and payments account – Income and expenditure account – Preparation of Balance sheet (Simple Problems)

#.....# Self Study Portion

(80% Problem, 20 % Theory)

Text Book

T.B T.S Reddy and Dr. A Murthy, Financial Accounting, Margham publications, Revised Edition

UNIT I

Chapter I, II Section 1.1-2.116

T.B.1

UNIT II

Chapter III Section 3.1-3.25, Chapter V 5.1-5.83

T.B .1

UNIT III

Chapter VI Section 6.1-6.33, Chapter IV Section 4.1-4.41

T.B.1

UNIT IV

Chapter XI Section 11.1-11.55

T.B.1

UNIT V

Chapter VII Section 7.1-7.24, Chapter VIII Section 8.1-8.20, Chapter XXVIII Section 28.1-28.62

T.B.1

Books for Reference

1. M.C.Shukla, T.S.Grewal, S.C.Gupta, Advanced Accounts, 6th Revised Edition, S.Chand Publications, Reprint, Chennai, 2015.

Web Reference:

E-notes

<https://www.studocu.com/in/document/bangalore-university/bachelor-of-business-administration/other/financial-accounting-bba-ist-sem/2592625/view>

<http://www.gangatechnicalcampus.com/wp-content/uploads/2015/09/FINANCIAL-ACCOUNTING-BBA-IST-SEM.pdf>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
I	20UBA1CC2	FINANCIAL ACCOUNTING					4	3			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓		✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓		
CO3	✓	✓	✓	✓	✓	✓	✓	✓			
CO4	✓	✓				✓	✓	✓			
CO5	✓		✓			✓	✓	✓	✓		
Number of Matches= 38, Relationship : HIGH											

Prepared by:

1. Dr. B. Deepa

Checked by:

1. Dr. S. Mohamed Mohideen

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
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I	20UBA1AC1	Allied – I	MANAGERIAL ECONOMICS	4	3	100	25	75
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Course Outcomes:

At the end of the course, students will be able to:

1. Knowing the role and responsibility of managerial economists and learn the demand and supply concept.
2. Understanding the production function and cost concept.
3. Import the knowledge of managerial decision making and pricing.
4. Understand the different market condition and market structure.
5. Intelligence in the concept of macro economics, national income and attainment the knowledge of employment cycle and econometrics.

UNIT I

12 ours

Managerial Economics: Meaning – Definition – Nature – #Scope# – Objectives- Roles and Responsibility - Law of Demand –Supply - Marginal Utility Analysis.

UNIT II

12 hours

Elasticity of demand - Types of Elasticity - Production and Cost Analysis - Factors of Production - Production Function - Law of Variable Proportion.

UNIT III

12 hours

Cost Concepts- Cost Output Relationships – Pricing – Objectives - #Factors of Pricing# -Types of Pricing - Price Discrimination - Managerial Decision Making - Risk and Uncertainty.

UNIT IV

12 hours

Market Structure: Meaning – Types–Perfect Competition – Monopoly - Monopolistic Competition – Duopoly – #Oligopoly#.

UNIT V

12 hours

Macro Economics and Business Decision:Business Cycle Concepts – Input – Output Analysis –National Income– Concepts, Methodsand Difficulties in the Calculation of National Income.

#.....# Self Study Portion

Text Books

T.B-1: R. Cavery, Dr. U. K. SudhaNayak, Dr.M.Girija, Dr.M.Meenakshi, Managerial Economics, Revised edition, S. Chand & Company Ltd, 2010.

T.B-2:Dr.S.Sankaran, Managerial Economics, EditionReprint, Margham Publications, 2018

UNIT I Chapter 1 **T.B-1** (Page No.1-12, 39-40) & Chapter 3 **T.B-1** (Page No.44–50).

UNIT II Chapter2 **T.B-1** (Page No.51-62), Chapter 5**T.B-1** (Pp94–101),

Chapter 12 **T.B-1**(Page No. 348– 360).

UNIT III Chapter6 **T.B-1** (Page No.143–173),Chapter 9 **T.B-1** (Page No. 261–270).

UNIT IV Chapter 8 **T.B-1** (Page No.174–216).

UNIT V Chapter 26 **T.B-2** (Page No.425–482).

Books for Reference

1. S.Sankaran, Managerial Economics, Margham Publication, Reprint 2018.
2. Varshney R.L &Maheswari K I, Managerial Economics, New Delhi, Sultan Chand & Sons, 2018

Web Reference:

<https://www.studynama.com/community/threads/pdf-bba-managerial-economics-notes- ebook-free-download.3500/>

www.academia.edu

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
I	20UBA1AC1	MANAGERIAL ECONOMICS					4	4			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓			✓	
CO2	✓		✓	✓		✓	✓	✓		✓	
CO3	✓	✓	✓	✓		✓	✓	✓	✓	✓	
CO4	✓			✓		✓	✓	✓	✓	✓	
CO5	✓		✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches= 39, Relationship : HIGH											

Prepared By:

1. Mr. K. Mohamed Anwar

Checked by

1. Dr. S. Mohamed Mohideen

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the	Hours	Credits	Max.	Internal	External
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			Course			marks	marks	marks
I	20UBA1AC2	Allied – II	BUSINESS COMMUNICATION	4	3	100	25	75

Course Outcomes:

At the end of the course, students will be able to:

1. All basic concepts and importance of communication are imparted to students theoretically and practical knowledge.
2. They realize the needs of business letters in managing the day- to- day activities of the business.
3. Practical exercise on collection letter and sales promotion letter to communication enhances the students' knowledge.
4. Understand the report writing, kinds of reports, application for jobs and updated resume writing
5. Learn practical knowledge in advance E- communication.

UNIT – I

12 hours

Communication – Meaning, Process and Significance – Objectives – Principles –Types – Media – Barriers of Communication– #Commercial Terms and Abbreviations#.

UNIT – II

12 hours

Correspondence – Meaning – Need, Functions and Kinds of Business Letters – Layout of Business Letters – Enquiry and Reply – Offers and Quotations – #Orders#– Execution and Cancellation.

UNIT – III

12 hours

Complaints, Claims and Adjustments – #Collection Letters#– Sales Promotion Letters – Circular Letters.

UNIT – IV

12 Hours

Report Writing – Structure of Reports - Kinds of Reports– Press reports – Market reports. Application for jobs – #Resume writing#

UNIT – V

12 hours

Modern means of E-Communication – Internet – E-Mail – Video conferencing – Social Media :WhatsApp – Facebook – Twitter – Instagram etc.,

#.....# **Self Study portion**

Text Book

T.B Rajendra Pal & J.S. Korlahalli – Essentials of Business Communication, Sultan Chand & Sons, 2015

UNIT I	Chapter EC1 to Chapter EC6	T.B. 1
UNIT II	Chapter CC1 to Chapter CC7	T.B. 1
UNIT III	Chapter CC8 to Chapter CC11	T.B. 1
UNIT IV	Chapter CC21 to Chapter WC 2	T.B. 1
UNIT V	Chapter WC6, Chapter OC6 to Chapter OC 8	T.B. 1

Books for Reference

1. R.C.Sharma, Krishna Mohan – Business Communication, Tata McGraw Hills, 2012
2. Urmila Rai – Business Communication, Himalaya Publishing House, 2015.

Web Reference:

- <https://bbamantra.com/business-communication-introduction/>

- <https://www.managementstudyguide.com/managerial-communication.htm>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
I	20UBA1AC2	BUSINESS COMMUNICATION					4	3			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓		✓	✓		✓	✓	
CO2		✓	✓	✓		✓	✓		✓	✓	
CO3	✓	✓	✓		✓	✓		✓	✓		
CO4		✓	✓		✓		✓	✓		✓	
CO5	✓		✓	✓	✓	✓		✓	✓	✓	
Number of Matches= 35, Relationship : HIGH											

Prepared by:

1. Mr. S. Abdul Rajak

Checked by

1. Dr. K. Devaraju

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
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II	20UBA2CC3	CORE – III	MARKETING MANAGEMENT	5	4	100	25	75
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Course Outcomes:

At the end of the course, students will be able to:

1. Demonstrate understanding of modern marketing concepts & buyer behaviour towards buying motives
2. Illustrating product, product mix and product life cycle for developing marketing skills
3. Analysing the pricing and physical distribution systems to enhance marketing knowledge
4. Enabling the importance of wholesaler, retailer, marketing intermediaries and their functions
5. Acquire broad-based knowledge on promotional activities and digital marketing

Unit I

15 hours

Marketing – Meaning – Definition – Marketing and Selling – #Modern concept of Marketing# – Marketing Functions – Marketing Mix – Buyer’s behaviour – Buying Motive.

Unit II

15 hours

Product – Meaning – Definition – #Importance# – Product Life Cycle - Product Mix – Product Development – Introduction of new product.

Unit III

15 hours

Pricing – Meaning – Definition – #Methods of pricing strategies# – Factor influencing pricing – Types of Pricing.

Unit IV

15 hours

Physical Distribution – Meaning – Definition – Channels of Distribution - Wholesaler – Functions – Services – Retailer – #Functions# – Services – Marketing intermediaries and their function.

Unit V

15 hours

Promotion – Meaning – Definition – Methods – Advertisement – #Significance# – Kinds – Objectives – Personal selling – Importance – Sales Promotion – Functions – Importance – Digital Marketing – Sale skill activity (eg: Sales representative, activity based)

#.....# Self study portion

Text Book

T.B Dr. C.B. Gupta and Dr. N. Rajan Nair – Marketing Management by Sultan Chand Company, Revised Version.

UNIT I	Chapter – I Section 1 – 2	T.B. 1
UNIT II	Chapter – II Section 7 – 8	T.B.1
UNIT III	Chapter – III Section 9	T.B.1
UNIT IV	Chapter – IV Section 10 – 11	T.B.1
UNIT V	Chapter – V Section 12 – 15	T.B.1

Book for Reference

1. S.A.Sherlekar - Marketing Management by Himalaya Publishing House, Revised Version
2. Philip Kotler -Marketing Management - Pearson Education/PHI 14th Edition, Revised Version
3. RajanSaxena - Marketing Management - Tata McGraw Hill, Revised Version

Web Reference:

E-notes

<https://bbamantra.com/marketing-management-introduction-notes/>

E-Books

<http://socioline.ru/files/5/283/kotler - mrkting management 14th edition.pdf>

[http://all.ueb.edu.vn/bitstream/1247/2250/1/marketing_management -
_millenium edition.pdf](http://all.ueb.edu.vn/bitstream/1247/2250/1/marketing_management_-_millenium_edition.pdf)

MOOCS

<https://www.mooc-list.com/course/marketing-management-i-coursera>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours	Credits			
II	20UBA2CC3		MARKETING MANAGEMENT			5	4			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓				✓	✓	✓	✓	✓	
CO2		✓			✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓	✓		✓	✓	✓
Number of Matches= 42, Relationship : HIGH										

Prepared by:

1. Dr. Christine Maria Drewitt

Checked by

1. Dr. K. Devaraju

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
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II	20UBA2CC4	CORE – IV	BUSINESS ENVIRONMENT	4	3	100	25	75
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Course Outcomes:

At the end of the course, students will be able to:

1. To understand the different environment in the business & society
2. To know the different environment like social & cultural environment and ethics in the business climate
3. To acquire the depth knowledge about the political and legal environment
4. To identify the minor & major factor affecting the business in various streams.
5. The students can recognize the impact of technology in economic & managerial perspectives

UNIT -1

12 hours

Business Meaning – Definition – Objectives - Business Environment – Meaning – Definition – Objectives – #Characteristics# – Features – Types of Environment – Business Goals – Social Responsibility of Business – Business and Society.

UNIT-II

12 hours

Social and Cultural Environment - Ethics – #Nature# – Impact of Culture on Business – People’s Attitude to Business and Work

UNIT – III

12 hours

Political and Legal Environment – Meaning – Legislation for Consumer Protection – #Consumer Protection Act 2019#

UNIT –IV

12hours

Economic Environment – Meaning – Nature – Economic Factors – Economic Planning –#Privatization# – Nature – Objectives – Privatization Routes.

UNIT- V

12 Hours

Technological Environment – Meaning – #Features # – Impact of Technology – Technology and Society – Economic Effects – Management of Technology.

#.....# **Self Study Portion**

Text Books

T.B-1 S.Sankaran Business Environment, 3rd Edition, Margham Publications, Bangalore, Revised Edition.

T.B-2 K.AswthaPpa, Essentials of Business Environment, 10th Edition, Himalaya publication, Mumbai, Revised Edition.

UNIT I	Chapter I Section 1-10,	TB-1
UNIT II	Chapter VI Section 98-149,	TB-1
UNIT III	Chapter XVI Section 301-325; Chapter VIII Section 150-180,	TB-1
UNIT IV	Chapter X Section 1-10.70, Chapter XVIII Section 267-278,	TB-1 TB-2
UNIT V	Chapter VI Section 103-126,	TB-2

Books for Reference:

1. Francis Cherunilam, Business Environment, Himalaya publication.4th Edition, New Delhi, Revised Edition.
2. Saroj Kumar &Naina Agarwal, Business Environment, Thakur Publications, 1st Edition, Chennai, Revised Edition..

Web Reference:

<http://bbamantra.com/business-environment-introduction-to-business-notes/>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
II	20UBA2CC4	BUSINESS ENVIRONMENT					4	3			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓			✓	✓	✓	✓	
CO2	✓	✓	✓	✓			✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓			
CO4	✓	✓		✓	✓	✓			✓	✓	
CO5	✓			✓	✓	✓	✓		✓	✓	
Number of Matches= 38, Relationship : HIGH											

Prepared by:

1. Dr. B. Deepa

Checked by:

1. Dr. K. Devaraju

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20UBA2AC3	Allied - III	MATHEMATICS AND STATISTICS FOR MANAGER	4	3	100	25	75

Course Outcomes:

At the end of the course, students will be able to:

1. Understand the basic concepts in mathematics and statistics and learn mathematics for finance, simple and compound interest.
2. To know the basic calculation about matrix methods.
3. Impart the knowledge to the student about statistical tools and its application.
4. Get an idea about the application of statistics in measures of central tendency.
5. Learn and apply the rank correlation and regression.

UNIT – I

12 hours

Mathematics for Finance - #Simple and Compound Interest# Differential Calculus – Standard Forms – Rules of Differentiation – Criteria for Maxima and Minima (Simple Problems)

UNIT – II

12 hours

Matrices – #Types# – Addition, Subtraction and Multiplication of matrices – Transpose of Matrix – Determinants – Adjoint of a square matrix – Matrix inverse method by solving equation – Cramer’s rule of matrix (Simple Problems).

UNIT – III

12 hours

Statistics – Definition – #Scope – Frequency distribution# – Diagrams: One and Two Dimensional diagrams - Graphical Representation: Histogram, Frequency Polygon and curve.

UNIT – IV

12 hours

Measures of Central Tendency: Mean Median, Mode, #Geometric Mean and Harmonic Mean#.

UNIT – V

12 hours

Correlation: Karl Pearson’s Coefficient of Correlation and Spearman’s Rank Correlation – Regression and Co-efficient.

#.....# Self Study portion

(80% Problem, 20 % Theory)

Text Books

TB 1. PA. Navnitham – Business Mathematics and Statistics, Jai Publisher, Trichy

TB 2. S.P. Rajagopalan – 2nd edition – Business statistical and operations research, Tata McGraw Hill Publishing Co. Limited, New Delhi.

UNIT I	Part 1 pp 43-88, Part I Pp 247 – 270, Part I Pp 288 – 296	TB 1
UNIT II	Part I Pp 147 – 200	TB 1
UNIT III	Chapter 1, 2 & 3	TB 2
UNIT IV	Part II Pp 162 – 268	TB 1
	Part II Pp 301 – 340	TB 1
UNIT V	Chapter 7 & 8	TB 2

Book for Reference

1. San Cheti & Kapoor - Business Mathematics, S. Chand & Co. Ltd.

Web Reference:

<https://gurukpo.com/Content/BBA/BBA III sem Statistical Methods.pdf>

<https://www.youtube.com/watch?v=b7q1CvgrWmI>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
II	20UBA2AC3	MATHEMATICS AND STATISTICS FOR MANAGER					4	3			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓			✓	✓	✓		✓	✓		
CO2		✓	✓		✓	✓	✓		✓		
CO3		✓	✓	✓			✓	✓		✓	
CO4		✓	✓		✓		✓	✓	✓		
CO5	✓	✓		✓		✓	✓			✓	
Number of Matches= 30, Relationship : HIGH											

Prepared by:

1. Mr. S. Abdul Rajak

Checked by:

1. Dr. K. Devaraju

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
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II	20UBA2AC4P	Allied - IV	MS OFFICE MANAGEMENT - PRACTICAL	3	2	100	20	80
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Course Outcomes:

At the end of the course, students will be able to:

1. Learn the MS Words features and how to use official and personal life.
2. Specialized the students in all types of official documents in MS Word such as resume, letters, applications, forms, broucher templates, business cards and news letters
3. The student understand to uses of MS – Excel in various types of official, research and personal purpose
4. The learners equipped in the data filling, Data/Information management, Bill creation, chart creation in business purpose
5. The students understand Ms-PowerPoint is often used to create business preparations, but also can used for business, official, information and educational purpose.

UNIT I

9 hours

Introduction to MS- Word –Menus- File, Edit, View, Insert, Format, Tools and Tables – Creating, Opening and Closing a Document.

UNIT II

9 hours

Personal Letter – Business Letter – Circular Letter with Mail Merge – Table Creation – #Application for Job with Resume#.

UNIT III

9 hours

Introduction to MS Excel – Formatting Worksheets – Basic Formula – Sorting and Filtering- #working with worksheets#.

UNIT IV

9 hours

Student Mark sheet- Electricity Bill – Pay Bill – Invoice Preparation with various templates – Bar chart- Pie chart – Line Chart.

UNIT V

9 hours

Introduction to PowerPoint- Slide Preparation- Working with Shapes – #Topic Presentation# – Animation – Slideshow.

#.....# Self Study Portion

Text Book

1. S. V. SrinivasaVallabhan – Computer Application in Business, Sultan Chand & Sons, 2007.

UNIT I

Chapter III Section 3.1- 3.11

T.B. 1

UNIT III

Chapter IV Section 4.1-4.15

T.B. 1

UNIT V

Chapter VI Section 6.1-6.15

T.B. 1

Books for Reference

- 1.K.Mohan Kumar, Dr. S. Rajkumar – Computer Application in Business, 2nd Edition, McGrawHill.
- 2.AnanthiSheshasaayee&G.Sheshasaayee – Computer Application in Business and Management, Margham Publications.

Web Reference:

<https://www.linkedin.com/learning/compressor-2-1-essential-training>

<https://youtu.be/actrGUBUy7E>

https://youtu.be/01_ZgmUINi8

<https://youtu.be/ycvy5kw0185s>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
II	20UBA2AC4P	MS OFFICE MANAGEMENT - PRACTICAL					3	2			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓		✓			✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓		✓	✓	
CO3	✓	✓				✓	✓	✓	✓		
CO4	✓	✓	✓	✓		✓	✓	✓	✓		
CO5	✓	✓		✓	✓	✓	✓	✓	✓	✓	
Number of Matches= 39, Relationship : HIGH											

Prepared by:

1. Dr. M. Kaja Muhaideen

Checked by:

1. Dr. K. Devaraju

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. Marks	Internal Marks	External Marks
III	20UBA3CC5	Core –V	BUSINESS ACCOUNTING	4	4	100	25	75

Course Outcomes

At the end of the course, students will be able to:

1. To impart the knowledge of business accounting and Partnership firm.
2. To learn fundamental aspects of partnership accounting and also gain knowledge about profit and loss Appropriation Account and Capital Accounts of Partners.
3. To gain knowledge regarding Accounting treatment in the event of Admission of a Partner.
4. To acquire the knowledge about preparation of accounts in the event of retirement and death of a partner and also understand mode of payment.
5. To equip the knowledge of Dissolution of firms, Settlement of Accounts among the partners and also enables the student to the preparation of Insolvency account.

UNIT - I

12 Hours

Introduction – Meaning– Definition of Business Accounting– Partnership – meaning & Definition– Types of partner – Partnership deed– Rules applicable in the absence of partnership deed – Necessary adjustments in accounts.

UNIT - II

12 Hours

Partnership Accounts –#Interest on Capital# – Interest on Drawings – Profit and Loss Appropriation Account – Capital Accounts of Partners – Fixed Capital Method – Fluctuating Capital method.

UNIT - III

12 Hours

Admission of a Partner –Profit Sharing Ratio - Calculation of Sacrificing Ratio – #Adjustment for Goodwill# – Revaluation of Assets and Liabilities.

UNIT - IV

12 Hours

Retirement of a partner – New profit sharing ratio – Gaining ratio – Treatment of Goodwill on Retirement/ Death of a Partner – Mode of Payment.

UNIT - V

12 Hours

Meaning of Dissolution – #Modes of Dissolution# – Settlement of Accounts – Insolvency of a Partner or Partners - Insolvency of Individuals – #Statement of Affairs# – Deficiency Accounts

NOTE: All Units Simple Problems only

Marks (80% Problems & 20% Theory)

Self - Study Portion.

Text Books:

T.B-1 T. S. Reddy & Dr. A. Murthy, Financial Accounting, Sixth Revised Edition, Margham Publications, 2018.Reprint 2019.

T.B-2 S. John Gabriel& A. Marcus, Financial Accounting, Tata McGraw-Hill Education, 2017.

UNIT I	Chapter 21 Section	Page No. 21.1 – 21.35	T.B-1
UNIT II	Chapter 22 Section	Page No. 22.1 – 22.127	T.B-1
UNIT III	Chapter 23 Section	Page No. 23.1 – 23.101	T.B-1
UNIT IV	Chapter 24 Section	Page No. 24.1 – 24.77	T.B-1
UNIT V	Chapter 19 Section	Page No. 19.1-19.34	T.B-1

Books for Reference:

- 1.R.L. Gupta & V.K. Gupta, Financial Accounting, Sultan Chand Publications, New Delhi, 2018.
- 2.Jain&Narang, Financial Accounting, Kalyani Publishers, Patiala, 2018.

Web Reference

1. <https://www.academia.edu>
2. <https://www.futureaccountant.com/partnership-accounts/#.X3R-NGgzbiW>
3. <http://education.svtuition.org/2013/03/partnership-accounts-notes.html>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Code	Title of the Paper					Hours	Credits				
III	20UBA3CC5	BUSINESS ACCOUNTING					4	4				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	✓		✓	✓	✓	✓	✓	✓		✓		
CO2	✓	✓	✓	✓		✓		✓	✓	✓		
CO3	✓	✓	✓		✓	✓	✓	✓		✓		
CO4	✓	✓		✓		✓	✓		✓			
CO5	✓		✓	✓	✓	✓	✓	✓		✓		
Number of Matches = 38, Relationship : HIGH												

Prepared by:

1. Mr. T. Jayakumar

Checked by:

1. Dr. U. Leyakath Ali Khan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. Marks	Internal Marks	External Marks
III	20UBA3CC6	Core -VI	BUSINESS LAWS	3	2	100	25	75

Course Outcomes

At the end of the course, students will be able to:

1. Acquire the basic knowledge of contracts with economic activities of business transactions for student development activities in business.
2. The learners understood the essentials of law to develop the personal skill and address the local issues in business.
3. Equip the students to understand and apply strategy in business contracts, and also provide remedies to problems in business contracts.
4. Ensuring the requirement of agency creation, allocation and termination with ethical and social responsibilities.
5. The learners acquire the knowledge of Sale of Goods Act for analytical thinking, decision making in business awareness.

UNIT-I

9 Hours

Introduction – Contract - Definition – Elements of Valid Contract – Kinds of Contracts – #Void, Voidable and Valid Agreements# - Offer and Acceptance.

UNIT- II

9 Hours

Consideration – Essential for valid Consideration – #No Consideration No Contract # – Capacity of Parties – Minor – Law Relating to Minor – Persons Disqualified by Law- Free Consent.

UNIT-III

9 Hours

Performance of Contract – #Quasi Contract# – Discharge of Contract – Remedies for Breach of Contract.

UNIT- IV

9 Hours

Law of Agency – Meaning - Essential of Agency -Creation of Agency - Kinds of Agents – #Duties, Rights of Agent # – Termination of Agency.

UNIT- V

9 Hours

Sale of Goods Act – Goods - Meaning - Classification – Essential of Contract of Sale – Sales and Agreement to Sell – Caveat Emptor – Exceptions of the Doctrine of Caveat Emptor – #Unpaid seller#.

Self Study portion.

Text Book:

T.B- 1. R.S.N Pillai and Bhagavathi, Business Law, Sultan Chand sons, 2009

UNIT I	Chapter I, Chapter II, Chapter III	TB - 1
UNIT II	Chapter IV, Chapter V	TB - 1
UNIT III	Chapter X, Chapter XI, Chapter XII, Chapter XIII	TB - 1
UNIT IV	Chapter XVI	TB - 1
UNIT V	Chapter XVII, Chapter XVIII, Chapter XXI	TB - 1

Books for Reference:

1. **N.D. Kapoor** – Elements of Mercantile Law – Sultan Chand & Sons
2. **Davar** – Mercantile Law, Progressive Corporation
3. **M. C. Shukla** – Mercantile Law, Sultan Chand & sons

Web Reference

1. <https://www.studocu.com/in/document/guru-gobind-singh-indraprastha-2>.
2. [university/business-laws/lecture-notes/unit-1-lecture-notes-6/3528392/view](https://www.university/business-laws/lecture-notes/unit-1-lecture-notes-6/3528392/view)
3. https://www.dphu.org/uploads/attachements/books/books_3498_0.pdf

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Code	Title of the Paper	Hours	Credits						
III	20UBA3CC6	BUSINESS LAWS	3	2						
Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓	✓	✓		✓	✓	✓	✓	✓
CO2	✓	✓	✓	✓			✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓	✓	✓	✓		
CO4	✓	✓	✓	✓	✓	✓			✓	✓
CO5	✓			✓	✓	✓	✓		✓	✓
Number of Matches = 40, Relationship : HIGH										

Prepared By:

1. Mr. J. Maheswaran

Checked by:

1. Dr. U. Leyakath Ali Khan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. Marks	Internal Marks	External Marks
III	20UBA3AC5	Allied - V	OPERATIONS RESEARCH	4	3	100	25	75

Course Outcomes

At the end of the course, students will be able to:

1. Develop a report that describes the model and the solving technique, analyse the results and propose recommendations in language understandable to the decision-making processes in Management
2. Solve linear programming problems using appropriate techniques and optimization solvers, interpret the results obtained and translate solutions into directives for action.
3. Conduct and interpret post-optimal and sensitivity analysis and explain the primal-dual relationship.
4. Develop mathematical skills to analyse and solve integer programming and network models arising from a wide range of applications.
5. Effectively communicate ideas, explain procedures and interpret results and solutions in written and electronic forms to different audiences.

UNIT- I

12 hours

Operations Research – Meaning –Scope – Phases –Limitations-Characteristics-#Operation Research and Decision Making#-Application Areas.

UNIT- II

12 hours

Linear Programming -#Formulation of LPP # - Solution by Graphical Methods- Simplex Methods (Simple Problems).

UNIT - III

12 hours

Transportation Problem-North West Corner Rules-Lease Cost Method- #Vogel's Approximation Method# - Assignment Problems - Hungarian Maxima and Minima Methods - Travelling Salesman Model.

UNIT- IV

12 hours

Inventory Control Systems – ABC- VED - HML - XYZ - FSN - SOS - SDE Classifications# - #Replacement of Equipment that Deteriorates Gradually# - Replacement of Equipment that fails suddenly.

UNIT--V

12 hours

Network Analysis – #Basic Components# – Construction - Numbering the Events – Critical Path Analysis, Slack (float)

Self Study Portion.

(80% Problem, 20 % Theory)

Text Book

T.B.1. Anand Sharma – Operations Research, Himalaya Publishing House, Reprint 2012.

UNIT I	Chapter I, Chapter II,	T.B.1
UNIT II	Chapter III, Chapter IV,Chapter V	T.B.1
UNIT III	Chapter VIII,	T.B.1
UNIT IV	Chapter IX,Chapter XIV	T.B.1
UNIT V	Chapter XX	T.B.1

Books for Reference:

1. Prem Kumar Gupta, D.S. Hira- Operations Research, Sultan Chand , New Delhi.
2. V.K.Kapoor –Operations Research ,Sultanchand& Sons.
3. Quantitative Techniques – C.R.Kothari,VIKAS Publishing House.

Web Reference:

- 1.<https://theintactone.com/2019/08/31/ccsubba-406-operation-research/>
- 2.<https://theintactone.com/2018/05/07/ggsipu-new-delhi-decision-sciences-1st-semester/>
- 3.<https://theintactone.com/2019/02/26/kmb206-quantitative-techniques-for-managers/>

Semester	Code	Title of the Course					Hours	Credits			
III	20UBA3AC5	OPERATIONS RESEARCH					4	3			
Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓		✓	✓	✓	✓	✓	
CO2	✓		✓	✓			✓	✓	✓		
CO3		✓	✓	✓	✓		✓	✓	✓	✓	
CO4	✓	✓	✓	✓		✓		✓	✓	✓	
CO5	✓	✓		✓	✓	✓		✓	✓	✓	
Number of Matches= 38, Relationship : HIGH											

Prepared by:

1. Dr. M. Kaja Muhaideen

Checked by:

1. Dr. K. Devaraju

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. Marks	Internal Marks	External Marks
III	20UBA3AC6P	Allied - VI	TALLY FOR BUSINESS - PRACTICAL	3	2	100	20	80

Course Outcomes

At the end of the course, students will be able to:

1. Understanding the power and potential of Tally Accounting Software from the business perspective
2. Develop the Knowledge Company Setup & Configurations Charts of Accounts Setup; Understanding to using ledgers and vouchers to recording Financial Transactions.
3. Understanding inventory tally and Generate Inventories Vouchers etc.
4. To equip the knowledge of Bank Reconciliation Statement and budget in Tally.
5. Understand practical applications of GST entries in Tally, GST reporting, GST Filling

UNIT - I

9 Hours

Fundamentals of Computerized Accounting: Principles of Accounting - Features of Tally – # Computerized Accounting Versus Manual Accounting # – Shortcut Keys.

UNIT - II

9 Hours

Introduction to Accounting: Starting Tally - Create a Company - Groups – Ledgers: Create, Edit and Delete – #Types of Vouchers: Contra, Payment, Receipt, # Journal, Purchase and sales Voucher.

UNIT- III

9 Hours

Introduction to Inventory: Creation of Stock Groups – Stock Categories – Units of Measure – #Stock Items: Displaying and Altering Groups, Categories and Items#.

UNIT- IV

9 Hours

Bank Reconciliation Statement (**BRS**) - Budget.

UNIT -V

9 Hours

Goods & Service Tax (GST): CGST – #SGST# – IGST – UTGST.

Self Study Portion

Text Books:

T.B – 1 K Mohan Kumar and Dr S Rajkumar, Computer Applications in Business, The McGraw – Hill Companies, Second Edition, 2009.

T.B – 2 S. V. SrinivasaVallabhan, Computer Applications in Business, Sultan Chand & Sons, Third Edition, Reprint, 2007.

UNIT I	Chapter 5	Section 2-5	T.B-1
UNIT II	Chapter 5	Section 6-7	T.B-1
UNIT III	Chapter 6	Section 2-6, Section 9-10	T.B-1
UNIT IV	Lesson 7	Section 5.17,	B.R-1
	Lesson 8	Section 8.1-8.4	B.R-1
UNIT V	Lesson9	Section 7.1, 7.3, 7.6	B.R-1

Books for Reference

1. Tally Power of Simplicity, Tally.ERP 9 at a Glance/1.0/March 2009
2. Palanivel, Tally Accounting Software, Margham Publications, 2014

Web Reference

- 1.<http://www.tallyerp9tutorials.com>
- 2.<http://www.tallyelearning.com/>
- 3.<http://www.letslearnaccounting.com/free-tally-learning>

Semester	Code					Title of the Course			Hours	Credits
III	20UBA3AC6P					Tally For Business - Practical			3	2
Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO 4	PSO 5
CO1	✓	✓	✓	✓	✓	✓	✓	✓		✓
CO2	✓	✓	✓		✓	✓	✓	✓		✓
CO3	✓		✓		✓	✓	✓	✓		✓
CO4	✓	✓	✓		✓	✓	✓	✓		✓
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Number of Matches= 42, Relationship : HIGH										

Prepared by:

1. Dr. M. KajaMuhaideen

Checked by:

1. Dr .U. Leyakath Ali Khan

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. Marks	Internal Marks	External Marks
IV	20UBA3GE1	Generic Elective- I	Management Principles	2	2	100	Nil	100

Course Outcomes

At the end of the course, students will be able to:

1. Acquire the Knowledge primary function of management historical development and role of management activities.
2. The learners understood how to make plan with the help of company/ institution mission, vision and objectives.
3. Equip the student to understand the organization structures and importance.
4. Ensuring the requirement of human resource, how to allocate and basic of required qualities of employees from available source.
5. The learners acquire the knowledge of co- ordination of business / association and how to make a corrective action based on plan through controlling activities to successes.

UNIT - I

6 Hours

Management – Meaning - Definition – #Features # – Importance – Functions

UNIT - II

6 Hours

Planning – Meaning – #Concept# – Process – Types of Plans – Objectives, Policies and Procedures – Management by objectives.

UNIT - III

6 Hours

Organizing – Meaning – Concept - Organization as a Process – Types of Organization – Nature and Purpose - #Centralization # – Decentralization

UNIT- IV

6 Hours

Staffing – Meaning - Concept – #Function # – Process - Recruitment – Selection – Directing – meaning - Concepts

UNIT - V

6 Hours

Co-Ordination – Meaning - Need & Importance - Controlling - Meaning - Concept – Need & Importance – #Process#.

Self Study Portion.

Text Books:

T.B 1. T. Ramasamy, Principles of management, 8th Revised Edition, Himalaya Publishing House, 2006.

T.B.2. Dinkar Pegare, Business Management, 5th Revised Edition, Sulthan Chand & sons, 2011.

UNIT I	Chapter I	TB-1
UNIT II	Chapter V, Chapter-VII	TB-1
UNIT III	Chapter IX, Chapter-XI	TB-1
UNIT IV	Chapter XV	TB-1
UNIT V	Chapter XIV	TB-2

Books for Reference:

1. M. Prasad , Principles of management 8th Edition 2012, Sulthan Chand & Sons.
2. Varma & Agarwal Theory & Practicse of management, Educational Publisher, Delhi
3. C.B. Mamoria, Personnel management Reprint 1999, Himalaya Publishing House.

Web Reference:

1. <https://bbamantra.com/principles> of management-introduction-nature-process-importance/

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Code	Title of the Paper					Hours	Credits				
IV	20UBA3GE1	Management Principles					2	2				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	✓	✓	✓	✓	✓	✓	✓	✓		✓		
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓			
CO3	✓	✓	✓	✓	✓	✓	✓	✓				
CO4	✓	✓				✓	✓	✓				
CO5	✓		✓			✓	✓	✓	✓			
Number of Matches = 38, Relationship : HIGH												

Prepared by:

1. Dr. S. Jainab Bee

Checked by:

1. Dr. S. Mohamed Mohideen

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the course	Hours	Credits	Max. Marks	Internal marks	External marks
IV	20UBA4CC7	Core - VII	PRODUCTION MANAGEMENT	4	4	100	25	75

Course Outcomes

At the end of the course, students will be able to:

1. To know the basic knowledge of production management.
2. To understand the students, concepts of production planning and control.
3. To quote the theories of work study, Time study, motion study and work measurement.
4. To learn how to maintain qualities of production.
5. To analyses the importance of material management.

UNIT – I

12 Hours

Production Management – #Scope# – Production System – Types – Duties and Responsibilities of a Production Manager – Plant Location – Factors & Site Selection – Plant Layout and its Kinds.

UNIT – II

12 Hours

Production Planning and Control (PPC) – Objectives – #Elements of Production Planning# – Routing and Scheduling – Objectives.

UNIT – III

12 Hours

Work Study, Time Study and Motion Study – Work Measurement – Maintenance of Plant – #Types#.

UNIT – IV

12 Hours

Quality Control and Inspection – #Objectives# – Statistical Quality Control (SQC) – Agmark, ISI and ISO

UNIT – V

12 Hours

Material Management – Objectives – Purchasing – Store Keeping – #Functions# – Duties and Responsibilities of a Store Keeper – Inventory Control.

(100% Theory)

Self study portion

Text Book:

T.B -1. Dr. I. Abbas Khan, Dr. M. Sheik Mohamed – Production Management, Raja Publications, Trichy – 20, 2011.

UNIT I	Chapter I Page No.2-26	T.B - 1
UNIT II	Chapter III Page No.60-78	T.B - 1
UNIT III	Chapter II Page No.33-52	T.B - 1
UNIT IV	Chapter IV Page No.83-113	T.B - 1
UNIT V	Chapter V Page No.123-156	T.B - 1

Books for Reference:

1. K. Aswathappa and K. Shridhara Bhat – Production and Operations Management, Himalaya Publishing House.
2. Dr. B.S. Goel – Production and Operations Management, Pragati prakashan publishers.
3. M.M. Varma – Material Management, Sultan Chand & Sons.

Web Source:

1. <https://www.slideshare.net/vandan2011/bba-303>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits				
IV	20UBA4CC7	PRODUCTION MANAGEMENT					4	4				
Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO2	PSO3	PSO4	PSO5		
CO1	✓	✓	✓	✓	✓	✓	✓	✓		✓		
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓			
CO3	✓	✓	✓	✓	✓	✓	✓	✓				
CO4	✓	✓				✓	✓	✓				
CO5	✓		✓			✓	✓	✓	✓			
Number of Matches = 38, Relationship : HIGH												

Prepared by:

1. Dr. U. Leyakath Ali Khan

Checked by:

1. Dr. K. Devaraju

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. Marks	Internal Marks	External Marks
IV	20UBA4CC8	Core -VIII	MANAGEMENT INFORMATION SYSTEM	4	3	100	25	75

Course Outcomes

At the end of the course, students will be able to:

1. Describe the role of information technology and information systems in business
2. Interpret how to use information technology and software to solve business problems
3. Analyze and synthesize trade information and systems to facilitate evaluation of strategic Alternatives and successfully communicate strategic alternatives to facilitate decision making
4. Demonstrate how to design and implement secure access controls and to learn the tools of Information assurance
5. Understand the functional areas of business and leadership role of Management Information Systems in achieving business competitive advantage through informed decision making.

UNIT - I

12 Hours

Management Information System – Meaning- Fundamentals–Components– Characteristics– Importance– Classification – MIS Functions

UNIT - II

12 Hours

Software –Meaning – Definition – Types of Software - #Role of software in problem solving# - Recent trends in Software – Transaction Processing System - Steps - Office Automation System.

UNIT - III

12 Hours

System Development – Meaning- System Development Life Cycle Concept – SDLC Stages - Systems testing – Feedback Control- Expert System – Functions of System Analyst #Evaluation and Maintenance of MIS#.

UNIT - IV

12 Hours

Introduction – Strategic role of MIS – Decision Support System- Data Collection and Preparations – Data Base – Components – #E-Business Applications#.

UNIT - V

12 Hours

Introduction - Functional areas of Business: Production Information System, Marketing Information System, Finance and Accounting Information System, Personnel Information System – Research and development System #Impact and their role in Managerial Decision making#.

Self Study portion

Text Book

T.B.1 Dr.A.K.Gupta- Management Information System, S.Chand Publication, 2010.

UNIT I	Chapter 1 Section 1.1-1.7.8	T.B.1
UNIT II	Chapter 2 section 2.1- 2.5, chapter 11 section 11.3	T.B.1
UNIT III	Chapter 12 Section 12.1-12.6	T.B.1
UNIT IV	Chapter 13 Section 13.1-13.5,Chapter 6 Section 6.1-6.6	T.B.1
UNIT V	Chapter 11 Section 11.1-11.8.2	T.B.1

Books for Reference:

1. Management Information Systems, Dr. S.P. Rajagopalan, Margham Publications.
2. Gordon B.Davis, Management Information System: Conceptual Foundations, Structure and Development, McGraw Hill, 1974.

Web Reference:

1. <https://bbamantra.com/introduction-information-system/>
2. <https://bbamantra.com/internet-intranet-extranet/>

E-Books

1. http://ebooks.lpude.in/management/mba/term_4/DMGT505_MANAGEMENT_INFORMATION_SYSTEM.pdf
2. <http://www.pearsonmiddleeastawe.com/pdfs/SAMPLE-MIS.pdf>
3. <https://www.sigc.edu/department/mba/studymet/ManagmentInformationSystem.pdf>
4. https://www.tutorialspoint.com/management_information_system/mis_tutorial.pdf

MOOCS(Online Course)

<https://www.mooc-list.com/course/introduction-management-information-systems-mis-survival-guide-edx>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Code	Title of the Paper					Hours	Credits				
IV	20UBA4CC8	MANAGEMENT INFORMATION SYSTEM					4	3				
Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	✓		✓	✓	✓	✓	✓	✓				
CO2	✓		✓	✓		✓		✓	✓	✓		
CO3	✓		✓		✓	✓	✓	✓	✓			
CO4	✓			✓		✓	✓		✓			
CO5	✓		✓	✓	✓	✓	✓	✓		✓		
Number of Matches = 38, Relationship : HIGH												

Prepared By:

1. Mr. K. Mohamed Anwar

Checked by:

1. Mr. J. Maheswaran

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the course	Hours	Credits	Max. Marks	Internal Marks	External Marks
IV	20UBA4AC7	Allied- VII	SERVICES MARKETING	4	3	100	25	75

Course Outcomes:

At the end of the course, students will be able to:

1. To understand the scope, nature, characteristics and classification of services.
2. To concepts of services marketing management and expanded service marketing mix becomes familiar to students offer better employability skills to students
3. To know the pricing in services, service communication and major channel alternatives.
4. To identify the different types of service personnel.
5. To enable students to gain knowledge on marketing on various services.

UNIT -I

12 Hours

Services – Meaning – Scope of Services - Services and its Growth - # The services sector in the Indian economy# - Nature, Characteristics and Classifications of Services - Difference between goods and Services.

UNIT-II

12 Hours

Services Marketing – Meaning - Services Marketing Management - Process for services – #Marketing planning for Services# - Service Marketing Mix - Development of new services - Service life cycle.

UNIT-III

12 Hours

Pricing in services – Factors affecting Pricing Decisions – Methods of pricing in Services– Service Communication– #Growth of sales promotion in services#.

UNIT-IV

12 Hours

Location of Services premises – Major channel alternatives- Functions of intermediaries - People in services – Types of service personnel –Service process - #Designing the service process# – Process Flow charts - Process layout.

UNIT-V

12 Hours

Marketing of Services – Bank - Insurance - Health – #Hospitality# – Telecommunications – Tourism and Airlines - Recent trends in services marketing.

#.....# **Self Study portion**

Text Book

T.B.1 Vasanthi Venugopal, Raghu V.N- Services Marketing, Himalaya Publishing house 2008.

UNIT I	Chapter 1, 2	Page No. 1-28	T.B.1
UNIT II	Chapter 3,4,7,8	Page No. 29-31, 44-47, 77-84, 94-97	T.B.1
UNIT III	Chapter 9, 10, 11	Page No.102-111, 131-136, 155-166	T.B.1
UNIT IV	Chapter12, 13, 14	Page No. 172-179, 188-194, 218-227	T.B.1
UNIT V	Chapter 20	Page No. 293-318	T.B.1

Book for Reference:

1. Dr. L.Natarajan – Services Marketing, Margham Publications,2016.

Web source:

1. <https://theintactone.com/2019/05/19/ggsipu-bba305-services-marketing/>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits				
IV	20UBA4AC7	SERVICES MARKETING					4	3				
Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	✓	✓	✓	✓			✓	✓	✓	✓		
CO2	✓	✓	✓	✓			✓	✓	✓	✓		
CO3	✓	✓	✓	✓	✓	✓	✓	✓				
CO4	✓	✓		✓	✓	✓			✓	✓		
CO5	✓			✓	✓	✓	✓		✓	✓		
Number of Matches = 38, Relationship : HIGH												

Prepared by:

1. Dr. U. Leyakath Ali Khan

Checked by:

1. Mr. J. MAHESWARAN

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. Marks	Internal Marks	External Marks
IV	20UBA4AC8	Allied– VIII	COST ACCOUNTING	4	2	100	25	75

Course Outcomes

At the end of the course, students will be able to:

1. Aimed to familiarise the concept of Cost accounting and helps to gather knowledge on preparation of cost sheet in its practical point.
2. To facilitate the idea and meaning of material control with various methods of material issues for production sector.
3. Develop the knowledge about methods of wage payments and incentives plans.
4. To introduce concept of overhead cost and determine the costs of products and services.
5. To acquire the different types of cost accounting knowledge and current knowledge about cost accounting.

UNIT - I

12 Hours

Cost Accounting– Meaning– Objectives, Advantages and Limitations–#Costing System# – Cost Unit – Cost centre – Elements of Costs – Preparation of Cost Sheet.

UNIT - II

12 Hours

Materials – #Meaning and Objectives of Material Control methods# - Levels of stock – Economic Order Quantity – ABC Analysis– Methods of valuing material issues– FIFO, LIFO, Simple Average and Weighted Average.

UNIT - III

12 Hours

Labour – #Methods of Wage Payments# – Time Rate, Piece Rate – Incentive Plans: Rowan’s Plan, Halsey plan, Halsey Weir plan - Taylor’s Differential Piece Rate System.

UNIT - IV

12 Hours

Overheads – #Classification#, Allocation, Apportionment and Absorption of Overheads

UNIT - V

12 Hours

Job Costing – Contract Costing – Process Costing – Excluding Equivalent Production Concepts.

(80% Problems & 20% Theory)

Self- Study Portion

Text Books

T.B. 1 S.P. Jain and K.L. Narang, Cost Accounting, Kalyani Publishers, Eighth edition, 2014, Reprint 2015.

UNIT I	Part I	Page No. 1-39, Part IV	Page No.63-69	T.B.1
UNIT II	Part II	Page No. 4-69		T.B.1
UNIT III	Part II	Page No. 106-162		T.B.1
UNIT IV	Part II	Page No. 193-244		T.B.1
UNIT V	Part IV	Page No. 3-168		T.B.1

Books for Reference:

- 1.S.P.lyengar, Cost Accounting, Sultan Chand& Sons, Tenth Edition 2017.
- 2.R.S.N. Pillai and V. Bagavathi, Cost Accounting, S. Chand& Company Ltd, Fourteenth Revised Edition 2018.
- 3.Dr.R.Ramachandran&Dr.R.Srinivasan, Cost Accounting, Sriram Publications, Sixth Revised Edition 2018, Reprint 2019.
- 4.T.S.Reddy&Y.Hari Prasad Reddy, Cost Accounting, Margham Publications, Fourth Revised Edition 2011, Reprint 2019.

Web Reference:

- [1.https://lecturenotes.in/m/24891-introduction-to-cost-accounting?reading=true](https://lecturenotes.in/m/24891-introduction-to-cost-accounting?reading=true)
- [2.https://www.tutorialspoint.com/accounting_basics/cost_accounting_introduction.htm](https://www.tutorialspoint.com/accounting_basics/cost_accounting_introduction.htm)
- [3.https://theintactone.com/2019/02/09/ggsipunew-delhi-cost-accounting-2nd-semester/](https://theintactone.com/2019/02/09/ggsipunew-delhi-cost-accounting-2nd-semester/)
- [4.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/)
- [5.http://ebooks.lpude.in/management/bba/term_3/DMGT202_COST_AND_MANAGEMENT_ACCOUNTING.pdf](http://ebooks.lpude.in/management/bba/term_3/DMGT202_COST_AND_MANAGEMENT_ACCOUNTING.pdf)

MOOCS(Online Course)

<http://ugcmoocs.inflibnet.ac.in/ugcmoocs/viewmoduleug.php/198>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Code	Title of the Paper					Hours	Credits				
IV	20UBA4AC8	COST ACCOUNTING					4	2				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	✓		✓	✓	✓	✓	✓	✓		✓		
CO2	✓	✓	✓	✓		✓		✓	✓	✓		
CO3	✓	✓	✓		✓	✓	✓	✓	✓			
CO4	✓	✓		✓		✓	✓		✓			
CO5	✓		✓	✓	✓	✓	✓	✓		✓		
Number of Matches = 38, Relationship : HIGH												

Prepared By:

1. Mr. T. Jayakumar

Checked by:

1. Dr. S. Mohamed Mohideen

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. Marks	Internal Marks	External Marks
IV	20UBA4GE2	Generic Elective - II	BANKING PRACTICES	2	2	100	Nil	100

Course Outcomes

At the end of the course, students will be able to:

1. To understand the basic knowledge of Indian banking system.
2. To understand and importance of Banker and Customer Relationship
3. To learners should know the basic knowledge of Cheque and it importance.
4. Equip the students to know the Banking services.
5. To develop the students use of E-banking services

UNIT - I

6 Hours

Historical Evolution of Banks – Meaning– Definition – Classification of banks – Commercial Banks – Characteristics - Functions

UNIT - II

6 Hours

Banker and Customer – General and special relationship – Debtor & Creditor, Agent & Principal, Trustee & Beneficiary# Types of bank accounts# – Types of deposits - Documents required to open a bank account.

UNIT - III

6 Hours

Cheques : Definition – Characteristics– Multicity Cheques- Honour and Dishonour- #Difference between DD and cheque#

UNIT - IV

6 Hours

Crossing of Cheques & Endorsement - Meaning – Significance - Types - Social relationship between banker and customer – #Rights of a banker# –Procedure for opening Non-Resident (NRI) accounts in India.

UNIT - V

6 Hours

E-Banking and Core Banking – Meaning – Benefits – Electronic Transfer (ATM-NEFT, ECS – Credit and Debit Cards), RTGS, NEFT and IMPS – Internet Banking, Mobile Banking – # E-Wallet #- UPI - Plastic Money.

Self Study Portion

Text Books

T.B-1 P.N.Varshney, Banking Law and Practice, twenty second edition, Sultan Chand & sons., 2007.

T.B-2 Priyanka Singh & Shikhashree, Banking Practices, revised edition, Takur publishers., 2012.

UNIT I	Chapter I	Section 1.1-2,4-9, 10-23	T.B-1
UNIT II	Chapter II	Section 2.53-66, 68-80	T.B-1
UNIT III	Chapter III	Section 3.87-90, 93-104, 108-119	T.B-2
UNIT IV	Chapter IV	Section 4.108-113, 80- 81	T.B-2
UNIT V	Chapter V	Section 5.123-128, 129-130, 138-1153.1-26.9	T.B-2

Books for Reference :

1. E.Gordon & Natarajan, Banking Theory Law and Practice Himalaya Publishing House, 2007.
2. Sundaram and Varshney, Banking Theory Law and Practice, Sultan Chand & Sons, 2007.

Web Source:

1. <https://bbamantra.com/banking-instruments/>
2. <https://www.toppr.com/guides/business-economics-cs/money-and-banking/e-banking/>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code					Title of the Paper					Hours	Credits
IV	20UBA4GE2					BANKING PRACTICES					2	2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	✓	✓	✓	✓	✓	✓	✓	✓		✓		
CO2		✓	✓	✓	✓	✓		✓	✓			
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓			
CO4		✓	✓	✓	✓	✓		✓		✓		
CO5	✓		✓				✓		✓	✓		
Number of Matches = 37 , Relationship : High												

Prepared By:

1. Dr. B. Deepa

Checked by:

1. Dr. S. Mohamed Mohideen

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UBA5CC9	Core IX	MANAGEMENT ACCOUNTING	6	5	100	25	75

Course Outcomes:

1. To understand Accounting and techniques of Management Accounting.
2. Apply cash flow Analysis techniques and interpret the results thereof.
3. To enable the students to know about financial statement analysis and calculate ratio analysis and applying for Decision making.
4. To trace and construct the marginal costing, estimate cost volume profit analysis and Break even analysis
5. Classify and formulate the various types of Budgets and predict the future.

Unit I 18Hours

Management Accounting–Meaning–Objectives–Advantages–Limitations–#Management Accounting Vs Financial Accounting#–Management Accounting Vs Cost Accounting.

Unit II 18Hours

Cash Flow Analysis–Preparation of Cash Flow Statement– Operating, Financing, Investment activities (Simple Problems)

Unit III 18Hours

Financial Statement Analysis–Comparative, Common size and Trend Analysis–Accounting ratios–Meaning – Profitability ratio- Liquidity ratio – Solvency ratio (Simple Problems)

Unit IV 18Hours

Marginal Costing–Cost Volume Profit Analysis –#Break Even Analysis#–Margin of Safety.

Unit V 18Hours

Budget and Budgetary Control–Meaning–#Types#–Functional, Production Budget, Flexible Budget, Cash Budget and Zero Base Budgets

#.....# Self Study Portion (60% Problem & 40% Theory)

Text book:

T.B.A.Murthy, S.Gurusamy, Management Accounting, Tata McGraw-Hill Publishing Company, Chennai, 4th Edition 2015

UNIT-I Chapter INSM1-NSM.201.1T.B

UNIT-II Chapter IV FFS1-FFS87, Chapter-V Section.1-65.T.B

UNIT-III Chapter III RA1 RA 114 T.B

UNIT-IV Chapter VII.MCB1-MCB119 T.B

UNIT-V Chapter VI BBC1-BBC75.T.B

Booksforreferences:

1. MaheswariS.NPrinciplesofManagementAccounting–.SultanChand&Sons
2. R.S.N.Pillai&Bhagavathi,ManagementAccounting–SultanChand&Sons
3. ManMohan&Goyal, PrinciplesofManagementAccounting–S.M.sathiyaPublications

Web Reference:

1. <https://nptel.ac.in/courses/110/107/110107127/>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours	Credits				
V	20UBA5CC9		MANAGEMENTACCOUNTING			6	5				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓		✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓		
CO3	✓	✓	✓	✓	✓	✓	✓	✓			
CO4	✓	✓				✓	✓	✓			
CO5	✓		✓			✓	✓		✓		
Number of Matches = 36 , Relationship : HIGH											

Prepared By:
DR. S. MOHAMED MOHIDEEN

Checked By:
DR. M. BALASUBRAMANIAN

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UBA5CC10	Core - X	INTERNATIONAL BUSINESS	5	5	100	25	75

Course Outcomes:

1. To understand the International Business and Globalisation conditions.
2. To impart the knowledge of Multinational Corporations.
3. To acquire the knowledge of Economic Integration of Developing Countries.
4. To update the knowledge of International investment and finance, EXIM Bank and Export credit risk insurance.
5. To adopt the knowledge of World Trade Organisation, GATs, TRIMs and TRIPs in recent era.

UNIT I

15 Hours

International Business – Meaning – Strategic decisions in International Business - Types of International Business - Problems of International Business - International Business Environment – #Significance of International Business Environment# — Globalisation – Definition – Conditions for Globalisation – Advantages and Challenges of Globalisation.

UNIT II

15 Hours

Multinational Corporations (MNCs) – Definition – Dominance of MNCs - Merits and Demerits – #MNCs in India# – Foreign Market Entry Strategy – Exporting – Licensing and Franchising – Contract Manufacturing – Management Contracting – Export Oriented Units (EOU) – Star Export Houses (SEH).

UNIT III

15 Hours

Economic Integration of Developing Countries – SAARC – SAPTA – NAFTA - – International Economic Organisation – International Monetary Fund – World Bank – International Finance Corporation – #Asian Development Bank (ADB) #.

UNIT IV

15 Hours

International Investment and Finance - Foreign Direct Investment (FDI) – #Foreign Portfolio Investment# - Factors affecting International Investment – Limitations and Dangers of Foreign Capital – EXIM Bank – Objectives – Functions – Export Credit Risk Insurance.

UNIT V

15 Hours

World Trade Organisation (WTO) – Objectives and Principles - Functions of WTO – Organisational Structure of WTO – GATS - TRIMs – TRIPs – #Anti Dumping measures# – Balance of Payments – Meaning – Components of Balance of Payments.

Text book:

T.B: Francis Cherunilam – International Business, Prentice Hall of India Private Limited, 2010.

#.....# Self Study Portion

UNIT I	Chapter 1, Pp. 5 - 29, Chapter 3, Pp. 55 – 122, Chapter – 12, Pp. 447 – 467. T.B
UNIT II	Chapter 10, Pp. 376 – 392, Chapter 15, Pp. 497 – 515. T.B
UNIT III	Chapter 4, Pp.153 – 174, Chapter 8, Pp. 290 - 313. T.B
UNIT IV	Chapter 9, Pp. 320 - 370. T.B
UNIT V	Chapter 5, Pp. 178-206, Chapter 11, Pp. 403 – 406. T.B

Books for references:

1. N.S.Muthukumar - International Business & Environment, Kalyani Publishers
2. RL Varshney & Battacharya – International Marketing Management- Sulthan & Chand
3. Balgopal T.S – Export Management, Himalaya Publishing House.

Web Reference:

1. <https://nptel.ac.in/courses/110/107/110107145/>
2. https://ebooks.lpude.in/commerce/mcom/term_3/DCOM501_INTERNATIONAL_BUSINESS.pdf

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code					Title of the Paper					Hours	Credits
V	20UBA5CC10					INTERNATIONAL BUSINESS					5	5
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	✓	✓	✓	✓	✓	✓	✓	✓				✓
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓			
CO3	✓	✓	✓	✓	✓	✓	✓	✓				
CO4	✓	✓				✓	✓	✓				
CO5	✓		✓			✓	✓		✓			
Number of Matches = 36 , Relationship : HIGH												

Prepared By:
Dr. U. LEYAKATH ALI KHAN

Checked By:
Dr. A. SENGOTTUVEL

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UBA5CC11	CORE - XI	ENTREPRENEURIAL DEVELOPMENT	5	5	100	25	75

Course Outcomes:

1. Acquire the Knowledge, role, importance and needs of entrepreneurs.
2. Motivate students to become entrepreneurs and acquire knowledge of various schemes of the Government.
3. The learners understood how to make business ideas and prepare project proposals.
4. The learners acquire knowledge of various sources of finance.
5. Enable the students to understand the problems of women and rural entrepreneurs.

Unit I

15Hours

Entrepreneur -Meaning-Origin-Definition-Need,RoleandImportanceofEntrepreneurship - Functions- factors influencing Entrepreneurship - Internal factors - External factors - TypesofEntrepreneur- Scope- #CharacteristicsofanEntrepreneur#-DifferencebetweenanentrepreneurandaManager-#EntrepreneurVs Intrapreneurs#.

Unit II

15Hours

EntrepreneurialMotivation-Motivatingfactors-EntrepreneurialGrowth- EntrepreneurshipDevelopmentPrograms(EDPs)-EntrepreneurialTraining-CourseContentandCurriculum - FunctionsofNIESBUD-EDII-RoleofTIIC-DIC-KVICschemes-THADCOSchemes - Tamil NaduBackwardClass& MinoritiesEconomic Development CorporationLimited(TABCEDCO)

Unit III

15Hours

SourcesofBusiness Idea-Idea Processing-SelectionofIdea-Concept ofProject -Classification - #Project Identification# - Preparation of Project Proposal - Project Report -#ProjectAppraisal#.

Unit IV

15Hours

SourcesofFinance-LongTerm&ShortTermFinance-Micro,SmallandMediumEnterprises -Meaning - Steps for starting MSME - National Institute for Micro, Small andMediumEnterprises(NIMSME)- Functions- #IndustrialEstate#

Unit V

15Hours

Women Entrepreneur - Definition - Problems - Steps to encourage Women Entrepreneurs -#Incentives and Subsidies for Entrepreneur# - Rural Entrepreneur -Meaning- Need for RuralEntrepreneurship - #Problemsof RuralEntrepreneurship#.

#.....#SelfStudyPortion

Text book:

T.B.1-Dr.C.BGupta&Srinivasan-EntrepreneurialDevelopment,SultanChandsons2008

T.B.2-Dr.SureshJayashree-EntrepreneurialDevelopments,MarghamPublications,2015

T.B.3 -Dr. C.BGupta&Dr. S.S.Khanka- EntrepreneurshipandSmallBusinessManagement,2009

UNIT I	Chapter 1, Pp1.1-1.9, Chapter2, Pp 2.1-2.17,Chapter 3 Pp3.1-3.9, TB- 2
UNITII	Chapter 5, Pp5.1-5.11,Chapter 6, Pp6.1-6.10, Chapter 6 Pp6.29-6.52, TB -2
UNITIII	Part-I Chapter 5Pp1.76-1.83, PartII-Chapter1, Pp 2.3-2.13,
UNITIV	Chapter 11,Pp11.1-11.12, Chapter7Pp 7.18 – 7.30,T.B. 2
UNIT V	Chapter 7, Pp7.1-7.17, T.B.2, Chapter 24, Pp2.289-2.290, T.B - 3

Booksforreferences:

1. Gorden&Natarajan-EntrepreneurialDevelopment,HimalayasPublishers
2. KhankaS.S-EntrepreneurialDevelopment,SultanChand&sons

Web reference:

1. https://www.tutorialspoint.com/entrepreneurship_development/index.htm
2. <https://www.yourarticlelibrary.com/entrepreneurship/entrepreneur-and-entrepreneurship- development/89626>

RelationshipMatrixforCourseOutcomes,ProgrammeOutcomesandProgrammeSpecificOutcomes:

Semester	Code					Title of the Paper	Hours	Credits				
V	20UBA5CC11					ENTREPRENEURIAL DEVELOPMENT	5	5				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	✓	✓	✓	✓			✓	✓	✓	✓		
CO2	✓	✓	✓	✓			✓	✓	✓	✓		
CO3	✓	✓	✓	✓	✓	✓	✓	✓				
CO4	✓	✓		✓	✓	✓			✓	✓		
CO5	✓				✓	✓	✓		✓	✓		
Number of Matches = 37, Relationship: High												

Prepared By:
Dr. H. JAGIR HUSSAIN

Checked By:
Dr. K. DEVARAJU

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UBA5CC12	CORE-XII	ORGANISATIONAL BEHAVIOUR	5	5	100	25	75

Course Outcomes

1. Acquire the knowledge of Organisational Behaviour
2. The learners understood the Individual Behaviour, Personality and perception theory.
3. Relate the theory of group dynamics and Group cohesiveness
4. Understand the learners for leadership style and theory
5. It demonstrate the stress management ,Organisational change and development

UNIT I

15 Hours

Organisational Behaviour- Definition – Nature and Importance –Features and objectives – Disciplines contributing to Organisational Behaviour - #Organisational Behaviour Model and other concept of OB #.

UNIT II

15 Hours

Individual Behaviour-Factors Influencing individual behaviour - Personality-Determination of Personality- Personality Traits-Perception – Definition – Process of Perception-Determinants of Perception – #Importance of Perception#

UNIT III

15 Hours

Group Dynamics- Definition of Groups –Formation and Types of Groups -Different stages of Group development - Group Cohesiveness-#Factors influencing Group Cohesiveness # – Group Decision Making – Process– Group Decisions-Team Building-Conflict& Types of Conflict

UNIT IV

15 Hours

Leadership –Characteristics and Qualities of Effective Leadership- #Leadership Styles# - Power – Acquisition and types of Power- Distinction Between Power and Authority-Theories of Leadership

UNIT V

15 Hours

Stress Management –Definition- Nature and causes of Stress – Distinguish between Performance and Stress – Consequences of Stress – Organisational Change-Factors –resistance to Change- Organisational Development – Process –Organisational Culture – Characteristics and Types. Career Planning – Meaning and Objectives – Career Planning vs. Manpower Planning – Individual Carrier Planning – Steps in Effective Carrier Planning.

Self Study Portion

Text Book

1. Organisational Behaviour (Organisational Psychology) – Dr.J.Jayakumar (Margham Publications),2017
2. Organisational Behaviour- L.M.Prasad, Sultan Chand & sons,2008
 - Unit I** P I, 5.5 – 5.6,5.3-5.4,5.9-5.10 T.B 1,Page no 14-21T.B 2
 - Unit II** 6.3-6.8,8.2-8.4,8.10-8.12 T.B1, Page no 58-60,81-97,134-154, T.B 2
 - Unit III** 12.2-12.7, 12.10-12.12 T.B1, Page no282-326, T.B 2
 - UNIT IV** 18.2, 19.2-19.4 T.B 1 Page no 369-398, T.B 2
 - UNIT V** 20.1-20.8, 21.1-21.9,22.1-22.5,23.1-23.4 T.B 1

Booksforreferences:

1. Organisational Behaviour (Organisational Psychology) – Dr.J.Jayakumar (Margham Publications)

Web reference:

1. <https://nptel.ac.in/courses/110/106/110106145/>

RelationshipMatrixforCourseOutcomes,ProgrammeOutcomesandProgrammeSpecificOutcomes:

Semester	Code		Title of the Paper			Hours	Credits				
V	20UBA5CC12		ORGANISATIONAL BEHAVIOUR			5	5				
CourseOutcomes(COs)	Programme Outcomes (POs)					ProgrammeSpecificOutcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓			✓	✓	✓	✓	
CO2	✓	✓	✓	✓			✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓			
CO4	✓	✓		✓	✓	✓			✓	✓	
CO5	✓				✓	✓	✓		✓	✓	
NumberofMatches= 37,Relationship:High											

Prepared By:

M.FARZANA BEGUM

Checked By:

Dr. K. DEVARAJU

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UBA5DE1A	DSE - I	CONSUMER BEHAVIOUR	5	4	100	25	75

Course Outcomes:

1. To understand the meaning consumer of behaviour, and identify about market segmentation, levels and patterns.
2. To acquire about culture on consumer behaviour, measurements, factor determination and types.
3. To make students to understand consumer motivation, theory and decision making by consumer
4. To understand the opinion leadership, motivational forces and consumer learning.
5. To know the nature of consumer attitudes, online marketing and consumer protection.

Unit I

15 Hours

Consumer Behaviour - Meaning and Definition - #Scope and Needs of Consumer Behaviour# – Approaches to consumer research - Models - Market Segmentation – Levels – Patterns – Different patterns of segmentation.

Unit II

15 Hours

Culture on Consumer Behaviour – Characteristics – #Areas for Cross Cultural Analysis# – Measurement of Culture – Framework for assessing multinational strategies - Reference Group – Factors Determinations – Types of groups relevant to consumer behavior.

Unit III

15 Hours

Consumer Motivation – Definition – Concepts – Needs - Characteristics – Motivation Theory – Types of Motivation theory - Consumer Involvement –Types of Involvement – Decision making by Consumers - Models of Consumer Involvement.

Unit IV

15 Hours

Opinion Leadership –Characteristics – Motivational Forces – #Information Processing – Stages# Consumer Learning – Behavioural Learning Theories – #Factors influencing Classical Conditioning Learning# - Definition of Personality – Characteristics – Stages - Consumer Attitude – characteristics –Factors Determinations.

Unit V

15 Hours

Online Marketing – Meaning – Concepts – Characteristics of Online Marketing – Advantages and Disadvantages - Challenges to Buying – Marketing Programme for Online Consumers – Online Marketing channel - Legislation for Consumer Protection.

#.....# Self Study Portion

Text book:

Dr. L. Natarajan – Margham Publications – 2018 Edition – Consumer Behaviour

Unit I Chapter I (1.1 - 1.4) Chapter 2 (2.1 – 2.7) Chapter 3 (3.1 - 3.7) T.B

Unit II Chapter 4 (4.1 - 4.3, 4.7 - 4.9, 4.13-4.14) Chapter 6 (6.1 - 6.7) TB

Unit III Chapter 8 (8.4 - 8.6, 8.13) Chapter 9 (9.3 – 9.13) T.B

Unit IV Chapter 10 (10.1 - 10.4) Chapter 11 (11.1 - 11.6) Chapter -12(12.1 - 12.7)T.B

Unit V Chapter 14 (14.1 – 14.6) Chapter 15 (15.1, 15.3) Chapter 15 (16.4 -16.9) T.B

Books for references:

- 1.Paul Green Berg-Customer Relationship Management -Tata McGraw Hill , 2002.
- 2.Michael R. Solomon - Consumer Behaviour, Indian Edition –PHI learning PVT Ltd.,
- 3.RamanujMajumdar - Consumer Behaviour –PHI learning PVT Ltd.

Web Reference:

1. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_CB_Lecture%20_Notes.pdf
2. <https://www1.udel.edu/alex/chapt6.html>
3. <https://nptel.ac.in/courses/110/105/110105029/>
4. <https://vnbrims.org/MBA-notes/Marketing-Article-006-notes-consumer-buying-behaviour.html>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours	Credits				
V	20UBA5DE1A		CONSUMER BEHAVIOUR			5	4				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓			✓	✓			✓	✓	
CO3	✓	✓		✓	✓	✓	✓	✓			
CO4	✓		✓	✓		✓	✓	✓	✓		
CO5	✓		✓	✓		✓	✓	✓	✓	✓	
Number of Matches= 38 , Relationship : High											

Prepared By:
Dr. K. MOHAMED ANWAR

Checked By:
Mr. J. MAHESWARAN

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UBA5DE1B	DSE – 1	CORPORATE ACCOUNTS	5	4	100	25	75

CourseOutcomes:

1. To learn the ascertainment of Pre and Post incorporation profits and understands the final accounts of companies
2. To acquire the latest updates on Amalgamation, Absorption and Reconstruction of companies
 3. To equip the knowledge of Liquidation of companies
 4. To prepare Holding company accounts with legal requirements
 5. To create Excellence in final accounts of banks with RBI guidelines

Unit I

15Hours

ProfitPrior to Incorporation - Date of certificate to commence business – Basis of Apportionment of expenses – Steps involved in ascertaining Pre and Post incorporation profits - FinalAccounts of companies(SimpleProblems).

Unit II

15Hours

Amalgamation, Absorption and Reconstruction of Companies – Meaning under (AS 14) – Types of Amalgamation – Purchase consideration – Accounting methods – Absorption and External reconstruction (SimpleProblems)

Unit III

15Hours

Liquidation of Companies – Meaning – Methods of Liquidation(SimpleProblems)

Unit IV

15Hours

Holding Companies Accounts – Meaning of Holding and Subsidiary company – Legal requirements relating to Presentation of accounts – Consolidated Financial Statements, Balance Sheet and Profit and Loss account (SimpleProblems)

Unit V

15Hours

Final Accounts of Banks – Legal requirements – Preparation of Profit and Loss account – Guidelines of RBI for Profit and Loss account and Balance Sheet (SimpleProblems)

#.....#Self Study Portion (20% Theory & 80% Problem)

Text book:

T.BTS.Reddy and Dr.A.Murthy – Corporate Accounting, Margam Publication, 6th Edition 2018.

UNIT I Chapter 7 – P.No: 7.1 – 7.126, 6.1 – 6.47 T.B

UNIT II Chapter 10 – P.No: 10.1 – 10.158 T.B

UNIT III Chapter 11 - P.No: 11.1 – 11.103 T.B

UNIT IV Chapter 14 - P.No: 14.1 – 14.106 T.B

UNIT V Chapter 12- P.No: 12.1 – 12.134 T.B

Booksforreferences:

1. M.C. Shukla, T.S. Grewal, S.C. Gupta – Advanced Accountancy Vol.II, SulthanChand & Sons
2. S.N.Maheswari – Advanced Accountancy, SulthanChand & Sons
3. S.P.Jain and K.L.Narang – Advanced Accountancy, Kalyani Publishers

WebReference:

1. https://www.tutorialspoint.com/accounting_basics/index.htm
2. http://www.universityofcalicut.info/SDE/corporate_accountings_bcom_third_semester_stdymatrl_on29oct2015.pdf

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
V	20UBA5DE1B	CORPORATE ACCOUNTS					5	4			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓		✓	✓	✓	✓	✓	✓	
CO3	✓	✓		✓	✓	✓	✓	✓	✓	✓	
CO4	✓			✓	✓	✓	✓				
CO5	✓	✓	✓		✓	✓	✓				
Number of Matches = 39, Relationship: High											

Prepared By:
Mr. J. MAHESWARAN

Checked By:
Dr. K. DEVARAJU

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UBA5SE2A	SEC – II	INTRODUCTION TO RESEARCH METHODOLOGY	2	2	100	-	100

Course Outcomes

1. To develop understanding of the basic framework of research
2. To create an awareness of research process and problem among the students
3. To enable the students to understand the need of the research design
4. To help the student to select the sample and collect data from various sources
5. To educate the students to the art of research report writing

Unit I

6 Hours

Research– Meaning – Definition – Characteristics – Objectives–Types of Research – #Criteria for good research #.

Unit II

6 Hours

Research Process – Meaning – Research Problem –Selecting the Problem – Necessity of Defining the Problem -#Formulation of research problem#.

Unit III

6 Hours

Research Design – Meaning – Need – Features of good design – Types of Research Design – # Blue print of research design#.

Unit IV

6 Hours

Sampling – Meaning —Types of Sampling – # Sampling Error# -Data – Types of Data – Methods of data collection

Unit V

6 Hours

Research Report Writing– Significance – Steps in Report Writing – Layout of the Research Report – Types of the Research Report.

#.....# **Self Study Portion**

Text Book

T.B. 1 C R Kothari, Gaurav Carg, Research Methodology Methods and Techniques, New age International Publishers, Chennai. Third Edition 2014

UNIT – I Chapter 1 Page 1 to 9 **T.B .1**

UNIT – II Chapter 1 Page 9 to 18 **T.B .1**

UNIT – III Chapter 3 Page 29**T.B.1**

UNIT – IV Chapter 4 Page 52 and Chapter 6 Pages89 to 91 **T.B.1**

UNIT – V Chapter 19 Page 408 to 410 **T.B.1**

Books for References

1. P. Ravilochanan, Research Methodology with Business Correspondence and Report Writing – Margam Publications
2. Pauline V. young Scientific Social surveys and Research- Prentice Hall of India P. Ltd
3. S.R. Bajpai. Methods of social Survey and Research - Kitap Ghar, Acharya nagar, Kanpur

Web Reference:

1. <https://www.educba.com/types-of-research-methodology/>
2. http://www.ihmgwalior.net/pdf/research_methodology.pdf

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
V	20UBA5SE2A	INTRODUCTION TO RESEARCH METHODOLOGY					2	2			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓		✓	✓	✓		✓	✓	
CO2	✓	✓	✓			✓	✓	✓	✓		
CO3		✓		✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓		✓		
CO5	✓	✓		✓	✓		✓	✓		✓	
Number of Matches=38, Relationship: High											

Prepared By:

Dr. M. BALASUBRAMANIAN

Checked By:

Dr. K. DEVARAJU

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UBA5SE2B	SEC – II B	SUPPLY CHAIN MANAGEMENT	2	2	100	-	100

Course Outcomes:

1. To acquire the knowledge about the basic objectives of Supply chain Management and their decision phases
2. To import the role of Transportation in Supply chain
3. To enable the importance of Sourcing and Coordination
4. To illustrate the several classifications of drivers in Supply Chain
5. To identify factors influencing supply chain network design decisions in present era

Unit I **6Hours**

Supply Chain Management-Introduction-Definition-Objectives-#Importance-#-Decision phases in supply chain

Unit II **6Hours**

Supply Chain Relationships-#Channel structure-#-Transportation-Cost and Characteristics- Transport Decision-Transport Pricing

Unit III **6Hours**

Sourcing-Meaning-#Increase in the supply chain surplus-#-Third party Logistics-Fourth party Logistics-Coordination-Bullwhip effect-Impact

Unit IV **6Hours**

Drivers of supply chain performance-Classification of supply chain drivers- Logistical drivers - Cross functional drivers- #Inventory's role in the supply chain#

Unit V **6Hours**

Network Design in the supply chain- #Factors-#- Methodology of evaluating supply chain decision-Supply chain risk factors during network design – Impact of Online trading

#.....#SelfStudyPortion

Text book:

T.B-1. Sunil Chopra, Peter Meindl & D.V.Kalra, Supply Chain Management, Pearson Publication, 4th Edition, 2011

T.B-2. Dr.L.Natarajan, Logistics and Supply Chain Management, Margham Publication, Chennai

UNIT-I T.B-1-Chapter1 Pp. 1-20

UNIT-II T.B-2 Chapter 3,6,7,8 & 9 Pp. 3.1-3.5, 6.1-6.11, 7.1-7.4, 8.1-8.7, 9.1-9.4

UNIT-III T.B-2 Chapter 13,19 Pp.13.1-13.9,19.1-19.5

UNIT-IV T.B-2 Chapter 16 Pp.16.1-16.11

UNIT-V T.B-2 Chapter 17,18 Pp.17.1-17.7, 18.1-18.7

Booksforreferences:

1. D.K Agrawal, Logistics & Supply Chain Management, Macmillan India Ltd, Reprint 2007
2. Sarika Kulkarni, Ashok Sharma, Supply Chain Management, Tata McGraw hill, sixth, reprint 2008
3. R .P Mohanty, S.G Deshmukh, Supply Chain Management, Biztantra Publication, Reprint edition 2009

WebReference:

1. https://www.tutorialspoint.com/supply_chain_management/supply_chain_management_tutorial.pdf

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits				
V	20UBA5SE2B	SUPPLY CHAIN MANAGEMET					2	2				
Course Outcomes (COs)	ProgrammeOutcomes (POs)					ProgrammeSpecificOutcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	✓	✓	✓	✓		✓		✓		✓		
CO2	✓	✓		✓	✓	✓	✓	✓	✓			
CO3	✓	✓	✓		✓	✓		✓	✓			
CO4	✓	✓	✓	✓	✓	✓	✓		✓	✓		
CO5	✓			✓		✓	✓	✓		✓		
NumberofMatches=37,Relationship: HIGH												

Prepared By:**Dr.S. SANATH KUMAR****Checked By:****MR. J. MAHESWARAN****Note:**

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UBA5SE3A	SEC – III	APTITUDE TEST	2	2	100	---	100

Course outcomes:

1. To acquire a knowledge for a candidates abilities and problem solving
2. It demonstrates an ability to reason and provide systematic solution to a given problem
3. To assess individual performance in different work related tasks or situations
4. It can assess a person's ability to spell words correctly, use correct grammar and understand the word meaning
5. To equip the knowledge about pop culture, history and really know about the world around you

UNIT I

5 Hours

Reasoning Ability Verbal- Number Series - Alphabet Series- Problem on Age Calculation - #Blood Relations# - Decision Making etc.

UNIT II

5 Hours

Reasoning Ability -Non-Verbal - Mirror Images - #Cubes and Dice# - Grouping Identical Figures - Embedded Figures etc.

UNIT III

5 Hours

Numerical Ability -Percentage - Time and Distance, #Time and Work# - Average - Mensuration (2D and 3D) – Algebra

UNIT IV

5 Hours

Verbal Ability - Verb – Adverb, #Subject Verb Agreement#, Error Correction – Tenses, Sentence Rearrangement - #Prepositions, Articles#

UNIT V

5 Hours

General Knowledge - Current Affairs (National and International) - #Awards and Honors# - Science – International and National Organizations

#.....# Self Study Portion (100% Objective Type – Multiple choice questions)

Books for references:

1. Disha Experts, Banking Awareness for SBI/IBPS Bank Clerk/PO/SO/RRB & RBI exams , Disha Publication, 2016.
2. RPH Editorial Board, Guide to Banking General Awareness & Banking Aptitude Test: For All Banking Related Recruitment Exams, Publisher: RPH, 2016.
3. Arihant Experts, Banking Awareness, Publisher:Arihant, 2016.
4. R.S. Aggarwal, Quantitative Aptitude for Competitive Examinations, S Chand Publications, 2016.
5. Manorama year book (Current year edition). 6. Competitive Success Review (CSR) – Monthly Edition.

Web Reference:

1. <http://questionpaper.org/quantitative-aptitude>
2. <http://www.faceprep.in/deloitte/deloitte-aptitude-test-syllabus>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours	Credits			
V	20UBA5SE3A		APTITUDE TEST			2	2			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓	✓	✓		✓		✓		✓
CO2	✓	✓		✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓		✓	✓		✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓		✓	✓
CO5	✓			✓		✓	✓	✓		✓
NumberofMatches=37,Relationship: HIGH										

Prepared By:
M.FARZANA BEGUM

Checked By:
Mr. J. MAHESWARAN

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
V	20UBA5SE3B	SEC – III B	KNOWLEDGE MANAGEMENT	2	2	100	-	100

Course Outcomes:

1. Enable students to understand the meaning, scope, significance and techniques of Knowledge Management.
2. To provide an overview of Knowledge types, classification and life cycle of Knowledge Management in an organization
3. To know the importance of technology influences of KM on various Organization activities.
4. To understand the role of KM in Human Resource Management.
5. Make students know about career opportunities in Knowledge Management

Unit I

6 Hours

Knowledge Management – Introduction – Definition – Scope & Significance – Techniques – Difficulties – Types – #Principles#

Unit II

6 Hours

Organizational KM – Organizational Knowledge Types – Knowledge Classification – Knowledge Life Cycle – #Knowledge Sources#- Knowledge Processes

Unit III

6 Hours

Information Technology and KM – #Knowledge Economy# – E-Commerce & KM – Customer Relationship Management & KM – Total Quality Management & KM – KM Measures

Unit IV

6 Hours

Human Resource Management & KM – #Knowledge Worker# – Talent Management – Knowledge Audit – Knowledge Harvesting

Unit V

6 Hours

Knowledge Careers – Introduction – #Roles in Organization# – Classification of Knowledge Role – KM Job Opportunities

#.....# Self Study Portion

Text book:

T.B.1 Dr.B.Rathan Reddy – Knowledge Management, Himalaya Publishing House, 2011

T.B.2 Sudhir Warier – Knowledge Management, Vikas Publishing House Pvt. Ltd, 2009

UNIT I Chapter 1 - Pp. 1.10 – 1.55, 1.71 – 1.91 **T.B.1**

UNIT II Chapter 4 - Pp. 87 – 109 **T.B.2**

UNIT III Chapter 3 - Pp. 3.1 – 3.38, 3.49 – 3.50 **T.B.1**

UNIT IV Chapter 4 - Pp. 4.1- 4.6, 4.50 – 4.67, 4.117 – 4.118 **T.B.1**

UNIT V Chapter 7 - Pp. 207 - 221 **T.B.2**

Books for references:

1. Amrit Tiwana, Knowledge Management tool kit, Pearson Education, New Delhi, 2001.
2. Elias M. Awad, Hassan M. Ghaziri, Knowledge Management, Pearson Education, New Delhi, 2006.
3. Stuart Barnes, Knowledge Management System Theory and practice, Thomson Learning, 2002

Web Reference:

1. <https://nptel.ac.in/courses/110/105/110105076/>
2. https://www.tutorialspoint.com/knowledge_management/index.htm

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
V	20UBA5SE3B	KNOWLEDGE MANAGEMENT					2	2			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓			✓	✓	✓	✓	✓	
CO2	✓		✓	✓	✓	✓		✓	✓		
CO3		✓	✓	✓	✓	✓	✓	✓		✓	
CO4		✓		✓	✓		✓	✓	✓	✓	
CO5	✓		✓		✓	✓	✓		✓	✓	
Number of Matches = 37 , Relationship : High											

Prepared By:
Dr.A. SENGOTTUVEL

Checked By:
Mr. J. MAHESWARAN

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UBA6CC13	Core - XIII	FINANCIAL MANAGEMENT	5	5	100	25	75

Course Outcomes:

1. To learn fundamental aspects of Financial Management
2. To impart the knowledge of Capital Structure and financial sources
3. To gain knowledge regarding cost of capital and leverage
4. To acquire the knowledge about Capital budgeting and Leverage
5. To equip the knowledge of Working capital management

Unit I **15Hours**

Financial Management – Meaning – Definition – Objectives and Importance – # Scope and Financial Decision # – Functions of Financial Management.

Unit II **15Hours**

Capital Structure – Theories of Capital Structure – Optimum Capital Structure – # Long term and Short term Financing Sources #.

Unit III **15Hours**

Cost of Capital – Cost of Debt Capital, Preference Share, Equity Share, Retained Earnings, Weighted Average Cost of Capital – Leverage – # Types of Leverages #.

Unit IV **15Hours**

Capital Budgeting – # Importance # – Types of Capital expenditure decisions – Process - Evaluation Techniques – PBP, NPV, ARR, IRR.

Unit V **15Hours**

Working Capital Management – Objectives – Importance – Types of working Capital – Factors Determinations – # Estimation of Working Capital requirements #.

#.....#Self Study Portion (20% Theory 80% Problems)

Text book:

T.B.S.N.Maheswari – Fundamentals of Financial Management, Sulthan Chand & Sons 2008

UNIT I Section (A) – Chapter 7 – A.3 – A.8 T.B

UNIT II Section (B) - Chapter 2 – B.21 – B.67 T.B

UNIT III Section (C) - Chapter 4 – C.113 – C.148 T.B

UNIT IV Section (C) - Chapter 1 – C.3 – C.69 T.B

UNIT V Section (D) - Chapter 1 - D.3 – D.30, Chapter 2 - D.31 – D.51 T.B

Booksforreferences:

1. Dr. R. Ramachandran & Dr. R. Srinivasan – Financial Management, Sriram Publications

WebReference:

1. <https://ocw.mit.edu/courses/sloan-school-of-management/15-414-financial-management-summer-2003/lecture-notes/>
2. <https://www.ncertbooks.guru/financial-management-notes/>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
VI	20UBA6CC13	FINANCIAL MANAGEMENT					5	5			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓		✓	✓	✓	✓	✓	✓	
CO3	✓	✓		✓		✓	✓	✓	✓	✓	
CO4	✓			✓		✓	✓		✓		
CO5	✓	✓	✓		✓	✓				✓	
Number of Matches = 38, Relationship: High											

Prepared By:

Mr. J. MAHESWARAN

Checked By:

Dr. S. MOHAMED MOHIDEEN

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UBA6CC14	Core - XIV	STRATEGIC MANAGEMENT	5	5	100	25	75

Course Outcomes:

1. To know core concepts of Strategy and Strategic Management Significance, Benefits and Limitations.
2. Establish and evaluate the mission statement, objective, and vision for the business.
3. Explain the basic concepts, types associated with strategy formulation.
4. To understand various steps of implementation of various business strategies.
5. To know the nature of strategic Control and various techniques of the control process.

Unit I

15 Hours

Strategy – Meaning – Definition –Difference between policy and strategy – Tactics - Difference between tactics and strategy - Levels of strategy – Strategic Planning - Strategic Management – Evolution of Strategic Management - Objectives –Significance - #Benefits and Limitations#

Unit II

15 Hours

Vision – features of a good vision – Mission–difference between Vision and Mission– Contents of Mission – Mission statement – Components of Mission - #Objectives# - Factors affecting Objective setting – Need for Environmental Scanning - Industry Analysis – SWOT Analysis

Unit III

15 Hours

Strategy Formulation – Types of Strategies – Stability – Growth – Expansion –Vertical Integration strategy – #Benefits of vertical integration# - Diversification and Retrenchment – Boston Consulting Group (BCG) Matrix – Uses and Limitations.

Unit IV

15 Hours

Strategy Implementation – Issues in Strategy Implementation – Activating strategy - Functional Implementation – Functional Strategy – Functional Policies and Plans - Production – Marketing - Finance – #Personnel# – Research and Development.

Unit V

15 Hours

Strategic Control – Concept of Strategic Control – Barriers of Strategic Control – Participants in Strategic Control –#Role of organizational systems in Strategic Control# –Strategic Control Process – Strategic Control Techniques

#.....# **Self Study Portion**

Text book:

T.B. L.M. Prasad - Strategic Management, Sultan Chand & Sons, 5th Edition 2008.

UNIT I Part I - Section 1 - Pp. 1 – 26 **T.B**

UNIT II Part II - Section 3, 4 – Pp. 64 - 69, 79 - 86, 93 - 106 **T.B**

UNIT III Part III - Section 6, 8 – Pp. 161 - 186, 216 - 218 **T.B**

UNIT IV Part IV - Section 9, 12 – Pp. 243 - 248, 307 - 336 **T.B**

UNIT V Part V - Section 13 – Pp. 337 - 360 **T.B**

Books for references:

1. R.Srinivasan, Strategic Management, PHI Learning (P) Ltd, 3rd Edition 2009.
2. M. Jeyarathnam, Strategic Management, Himalaya Publishing House, 4th Edition 2012.
3. P.K. Ghosh, Strategic Planning and Management, Sultan Chand and Sons, 11th Edition 2008.

Web Reference:

1. <https://nptel.ac.in/courses/110/108/110108047/>
2. https://www.tutorialspoint.com/strategic_management/index.htm

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits				
VI	20UBA6CC14	STRATEGIC MANAGEMENT					5	5				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	✓	✓	✓	✓	✓	✓	✓	✓		✓		
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓			
CO3	✓	✓	✓	✓	✓	✓	✓	✓				
CO4	✓	✓				✓	✓	✓				
CO5	✓		✓			✓	✓		✓			
Number of Matches = 36 , Relationship : High												

Prepared By:
Dr.A. SENGOTTUVEL

Checked By:
Dr.U. LEYAKATH ALI KHAN

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UBA6CC15	Core - XV	HUMAN RESOURCE MANAGEMENT	5	5	100	25	75

Course Outcomes:

1. To understand the basic concepts in Human Resource Management and its functions
2. To know the basic knowledge regarding HR Planning process, Job analysis and Recruitment process
3. To acquire practical exercises on employee training and employee development.
4. To improve the knowledge in Theories of Motivation.
5. To update the knowledge of the Performance Appraisal in the organisation.

UNIT I

15 Hours

Human Resource Management - Meaning and Definition - Objectives - Scope – Functions of Human Resource Management – #Role of HR Manager#

UNIT II

15 Hours

Human Resource Planning - Meaning and Definition - Objectives - Importance - #HR Planning Process# – Job Analysis – Process of Job Analysis – Recruitment – Meaning – Definition – Sources of Recruitment.

UNIT III

15 Hours

Employee Training - Concept – Importance of Training - Methods - Employee Development – Concepts and Objectives - Importance of Executive Development - Wage and salary Administration - #Methods of Wage Payment#.

UNIT IV

15 Hours

Promotion Meaning - Types - purposes – Transfer – Meaning - Need - Types – Demotion – Meaning- Causes - Motivation - Meaning - Importance Theories of Motivation: #Maslow's Need Hierarchy Theory# - McGregor's X Theory and Y Theory.

UNIT V

15 Hours

Performance Appraisal – Meaning - Objectives – Process of Performance Appraisal - #Modern Methods of Performance Appraisal# - HR Audit – Meaning – Importance of HR Audit

#.....# **Self Study portion**

Text book:

T.B. 1 Human Resource Management, S.S. Khanka, Sultan Chand & Sons, New Delhi

T.B. 2 Human Resource Management, J. Jayasankar, Margham Publications, Chennai

UNIT I Section I: Chapter 1, 2 - **T.B .1**, Chapter 1- **T.B 2**

UNIT II Section II: Chapter 4, 5, 6 **T.B.1**

UNIT III Section III: Chapter 10, 11, 15 **T.B.1**

UNIT IV Section III: Chapter 13, 17 **T.B.1**

UNIT V Section IV: Chapter 28 **T.B.1**, Chapter 30 **TB .2**

Books for references:

1. Personnel Management – C.B. Mamoria, Himalaya Publishing House.
2. Human Resource & Personnel Management – Aswathappa, Tata McGraw Hill, New Delhi, 2002.
3. Human Resource Management C.B. Gupta, Sultan Chand & Sons, New Delhi.

Web Reference:

1. <https://nptel.ac.in/courses/110/105/110105069/>
2. <https://nptel.ac.in/courses/122/105/122105020/>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits				
VI	20UBA6CC15	HUMAN RESOURCE MANAGEMENT					5	5				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓			
CO2	✓	✓	✓		✓	✓		✓	✓	✓		
CO3		✓		✓	✓		✓			✓		
CO4	✓	✓	✓	✓		✓	✓	✓	✓	✓		
CO5		✓	✓	✓	✓	✓	✓					
Number of Matches= 37 , Relationship : High												

Prepared By:
Dr. S. ABDUL RAJAK

Checked By:
Mr. J. MAHESWARAN

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UBA6CC16	Core -XVI	INDUSTRIAL RELATIONS	5	5	100	25	75

Course Outcomes:

1. To help the students to understand the concept of Industrial Relations.
2. To understand the objectives of the Industrial Dispute Act, 1947 and to know the industrial dispute settlement process and different labour practices under the Act.
3. To make students know the better understanding between worker and management and help to resolve conflicts,
4. To know the role and functions of trade union in the industrial setup, and procedures.
5. To enable students to identify morale and efficiency among the workers and to develop the feeling of cooperation among the workers.

UNIT I

15Hours

Industrial Relation – Meaning –Scope-Importance - Functions of Industrial Relations –#Conditions for good Industrial Relations# - Causes of poor industrial relationship – Effects of Poor Industrial Relations – Suggestion to Improve Industrial Relations

UNIT II

15Hours

Industrial Disputes Act 1947-Definition-Meaning–Causes of Industrial Disputes–Settlement–Procedures-works committees–Meaning-Conciliation officer-Boards of conciliation-Courts of Enquiry - #Labour causes#-Industrial Tribunal-National Tribunal

UNIT III

15Hours

Workers Participation in Management –Meaning–Objectives-Forms of WPM-Making WPM effective-Collective bargaining – Meaning – Objectives – Importance-Process -- #Conditions and essentials for successful collective bargaining#.

UNIT IV

15Hours

Trade Union Act 1926 – Meaning – Importance - Types of trade union - Registration of trade union-recognition of trade union - #Trade union movement in India# - Problems of trade union -Measures to strengthen trade union in India

UNIT V

15Hours

Employee Discipline-Meaning-Features-Objectives-Types-Causes of Indiscipline-Procedure for disciplinary action–Penalties and Punishment-Grievances-Meaning-Sources Grievance procedure–#Model grievance procedure#

#.....# **Self Study Portion**

Text book:

1. T.B-N.D.Kapoor-Elements of Industrial law, Sultan Chand & Sons
2. T.B- S.S. Khanka -Human Resource Management, Sultan Chand & Sons

- UNIT 1** Chapter-24 (Pg.No.- 275-294)-**T.B.-2**
- UNIT 2** Chapter-25 (Pg.No.-295-313)-**T.B.-2**(Pg.No. -209-240)-**T.B.-1**
- UNIT 3** Chapter-19 (Pg.No.-219-230)-**T.B.-2**Chapter-27(Pg.No.-332-342)-**T.B.-2**
- UNIT 4** Chapter-26 (Pg.No.-314-331)-**T.B.-2**
- UNIT 5** Chapter-22, 23 (Pg.No.-252-274)-**T.B.-2**

Booksforreferences:

1. Malhotra, TheLawofIndustrialDisputes, VikhasPublicationsNew Delhi.2004.
2. J.R.Carby Hall, PrinciplesofIndustrialLaw, PearsonPublication, 2003.

WebReference:

1. <https://www.yourarticlelibrary.com/industries/industrial-relations/industrial-relations-meaning-objectives-and-participants/90556>
2. <https://www.economicdiscussion.net/industries/industrial-relations/32249>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours	Credits				
VI	20UBA6C16		INDUSTRIAL RELATIONS			5	5				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓		✓	✓	✓	✓		✓	✓	
CO3	✓	✓	✓				✓	✓	✓		
CO4	✓			✓	✓	✓		✓		✓	
CO5	✓		✓	✓		✓	✓		✓		
NumberofMatches= 36,Relationship: High											

Prepared By:
Dr. S. SALEEM

Checked By:
Mr. J. MAHESWARAN

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UBA6DE2A	DSE – II	ADVERTISING AND SALESMANSHIP	5	4	100	25	75

Course Outcomes:

1. To learn the basics of Advertising, Objectives and approaches
2. To understand the Advertising budget, copy and agency.
3. To analyse the various Advertising media and its measures.
4. To adopt the knowledge of personal selling and salesmanship.
5. To import the knowledge of Sales Promotion and Strategy.

UNIT I

15 Hours

Advertising – Meaning - Features - Scope - Types – Advantages of Advertising – Functions - Criticisms - Steps Involved in Launching an Advertising Campaign - Advertising Objectives - Development of Advertising Objectives - Classification - #DAGMAR Approach to Objective Setting# - AIDAS Model.

UNIT II

15 Hours

Advertising Budget - Methods – Factors influencing of Advertising Budget - Advertising Copy – Classification of Advertisement Copy - Elements of Advertising Copy -Advertising Agency - Functions - #Selection and Evaluation of Advertising Agency# - Relationship between Agency and Client.

UNIT III

15 Hours

Advertising Media – Classification of Advertising media – Indoor media advertising – Outdoor media advertising – Online advertising - #Media Selection# - Evaluation of Media - Measuring Advertising Effectiveness – Pre testing and PostTesting Techniques.

UNIT IV

15 Hours

Personal selling – Definition – Components of personal selling – Process of personal selling – Salesmanship – Definition – #Features of salesmanship# – Objectives of salesmanship – Benefits of salesmanship – Types – Order taking salesmanship – Creative salesmanship – Competitive salesmanship.

UNIT V

15 Hours

Sales Promotion – Definition – Methods –Roles and Significance - Dealer Oriented Sales Promotion -Consumer Oriented Sales Promotion - Sales Promotion Strategies – Objectives – Features of push strategy – push pull strategy - #Tools of sales promotion schemes#.

#.....# **Self Study Portion**

Text book:

TB - Advertising and Salesmanship – P. Saravanavel & S.Sumathi, Margham Publication, Chennai, 2016.

- UNIT I** Chapter 2, Pp. 2.1 – 2.12, Chapter 3, Pp. 3.1 – 3.25, Chapter 4, Pp. 4.1 – 4.15, Chapter 5, Pp. 5.1 – 5.22, Chapter 10, Pp. 10.1 -10.7, **TB**.
- UNIT II** Chapter 8, Pp. 8.1 – 8.20, Chapter 9, Pp. 9.1 – 9.15, Chapter 11, Pp. 11.1 – 11.12, **TB**.
- UNIT III** Chapter 14, Pp. 14.1-14.10, Chapter 15, Pp. 15.1 – 15.10, Chapter 16, Pp. 16.1 – 16.17, Chapter 17, pp 17.1-17.14, **TB**.
- UNIT IV** Chapter 18, Pp. 18.1 – 18.12, Chapter 19, Pp. 19.1 – 19.8 **TB**
- UNIT V** Chapter 27, Pp. 27.1 – 27.8, Chapter 28, Pp. 28.1 – 28.4, Chapter 29, Pp. 29.1-29.8, Chapter 30, Pp. 30.1 – 30.4 **TB**

Books for references:

1. Advertising and Sales Promotion–Debrar Datta and Mahau Datta, Vrinda Publication, Delhi.
2. Advertising Management – Rajeev Batra, John G. Myers & David A. Aaker, Prentice Hall of India, New Delhi.

Web Reference:

1. <https://www.slideshare.net/IftikharChangazi/salesmanship-complete-notes>
2. https://www.tutorialspoint.com/advertisement_and_marketing_communications/advertisement_introduction.html

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
VI	20UBA6DE2A	ADVERTISING AND SALESMENSHIP					5	4			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓			✓	✓			✓	✓	
CO3	✓	✓		✓	✓	✓	✓	✓			
CO4	✓		✓	✓		✓	✓	✓	✓		
CO5	✓		✓	✓		✓	✓	✓	✓	✓	
Number of Matches = 38, Relationship : HIGH											

Prepared By:
Dr.U. LEYAKATH ALI KHAN

Checked By:
Mr. J. MAHESWARAN

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UBA6DE2B	DSE – II	BANKING AND FINANCIAL SERVICES	5	4	100	25	75

Course Outcomes:

1. To enable learners to know basics of Indian Banking and Finance system
2. To make them aware about basic terminology in Banking and Finance
3. To make them understand about Indian financial services
4. To get the knowledge about financial services in India as Indian Financial System.
5. To develop the knowledge of well acquainted with Financial and money Markets

UNIT I

15 Hours

Banking – #Meaning# –Definition – classification of Banks –Commercial Banks –Meaning – Functions - Definition of Banker and Customer – Types of Bank Accounts – #Relationship between Banker and Customer# – Core banking and International banking.

UNITII

15 Hours

Reserve Bank of India – Nature and its functions of banks – Central bank – Functions of Central bank - Credit Control Measures –Credit creation – Credit function – RTGS – NEFT – #Online Banking#.

UNIT III

15 Hours

Indian financial systems – Importance and Function of financial systems – Financial Assets –#Financial Intermediaries# – Development of Financial Systems in India – Weakness of Indian Financial systems.

UNITIV

15 Hours

Leasing Financing - Definition – Meaning – Steps in Leasing Transactions – Types of Leasing – #Prospects and Problems of Leasing finance in India#- Hire purchase – Meaning – Characteristics – Hire Purchase and Installment systems – Banks and Hire Purchase Systems.

UNIT V

15 Hours

Venture capital - Meaning – Concept – Features – Functions of Venture Capital - #Scope of Venture Capital# – Types of Venture Capital –Factoring - Meaning – Functions – Types of Factoring – Factoring in India and Abroad.

Text book:

T. B.1. Sundaram & Varshney - Banking Law and Practice, Sultan Chand & Sons, 2018

T.B. 2. Gordon and Natarajan – Financial Markets and Services, Himalaya Publishing House.

Booksforreferences:

1. SundaramandVarshney,BankingTheoryLaw andPractice,SultanChand&Sons,2007.
2. B.Sanathanam, Financial Services, Margam Publications, Reprint 2019.RelationshipMatrixforCourseOutcomes,Programme OutcomesandProgramme SpecificOutcomes:

Web Reference:

1. <https://nptel.ac.in/courses/110/105/110105121/>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
VI	20UBA6DE2B	BANKING AND FINANCIAL SERVICES					5	4			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓		✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓		
CO3	✓	✓	✓	✓	✓	✓	✓	✓			
CO4	✓	✓				✓	✓	✓			
CO5	✓		✓			✓	✓		✓		
Number of Matches= 36 , Relationship : High											

Prepared By:

Dr.S.KUMAR

Checked By:

Dr. K. DEVERAJU

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UBA6DE3A	DSE III	RETAIL MARKETING	4	4	100	25	75

Course Outcomes:

1. To import the knowledge about the classifications of Retailer.
2. To develop the strategy of Retail Marketing store location and its planning.
3. To identify the Retail Merchandising and its Buying system.
4. To know about the Retail store operations and its Employees.
5. To acquire the knowledge about Retail communication and its challenges.

UNIT I

15 HOURS

Introduction to Retail- Meaning of Retailer-#Characteristics#-Functions of Retailer-Classification of Retailer-The Global Retail Trends.

UNIT II

15 HOURS

Retail Marketing Strategy- Store Location-#Importance#- Site Analysis – Demand, Availability and supply – Retail Market Segmentation - Retail Marketing Strategy Planning-Retail Financial Strategy.

UNIT III

15 HOURS

Introduction to Retail Merchandising: Meaning – Category Management – Merchandising Buying Systems – Branding Strategies – Presenting Merchandise – #Merchandise Pricing#

UNIT IV

15 HOURS

Retail Store Management: Operations- Loss prevention – SCM – #Distribution# – Managing Store Employees – Chain Store

UNIT V

15 HOURS

Retail communication: Managing the Customer – Challenges – Essential of Good Customer Service–Importance of Customer Service - Retailing Future: Retail through Internet# – Career opportunities in Retailing – Retail marketing in services

#.....#Self Study Portion

Text book:

T.B. Dr.Harjit Sing – Retail Management by S.Chand & Company Ltd.

- UNIT I Section I - Chapter I & II. T.B
- UNIT II Section II - Chapter IV, V, VI & VII. T.B
- UNIT III Section III - Chapter IX, X, XI, XII & XIII. T.B
- UNIT IV Section IV - Chapter XIV, XV, XVI, & XVII. T.B
- UNIT V- Section V & VI - Chapter XX, XXV & XXVI. T.B

Books for references:

1. Michael Barton and others – Retailing management by Tata Mcgraw Hill co.
2. KVS madaan – Fundamentals of Retailing by Tata Mcgraw Hill Co.

WebReference:

https://onlinecourses.swayam2.ac.in/cec19_mg40/preview

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours	Credits			
V	20UBA6DE3A		RETAIL MARKETING			4	4			
Course Outcomes (COs)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓	✓	✓		✓		✓		✓
CO2	✓	✓		✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓		✓	✓		✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓		✓	✓
CO5	✓			✓		✓	✓	✓		✓
NumberofMatches=37,Relationship: HIGH										

Prepared By:
Dr.S.SANATH KUMAR

Checked By:
Mr.J.MAHESWARAN

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UBA6DE3B	DSE – II	SECURITIES MARKETS	4	4	100	25	75

Course Outcomes:

1. To acquire the knowledge of securities markets, role and structure of markets
2. To understand the meaning of primary markets and its functions.
3. To learn the meaning of secondary markets, functions, structure and participants.
4. To know the importance of Mutual Fund investment and systematic transactions.
5. To understand the mechanism in Grievance Redressal in Securities Market.

UNIT I

12 Hours

Securities Market - Meanings – features of securities – Difference between Shares and Securities - Structure and Participants – Role of Securities markets – #Securities available in the Securities Market# – Equity Investing Process – Debt Investing Process.

UNIT II

12 Hours

Primary Market - Meaning - Functions – Primary Vs Secondary Markets – Intermediaries in Primary Market – Types of Issues – Types of Issuers – #Types of Investors# – Types of Public Issue of Equity Shares – Pricing of Public Issue of Shares – Applying to a Public Issue – Basis of Allotment – Listing of Shares.

UNIT III

12 Hours

The Secondary Market - Meaning – Functions – Types of Secondary Market – Market Structure and Participants – #Brokers and Client Acquisition# – Trade Execution – Clearing and Settlement of Trades – Market Information and Regulation – Disclosures of Listed companies –

UNIT IV

12 Hours

Mutual Funds – Meaning – Features of Mutual Fund – Mutual Fund Schemes – Pooling and Proportionate Representation-Units and Unit Capital – Market to Market – Net Asset Value (NAV) – Asset Management Company – #Investment Management Team# – Types of Mutual fund Schemes – Systematic Investment Plan(SIP) – Systematic Withdrawal Plan(SWP) – Systematic Transfer Plan(STP) – Investors Service Standards.

UNIT V

12 Hours

Do's and don'ts of investing/Trading in Securities Market – Rights and Obligations of Investors – Caution against Unregistered Investment Advisers - #Grievance Redressal in Securities Market# - SEBI SCORES – Investor Services Cell of Stock Exchange and Depository – Arbitration Mechanism.

#.....# Self Study Portion

Text book:

T.B 1 PunithavathyPandian, Security Analysis and Portfolio Management, Vikas Publishing House Pvt. Ltd., New Delhi, 2008.

T.B 2 Investment Management, Dr. L. Natarajan, Margham Publishers

T.B 3 Dr. S.Gurusamy, Financial Services and Systems, Vijay Nicholes Imprint Pvt. Ltd., 2004

- UNIT-I** Chapter-I Pp. 1-9 TB 1.
UNIT-II Chapter- 3.1 – 3.13nT.B 2
UNIT-III Chapter- 4, 4.1 – 4.21 T.B 2
UNIT-IV Chapter-V Pp. 75-84 TB 1.
UNIT-V Chapter-VIII Pp. 121-124 TB 1, Chapter-X Section Pp. 10.1 to 10.8 TB-2.

Books for references:

1. Avadhani, Investment and Securities Market in India, Himalaya Publishing House, 2011.
2. Websites of NSE, BSE, SEBI & NASDAQ.

Web Reference:

1. <https://www.nism.ac.in/>
2. <https://nptel.ac.in/courses/110/105/110105035/>
3. <https://www.nseindia.com/>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
VI	20UBA6DE3B	SECURITIES MARKETS					2	2			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓			✓	✓			✓	✓	
CO3	✓	✓		✓	✓	✓	✓	✓			
CO4	✓		✓	✓		✓	✓	✓	✓		
CO5	✓		✓	✓		✓	✓	✓	✓	✓	
Number of Matches = 38, Relationship : HIGH											

Prepared By:
Dr. K. DEVARAJU

Checked By:
Dr. M. BALASUBRAMANIAN

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
VI	20UBA6EC2	EC- II	BUSINESS ADMINISTRATION OF COMPETITIVE EXAMINATION	-	4	100	-	100

Course Outcomes:

1. Acquire the knowledge of business ethics and management activities in company or industry.
2. All basic concepts and importance of career planning and organizational needs.
3. To test the awareness of candidate with reference to current affairs of national and international importance.
4. Learn practical knowledge in advance for presentation skills
5. To learn the growing management information system play in vital role.

Unit-I

6 Hours

Management & Business Ethics: Meaning and Definition of Management- Nature of Management- Meaning and Definition of Ethics- Principles of Business Ethics – Regulation of Ethics- Business Ethics in India.

Unit – II

6 Hours

Career Planning: Meaning and Definition – Different Between Career Planning and Man Power Planning- Analysing the Potential of Individuals- Analysing Career Opportunities- Matching Individuals Aspirations and Organizational Needs.

Unit- III

6 Hours

Current Affairs: Latest Development in Science and Technology- Business Personalities and leaders- Committee and Appointment – Sports, Current Political Scenario- Initiative/Scheme of the Government – Language and National Symbols

Unit-IV

6 Hours

Presentation Skills - Preparing a PowerPoint Presentation - Greeting and Introducing - Presenting a Paper - Group Discussions - Preparing for and Facing a Job Interview. Personal Skill- Adding Some Additional Qualification.

Unit- V

6 Hours

MIS and Functional areas: Production ,Marketing ,Finance and Accounting, Personnel- Impact and their Role in Managerial Decision Making.

Text book:

1. **Unit –I** Principles of Management T. Ramasamy, Himalaya Publication **Chapter 27 Section 311-316**
2. **Unit - II** Organizational Behaviour, Dr.S. Jayakumar, Margham Publication, Reprint 2017 **Chapter 29 Section 29.1-29.9**
3. **Unit - III.** The yearly current affairs 2021 for Competitive Exam 6th Edition By Disha Expert- Disha Publication.
4. **Unit - IV** Professional Communication Skills, Er.A.K Jain, Dr.A.M.Sheikh, S.Chand revised edition

5. **Unit - V** Dr. A. K. Gupta Management Information System, S.Chand Publication, 2010, **Chapter 11 Section 11.1-11.82.**

Books for Reference

1. Aguilar, FJ., Managing Corporate Ethics - Learning from Americas Ethical Companies: how to supercharge business performance, Oxford University Press, New York, 1994
2. Management Information Systems 4th Edition (English, Paperback, Jawadekar Waman S.) Publisher: McGraw Hill Education India

Online Reference:

1. [tps://www.businessmanagementideas.com/notes/management-ethics-meaning-need-and-importance/5319](https://www.businessmanagementideas.com/notes/management-ethics-meaning-need-and-importance/5319).
2. <https://www.mbaskool.com/business-concepts/human-resources-hr-terms/4033-career-planning-.html>
3. <https://www.gktoday.in/current-affairs/>
4. <https://www.careerpower.in/current-affairs.html>
5. <https://www.caba.org.uk/help-and-guides/information/10-ways-improve-your-presentation-skills>
6. <https://www.scribd.com/doc/23545438/MIS-With-Functional-Areas-of-Business>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits				
V	20UBA6EC2	BUSINESS ADMINISTRATION OF COMPETITIVE EXAMINATION					-	4				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	✓					✓						
CO2			✓		✓		✓		✓			
CO3	✓				✓		✓					
CO4												
CO5						✓						
Number of Matches = 36 , Relationship : HIGH												

Prepared By:
Dr. S. JAINAB BEE

Checked By:
Prof. J. MAHESWARAN

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High