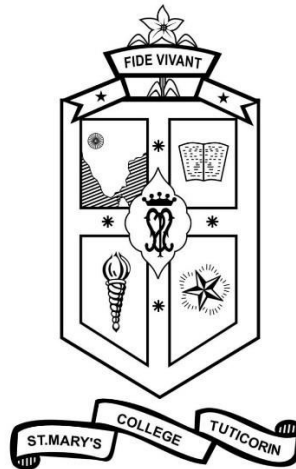


ST. MARY'S COLLEGE (AUTONOMOUS)

Re-accredited with A+ Grade by NAAC

Thoothukudi – 628001, Tamil Nadu

(Affiliated to Manonmaniam Sundaranar University)



Syllabus

BBA

School of Management & Economics

Outcome Based Curriculum

(w.e.f. 2021)

Preamble:

BBA Programme helps an individual to gain essential knowledge about the corporate world and also the fundamentals of administration. It can offer practical management training that can prepare students to successfully work within a large or small organisation. Through the BBA programme, students can pursue business education and learn skills that will help them pursue various management and administrative roles within a company.

Vision:

To contribute in creating a pool of young professionals and managers, to meet the demand of the industry and society, through excellence in education and research to remain a source of pride to St. Mary's College.

Mission:

1. Enable students to have an understanding of the key functional areas of Business.
2. To build up managerial skills.
3. To prepare technocrats for tomorrow for a collaborative and competitive globalized environment.
4. Providing need based education relevant to the dynamic socio-economic environment.
5. To build entrepreneurial capabilities in students.

Programme Outcomes:

PO No.	Students of Business Administration will be able to
PO – 1	pursue a career in general business management in a variety of settings including for profit and not-for-profit organisations, industry and government.
PO – 2	apply analytical and problem solving skills in the functional areas of accounting, marketing, finance ,customer relationship management, logistics, human resource management and economics in the business environment .
PO – 3	demonstrate knowledge and understanding of the ethical, legal and social obligations and responsibilities of business
PO – 4	apply ethical principles in the business environment with people of diverse ethnic, cultural, gender and other backgrounds.
PO – 5	understand globalization and value cultural diversity
PO-6	apply entrepreneurial skills for personal and professional development, timely responding to market changes
PO-7	know business starting principles and understands business environment influencing factors
PO-8	apply business structural planning principles, project activity methods in business management
PO 9	focus on developing domain specific language skills and knowledge of the students.

Programme Specific Outcome

PSO No.	Students of Business Administration will be able to	PO Addressed
PSO-1	explicit the sound knowledge of business concepts in the major disciplines of business environment.	PO-1, 3
PSO-2	be proficient in the uses of technology in modern organisational operations	PO-2, 8
PSO-3	demonstrate the knowledge and understanding of the ethical, legal and social responsibilities of business	PO-3, 5, 7
PSO-4	develop themselves in managerial and entrepreneurial skills through pragmatic approach.	PO-4, 6, 9
PSO-5	function expertly in team.	PO-4, 8
PSO-6	to define, analyze, and devise solutions for business issues & demonstrate to prepare accurate reliable financial reports.	PO-2, 8
PSO-7	enhance themselves with excellence in leadership.	PO-2,7,8
PSO-8	to acquire employment in various emerging areas of administration	PO-2, 5, 6, 9

Course Structure (w.e.f. 2021)

Semester –I

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil	21ULTA11	இக்கால இலக்கியம் செய்யுள் இலக்கணம், இலக்கியவரலாறு,உரைநடை கதை	6	3	40	60	100
	French	21ULFA11	Preliminary French and Commercial terms					
II	General English	21UGEN11	Poetry, Prose, Extensive Reading and Communicative English – II	6	3	40	60	100
III	Core I	21UBAC11	Principles of management	5	4	40	60	100
	Core II	21UBAC12	Accounting for Managers	5	4	40	60	100
	Allied I	21UBAA11	Business Environment	4	4	40	60	100
	Skill Enhancement Course - I	21UBAPE1	Professional English for Management - I	2	2	20	30	50
IV	Ability Enhancement Course	21UAVE11	Value Education	2	2	20	30	50
Total				30	22			

Semester II

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil	21ULTA21	சமய இலக்கியங்களும் நீதி இலக்கியங்களும், செய்யுள் இலக்கணம், இலக்கியவரலாறு, உரைநடை, வாழ்க்கை வரலாறு	6	3	40	60	100
	French	21ULFA21	Progressive French and Commercial Correspondence					
II	General English	21UGEN21	Prose, Poetry, Extensive Reading & Language Study- II	6	3	40	60	100
III	Core III	21UBAC21	Organisational Behaviour	5	4	40	60	100
	Core IV	21UBAC22	Business Statistics	5	4	40	60	100
	Allied II	21UBAA21	Business Ethics and Corporate Social Responsibility	4	4	40	60	100
	Skill Enhancement Course - II	21UBAPE2	Professional English for Management – II	2	2	20	30	50
IV	Ability Enhancement Course	21UAEV21	Environmental Studies	2	2	20	30	50
Total				30	22			

Semester III

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
III	Core V	21UBAC31	Quantitative techniques for managers	6	6	40	60	100
	Core VI	21UBAC32	Law for Managers	6	4	40	60	100
	Core VII	21UBAC33	Business Economics	6	4	40	60	100
	Allied III	21UBAA31	Banking Practices	4	4	40	60	100
	CoreSB	21UBAS31	Logistics Management	4	4	40	60	100
	NME I	21UBAN31	Introduction to Management	2	2	40 40	60 60	100 100
IV	Ability Enhancement Course	21UAWS31	Women's Synergy	2	2	20	30	50
	Self-Study / Online Course/ Internship (Compulsory)	21UBASS1	Personality Development		2			
Total				30	28			600

Semester IV

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
III	Core VIII	21UBAC41	Financial Management	6	6	40	60	100
	Core IX	21UBAC42	Production and Operations Management	6	4	40	60	100
	Core X	21UBAC43	Marketing Management	6	4	40	60	100
	Allied IV	21UBAA41	International Business	4	4	40	60	100
	Core SB	21UBAS41	Office Automation	4	4	40	60	100
	NME II	21UBAN41	Entrepreneurship	2	2	40	60	100
IV	Ability Enhancement Course	21UAYM41	Yoga & Meditation	2	2	20	30	50
	Self Study / On-line Course Internship (Optional)	21UBASS2	Business Leadership Skills		+2			
V	NCC,NSS& Sports				1			
	Extension Activities CDP				+1			
Total				30	27+3			

Semester V

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
	Core XI (Common Core)	21UMCC51	Human Resource Management	6	3	40	60	100
III	CoreXII	21UBAC51	Research Methodology	6	4	40	60	100
	CoreXIII	21UBAC52	Entrepreneurial Development	6	4	40	60	100
	Core XIV	21UBAC53	Case Study Analysis	5	4	40	60	100
	Core Elective	21UBAE51	IT skills for Managers	5	4	40	60	100
IV	Common Skill Based	21UCSB51	Computer for Digital Era and Soft Skills	2	2	20	30	50
	Self-Study paper / MOOC (Optional)	21UBASS3	Consumer Behaviour		+2			
Total				30	21+2			

Semester VI

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
III	Core XV	21UBAC61	Digital Marketing	6	4	40	60	100
	CoreXVI	21UBAC62	Knowledge Management	6	4	40	60	100
	CoreXVII	21UBAC63	Foreign Trade – Import and Export Procedure	6	4	40	60	100
	Core XVIII	21UBAC64	Management Information System	6	4	40	60	100
IV	Core XIX/ Project	21UBAC65	Contemporary issues in management	6	4	40	60	100
	Project	21UBAP61	Project					
Total				30	20			
Total				180	140+5			

Semester	Hours/ Week	Credits	Extra Credits	Total Marks
I	30	22	-	600
II	30	22	-	600
III	30	26	2	700
IV	30	27	3	700
V	30	23	-	500
VI	30	20	-	500
Total	180	140	5	3600

Courses	Number of Courses	Hours / week	Credits	Extra Credits
Language	2	12	8	--
English	2	12	8	--
Core	18+1 (Optional for project)	109 (103+6)	79 (75+4)	--
Core Skill Based	2	8	8	--
Core Elective	1	5	4	--
Group Project / Core	1	6	4	--
Allied	4	16	16	--
NME	2	4	4	--
Skill Enhancement Course	2	4	4	
Ability Enhancement Course	4	8	8	--
Common Skill Based	1	2	2	--
NCC, NSS & Sports		--	1	
Extension Activities		--		1
Self Study / On-line Course Internship (Optional)	2	--		4
Self Study Papers (Compulsory)	1	--	2	--
Total		180	140	5

SEMESTER - 1

Part – 1 பொதுத்தமிழ் தாள் - 1 இக்கால இலக்கியம்
(செய்யுள், இலக்கணம், இலக்கிய வரலாறு, உரைநடை, சிறுகதை)

Course Code: 21ULTA11 | Hrs/Week:6 | Hrs/Semester: 90 | Credits: 3

Objectives:

- மாணவியருக்கு நல்ல மதிப்பீடுகளைக் கற்பித்து வாழ்வில் அவற்றைப் பின்பற்ற வழிவகுத்தல்.
- இலக்கிய மாந்தரின் வாழ்க்கை அனுபவங்கள் மூலம் வாழ்வில் பிரச்சனைகளை எதிர்கொள்ளும் திறம், தன்னம்பிக்கை, ஆளுமைத்திறம், மொழிஅறிவு இவற்றை உருவாக்குதல்.

Course Outcome:

CO.NO	இப்பாடத்திட்டம் மாணவியருக்கு	அறிவுசார் மதிப்பீடு
CO-1	பெண் சார்ந்த விடுதலை உணர்வை வளர்க்கிறது.	வளர்ச்சி
CO-2	பொதுமைச் சிந்தனையை வளர்க்கிறது	வளர்ச்சி
CO-3	இனம் சாதி குறித்த பாகுபாட்டிலிருந்து விடுதலை பெறும் வழிவகைகளைக் கற்றுக்கொடுக்கிறது.	நடைமுறைப்படுத்துதல்
CO-4	இயற்கையைப் பேணுதற்கும் வாழ்வின் வளர்ச்சி நிலையை மேம்படுத்திக் கொள்ளுதற்கும் உதவுகிறது.	நடைமுறைப்படுத்துதல்
CO-5	சமய நல்லிணக்கம், ஒற்றுமை உணர்வு, இறை நம்பிக்கை இவற்றை உருவாக்குகிறது.	உருவாக்கம்
CO-6	மொழியைப் பிழையின்றி பேசவும் எழுதவும் உதவுகிறது.	புரிதல் திறன் மேம்பாடு
CO-7	எதார்த்த வாழ்வை மேற்கொள்ள உதவுகிறது.	புரிதல் திறன் மேம்பாடு
CO-8	தனிமனித வாழ்க்கைச் சிக்கல்களை எதிர்கொள்ளும் நிலையை உருவாக்குகிறது.	நடைமுறைப்படுத்துதல்
CO-9	சமுதாயப் பிரச்சனைகளை எதிர்கொள்ளும் திறம் கிடைக்கிறது.	நடைமுறைப்படுத்துதல்
CO-10	போட்டித் தேர்வுகளுக்குப் பயன்படும் வகையில் படைப்பாக்கத் திறனை வளர்க்க உதவுகிறது.	படைப்பாற்றல் திறன் மேம்பாடு

SEMESTER - 1			
Part – 1 பொதுத்தமிழ் தாள் - 1 இக்கால இலக்கியம் (செய்யுள், இலக்கணம், இலக்கிய வரலாறு, உரைநடை, சிறுகதை)			
Course Code: 21ULTA11	Hrs/Week:6	Hrs/Semester: 90	Credits: 3

அலகு – 1 செய்யுள் - 2 மணி

1. தமிழ்மொழி வாழ்த்து – பாரதியார்
2. புதுமைப் பெண் - பாரதியார்
3. புதிய உலகு செய்வோம் - பாரதிதாசன்
4. உலகை மாற்றுவோம் - கவியரசு முடியரசன்
5. கண்ணீரின் இரகசியம் - அப்துல் ரகுமான்
6. மரங்கள் - மு.மேத்தா
7. கால வித்தியாசம் - வைரமுத்து
8. வையத்தை வெற்றி கொள்ள - சி.சிவரமணி
9. கவிதைப் பூங்காடு – பா.விஜய்
10. பெண் இனமே – மைத்ரேயி
11. ஹைக்கூ கவிதைகள்
12. நாட்டார் பாடல்கள்

அ. தாலாட்டுப் பாடல்

ஆ. மீனவர் பாடல்

அலகு - 2 இலக்கணம் - 1 மணி

எழுத்து

1. எழுத்து - விளக்கம்,
2. முதலெழுத்துகள், சார்பெழுத்துகள்
3. சுட்டெழுத்துகள், வினா எழுத்துகள்
4. மொழி முதல் எழுத்துகள், மொழி இறுதி எழுத்துகள்
5. வல்லினம் மிகும் இடங்கள், வல்லினம் மிகா இடங்கள்
6. மொழிப்பயிற்சி : புதுக்கவிதை, சிறுகதை,
பத்திரிகைக்குச் செய்தி அனுப்புதல்

அலகு - 3 இலக்கிய வரலாறு - 1 மணி

1. புதுக்கவிதை தோற்றமும் வளர்ச்சியும்
2. சிறுகதை தோற்றமும் வளர்ச்சியும்

3. உரைநடை தோற்றமும் வளர்ச்சியும்
4. நாட்டுப்புற இயல் அறிமுகம்

அலகு - 4 உரைநடை - 1 மணி
நீயே வெல்வாய் - க.ப.அறவாணன்

- அலகு - 5 சிறுகதை - 1 மணி**
1. கேதாரியின் தாயார் - கல்கி
 2. விடியுமா? - கு.ப.ராஜகோபாலன்
 3. காலனும் கிழவியும் - புதுமைப்பித்தன்
 4. கருப்பண்ணசாமி யோசிக்கிறார் - அறிஞர் அண்ணா
 5. நாற்காலி - கி.ராஜநாராயணன்
 6. ராஜா வந்திருக்கிறார் - அழகிரி சாமி
 7. ஜோடிப் பொருத்தம் - ஜெயரதி அகஸ்டின்

I B.Com., / BBA / B.Sc (Computer Science) Part I FRENCH

SEMESTER – I			
Course Title : PART – I French Paper – I Preliminary French and Commercial terms			
Course Code : 21ULFB11	Hrs/week : 6	Hrs/ Sem : 90	Credits : 3

Objectives

To impart knowledge of the culture of the French and to give training in all four competencies of language learning.

To provide ample knowledge and opportunities to induce and ignite the independent learning capacity. To familiarize with commercial terms.

Course Outcomes

CO	At the end of this course, the students will be able to	CL
1.	read and understand French	Un, Kn
2.	greet and introduce oneself and others	Kn, Ap
3.	ask and say the date and day	Kn, Ap
4.	ask and reply politely	Ap, Cr
5.	describe someone's characteristics	Un, Ap
6.	understand the French and francophonic lifestyle	Kn, Un
7.	understand the commercial and computing terms and use it for translation	Un, Ap, Cr
8.	strengthen her base in French grammar	Kn, Un

Unit 1 – La France et la Francophonie

- 1.1 - La France et la Francophonie
- 1.2 – Un cours de français
- 1.3 – Les couleurs
- 1.4 – L'alphabet
- 1.5 – Lire en Français

Unit 2 - Bonjour ça va ?

- 2.1 –Bonjour ça va ?
- 2.2 – Salut Je m'appelle Agnès
- 2.3 – Entrer en contact
- 2.4 – Se présenter et présenter quelqu'un
- 2.5 – Demander et dire la date

Unit 3 - Qui est-ce ?

- 3.1 – Qui est-ce ?
- 3.2 – Dans mon sac, j'ai...
- 3.3 – Demander et répondre poliment
- 3.4 – Demander des informations personnelles
- 3.5 – Le top des personnalités francophones

Unit 4 - Il est comment ?

- 4.1 – Il est comment ?
- 4.2 – Allo ?
- 4.3 – Décrire l'aspect physique et le caractère

- 4.4 – Parler au téléphone
- 4.5 – Le pays des vacances

Unit 5 – Les termes

- 5.1 – Les termes commerciaux
- 5.2 – Les termes informatiques

Prescribed Textbook :

Cocton Marie-Noëlle. *Génération 1 Niveau A1*. Paris : Didier, 2016.

Books, Journals and Learning Resources

- Cocton Marie-Noëlle. *Génération 1 Le cahier d'activités*. Paris : Didier, 2016.
- J.Girardet&J.Pécheur avec la collaboration de C.Gibble. *Echo A1*. Paris : CLE international, Paris, 2012.
- Carlo Catherine, Causa Mariella. *Civilisation Progressive du Français – I*. Paris : CLEInternational, 2003.
- Dintilhac Anneline, De Oliveira Anouchka, Ripaud Delphine, DupleixDorothee, Cocton Marie-Noëlle. *Saison 1 Niveau 1, Méthode de français et cahier d'exercices*. Paris : Didier, 2015
- www.francaisfacile.com/exercices/
- www.bonjourdefrance.com
- <http://french-linguistics.co.uk/glossaries/commerce>

SEMESTER-I			
Part II GeneralEnglish	Poetry, Prose, Extensive Reading and Communicative English-I		
Course Code 21UGEN11	Hrs/Week: 6	Hrs/Semester:90	Credits:3

Objectives:

- To provide adequate exposure and opportunities for students to imbibe, develop, practise and use LSRW skills
- To help students read and comprehend contents in English

Course Outcome:

CO. No.	Upon completion of this course, students will be able to	Cognitive Level
CO- 1	improve their listening and writing skills.	Un
CO- 2	apply and incorporate basic grammar and mechanics in writing.	Ap
CO- 3	paraphrase main ideas through reading passages.	Ap
CO- 4	communicate in English with confidence.	Ap
CO- 5	appreciate literary pieces.	Ap
CO- 6	label and paraphrase main ideas through reading passages.	Ap
CO- 7	imbibe ethical and moral values through the study of the literary pieces.	Ev
CO- 8	construct simple sentences and short paragraphs in response to reading and writing.	Cr

SEMESTER-I			
Part II GeneralEnglish	Poetry, Prose, Extensive Reading and Communicative English –I		
Course Code 21UGEN11	Hrs/Week: 6	Hrs/Semester:90	Credits:3

Unit I –Poetry

Rabindranath Tagore – Leave This Chanting

W.W. Gibson – The Stone

Ted Hughes – Hawk Roosting

Unit II – Prose

Stephen Leacock – My Lost Dollar

J.B. Priestley – On Doing Nothing

Robin Sharma – Your Commitment to Self- Mastery: Kaizen

Unit III – Short Story

Oscar Wilde – The Model Millionaire

Leo Tolstoy – Three Questions

K.A. Abbas – The Refugee

Unit IV – Grammar

Parts of Speech – Noun, Pronoun, Article, Adjective, Verb - Modals and Auxiliaries
– Types of Sentences - Subject -Verb Agreement

Unit V- Communication Skills

Vocabulary, Listening Comprehension – Speaking – Reading, Filling Forms
(TANSCHÉ – Module I)

Text Books:

Units I-III – To be compiled by the Research Department of English

Unit IV- Joseph, K.V. *A Textbook of English Grammar and Usage*. Chennai: Vijay Nicole Imprints Private Limited, 2006. Print.

Unit – V – CLIL (Content & Language Integrated Learning) – Module I by TANSCHÉ (Tamil Nadu State Council for Higher Education)

Semester I			
Core – I		Principles of Management	
Course Code:21UBAC11	Hrs/Week:5	Hrs/Semester: 75	Credits:5

Objectives:

- Provide thorough knowledge about historical developments, theoretical aspects and emerging trends and developments in management.
- To enable student to understand fundamental concepts and principles of management, including the basic roles, skills and functions of management.

Course Outcomes:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the basic principles, nature and levels of management.	1,4	Un
CO-2	understand the scientific approaches of management	4	Un
CO-3	know the importance of planning, its procedures and limitations.	1	Cr
CO-4	analyze the organizational structure and span of control.	2,3,5	An
CO-5	understand the steps in staffing.	1,8	Un
CO-6	identify the difference between power and authority.	7	Re
CO-7	evaluate the effectiveness of directing and coordinating.	5	Ev
CO-8	understand the techniques and importance of controlling.	1,2	Un

Semester I			
Core – I		Principles of Management	
Course Code:21UBAC11	Hrs/Week:5	Hrs/Semester: 75	Credits:4

UNIT – I Introduction of Management:

Management: Meaning - Definition – Functions of Management-Managerial Skills- Management Level-Role of manager- Contributions to Management by F.W Taylor, Henry Fayol, Elton Mayo, Peter .F .Drucker, Bureaucracy, Hawthorne Experiments – Management by objective.

(15 hours)

UNIT- II Planning &Organizing:

Planning- Meaning – Definition – Characteristics – Objectives- Nature - Importance of Planning – Process of planning– Types-Steps in planning process – Methods of planning - Limitations- Business Forecasting – Choosing the best alternative – Decision making.

Organization – Meaning – Definition – functions – Principles – Nature – Importance – Classification- Difference between formal and informal organisation – Theories of organisation.

(15 hours)

UNIT – III Delegation of Authority & Decentralisation

Authority – Definition – Characteristics – Sources of authority.

Delegation – Meaning, Definition, Importance – Types – Advantages- Problems – Steps – Pre requisites – Common faults.

Decentralisation – Meaning – Advantages – Disadvantages – Responsibility – Elements of responsibility – Span of management.

(15 hours)

UNIT-IV Staffing and Directing:

Staffing: Meaning – Definition – Functions of Staffing – Process of Staffing.

Directing: Meaning – Definition – Principles – Issuing orders or instruction – Characteristics - Importance of Directing.

(15 hours)

UNIT-V Co-ordination and Controlling:

Co-ordination: Meaning – Definition –Features – Principles – Techniques - Requirements of effective coordination

Controlling: Meaning – Definition – Advantages – Characteristics – Process - Techniques in control process.(Control Techniques, Statistical Report, Critical Path Method, Management Audit, Managerial Audit, Managerial Statistics, Standing Orders).

(15 hours)

Text Book:

1. L.M.Prasad, *Principles & Practice of Management* – Sultan Chand & Sons – 14th Edition 2020 -New Delhi.

Books for Reference:

1. C.B.Gupta - *Management Theory & practice*, New Delhi, Sultan Chand & Sons, 5th Edition 2017

2. P.C. Tripathi& P.N Reddy - *Principles of Management*, New Delhi, Tata McGraw Hill, 6th Edition 2010.

3. Wehrich and Koontz – *Management, A Global Perspective.*, New Delhi, Tata McGraw Hill, 14thEdition 2019.

Semester I			
Core II Accounting for Managers			
Course Code:21UBAC12	Hrs/Week:5	Hrs/Sem.:75	Credits:4

Objectives:

- To achieve national recognition in accounting education.
- To enable students learn the fundamental aspects of financial, management and cost accounting and acquire skills in portraying the financial portion of a business.

Course Outcomes:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	apply cost accounting methods , evaluate and apply it in business performance	2	Ap
CO-2	gain knowledge in the preparation of books of accounts.	6	Cr
CO-3	have an effective understanding of analysis of depreciation.	1, 9	An
CO-4	apply the knowledge to prepare the final accounts of sole trader.	9	Cr, Ap
CO-5	tounderstand the knowledge of material and labour cost.	1	Un
CO-6	employ critical thinking and skills to analyze financial data.	9	Re
CO-7	prepare cash and fund flow statement of accounts.	1, 9	Ap, Ev
CO-8	find the method of sharing gains in productivity with workers by rewarding them financially	5	An, Re

Semester I			
Core II		Accounting for Managers	
Course Code:21UBAC12	Hrs/Week:5	Hrs/Semester: 75	Credits:4

UNIT –I Book Keeping and Accounting:

Book keeping and Accounting –Financial Accounting –Double Entry –Preparation of Journal- Ledger-Trial Balance –Preparation of Final Accounts –Trading and Profit or Loss and Balance Sheet..

(15 hours)

UNIT – II Depreciation Accounting:

Depreciation -Meaning-Characteristics – Causes- Methods of calculating Depreciation – Straight-Line Method –Diminishing Balance Method-Annuity Method.

(15 hours)

UNIT – III Cost Accounting and Material Control:

Cost Accounting -Meaning –Features –Importance –Classifications Of Cost –Preparation Of Cost Sheet

Material Control–EOQ -Bincard –LIFO –FIFO

(15 hours)

UNIT – IV Overheads

Overheads –Classification of Overheads –Allocation and Apportionment of Overhead Expenses –Bases of Apportionment –Re-Apportionment of Cost

(15 hours)

UNIT – V Marginal Costing and Cash/Fund Flow Statement

Marginal Costing –Marginal Cost -Concept –Marginal cost and Costing –Break Even Analysis

Cash And Fund Flow Statement –Concept-Importance –Limitation –Preparation Of Cash and Fund Flow Statement.

(15 hours)

Note:Theory – 40% , Problem – 60%

Text Book:

1. M.C. Shukla, T.S.Grewal & S.C.Gupta - *Advanced Accountancy*, New Delhi, Sultan Chand & Sons, 19th Edition 2016.

Books for Reference:

1.R.S.N Pillai & Bagavathi –*Management accounting* ,New Delhi: Sultan Chand & Sons, 4th Edition 2010

2. S.P.Jain & K.L.Narang - *Advanced Accountancy*, New Delhi: Kalyani Publishers, 18th Edition 2014.

3. R.L.Gupta & Radhasamy.M - *Advanced Accountancy*, New Delhi: Sultan Chand & Sons, 8th Edition 2014

Semester I			
Allied- I		Business Environment	
Course Code:21UBAA11	Hrs/Week:4	Hrs/Semester: 60	Credits:4

Objectives:

- Provide thorough knowledge about the emerging concepts of business environment.
- To inculcate the effects of different external as well as internal environment of business, in the learners.

Course Outcomes:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the concept and levels of business environment	1,3	Un
CO-2	gain knowledge on business economic system	1, 4	Un, An
CO-3	have an effective knowledge on socio and cultural environment	1,3,4	Un, An
CO-4	observe knowledge on legal business environment	3	An, Cr
CO-5	inculcate the information of privatizations	3,7	Un
CO-6	inculcate knowledge on globalization	3, 5	Un, An
CO-7	impart information on private & public sector	3	Un
CO-8	input the concept of role of government in business	7, 8	Un, Cr

Semester I			
Allied – I		Business Environment	
Course Code:21UBAA11	Hrs/Week:4	Hrs/Semester: 60	Credits:4

Unit I: Business Environment and factors

Introduction – Concept of business – Definition – Nature – scope – Purpose, levels of business environment-factors of business environment –micro-macro- Economic systems – capitalist economy, socialist economy, mixed economy

(12 hours)

Unit II: Economic & socio cultural environment

Introduction – Economic environment of business – Nature of economy – structure of economy – Economic policies – Business & society Indian business culture – culture and organisationalbehaviour.

(12 hours)

Unit III: Political & legal Environment

Introduction – Political environment and economic system – Types of political systems, changing profile of Indian economy - Business risks posed by the Indian political system.

(12 hours)

Unit IV: Organisational Environment

Introduction – Public sectors, organisation of public sector enterprises, private sector, joint sectors, formation of joint sectors enterprise, co-operative sectors.(12 hours)

Unit V: Internalisation

Introduction – Meaning of Privatization – Objective of disinvestment, Privatization in India, problems with privatization – Introduction – Meaning of globalization – Organisations Introduction to facilitate globalizations – GATT – Objective and evaluation of GATT – WTO – functions – Role of government in business.

(12 hours)

Text Book:

1. Dr.K.Aswathaapa - *Business Environment* - New Delhi, Himalaya Publishing House, 16thEdition 2020.

Books for Reference:

2. Francis Cherunilam - *Business Environment*, New Delhi, Himalaya Publishing House, 27th Revised Edition 2021.
3. Dr. Rosy Joshi Sangam Kapoor - *Business Environment*, Chennai, Kalyani Publishers, 5th Edition 2015.

SEMESTER I			
Part IV		Professional English for Management - I	
Course Code:21UBAPE1	Hrs/Week: 2	Hrs/Sem: 30	Credits :2

Objectives

- Create competent and skilled professionals who can control and manage business enterprise.
- To enable students to understand the importance of communication in business and train them to exhibit thinking, writing and speaking skills.

Course Outcomes:

CO No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	recognize their own ability to improve their own competence in using the language.	1,4	Un
CO – 2	understand the importance of reading for life	3	Un
CO – 3	read independently unfamiliar texts	1,4,5	Un
CO – 4	understand the importance of writing in academic life	1,2	Un
CO – 5	write simple sentences without committing error of spelling or grammar	1,8	Ap
CO - 6	develop critical thinking skills	2	Ap,Cr
CO - 7	know the difference between brainstorming and brainwriting	1,8	Un,Ap
CO - 8	demonstrate reading and writing skills	4,8	Ap,Cr

SEMESTER I			
Part IV Professional English for Commerce & Management - I			
Course Code:21UBAPE1	Hrs/Week: 2	Hrs/Sem: 30	Credits :2

Unit I – Communication

Meaning – Objectives – Process – Importance of Effective Communication in Business – Media – Reading Passages and Answering Questions – Developing Content with Pictures/Hints.

(6 hours)

Unit II – English for Effective Communication I

Essence of Business English – Words often Confused – Single Word for Group of Words – Prefixes and Suffixes – Synonyms and Antonyms

(6 hours)

Unit III – English for Effective Communication II (6 hours)

Some Spelling Rules – Some Words Commonly Misspelt – Aids to Correct Writing – Words Followed By Appropriate Prepositions

(6 hours)

Unit IV – Reading & Writing Skills

Listening to process description k- Drawing a flow chart – Role play (formal context) – **Reading** practice : Skimming / Scanning – Reading passages on products, equipments and gadgets – Writing : process description – compare and contrast – Paragraph – Sentence – Definition and Extended Definition – Free Writing

(6 hours)

Unit V – Critical Thinking Skills

Brainstorming – Importance – Types – Rules – Elements – Advantages – Disadvantages - Brainwriting – Importance – Types – Rules – Elements – Advantages – Disadvantages – Difference between brainstorming and brainwriting

(6 hours)

TextBook:

1. Rajendra Pal and Korlahalli. - *Essentials of Business Communication*. New Delhi, SultanChand&Sons, 13th Edition 2011

Books forReference:

1. TANSCHÉ - English for Commerce and Management, 1st Edition 2019.
2. UrmilaRai&S.M.Rai. *Business Communication*. NewDelhi, Himalaya Publishing House, 2nd Edition 2011.
3. Balasubramanyan. *Business communication*. NewDelhi, Vikas Publication, 2nd Edition 2016.
4. R.S.N.Pillai & Mrs.Bagavathi. *Modern Commercial Correspondence*. New Delhi, S.Chand &Co, Edition 2006.

SEMESTER - I			
Ability Enhancement Course -Value Education			
Code : 21UAVE11	Hrs/Week : 2	Hrs / Semester: 30	Credits : 2

Unit I: Introduction to Value Education

Concept of Values -Types of Values- Approaches to values - Benefits of Value Education- Characteristics of Values

Unit II: Human Values

Human Values -Sources of Human Values - Love -Compassion - Gratitude - Courage - Optimism - Forgiveness- the need and urgency to reinforce Human Values

Unit III: Social Values

Role of family and society in teaching values - Role of educational institutions in inculcating values-Three general functions of education for society-Self-Reflection- Our society's needs - Social Responsibilities of a student

Unit IV: Spiritual Values

Spiritual Values - Spiritual Development -Moral Development - Importance of Spiritual Values - Cultivation of Spiritual Values -Five most common spiritual values -Spiritual Resources

Unit V: Values for Life Enrichment

Goal Setting - Building relationship - Friendship - Love relationship - Family relationship - Professional relationship Interpersonal Relationship -Essential Life Skills that Help in Students Future Development-Life Enrichment Skills Domain

Books for Reference:

1. Sneha M. & K. Pushpanadham Joshi. *Value Based Leadership in Education Perspective and Approaches*, Anmol Publications Pvt. Limited, 2002.
2. Venkataiah.N. *Value Education*, APH Publishing, 1998
3. Pramod KumarM.A *Handbook on Value Education*, Ramakrishna Mission Institute of Culture (RMIC) 2007
4. Jagdosh Chand.*Value Education*. Shipra Publication 2007
5. Indrani Majhi (Shit)Ganesh Das, *Value Education*, Laxmi Publication Pvt. Ltd., 2017
6. Arumugam, N. S. Mohana, Lr.Palkani, *Value Based Education*, Saras Publication 2014

SEMESTER - II			
Part -1 பொதுத்தமிழ் - தாள் 2 சமய இலக்கியங்களும் நீதி இலக்கியங்களும் (செய்யுள், இலக்கணம், இலக்கிய வரலாறு, உரைநடை, வாழ்க்கை வரலாறு)			
Course Code: 21ULTA21	Hrs/Week:6	Hrs/ Semester : 90	Credits :3

Objectives:

- வாழ்வியல் நன்னெறிகளான மனிதநேயம், சமத்துவம் போன்றவற்றை வளர்த்துக் கொள்ளக் கற்றுக் கொடுத்தல்
- அறநெறியைக் கடைப்பிடிப்பதே நிலையானதும் நீடித்ததுமான நன்மையைத் தருவது என்பதைச் சான்றோரின் வாழ்க்கை நெறிகள் மூலம் உணரச்செய்தல், மொழி அறிவு, இலக்கிய அறிவு இவற்றை வளர்த்துக் கொள்ளக் கற்றுக் கொடுத்தல்

Course Outcome

Co.No.	இப்பாடத்திட்டம் மாணவியருக்கு	அறிவுசார் மதிப்பீடு
CO-1	இறை ஆற்றலை உணர்ந்துகொள்ள உதவுகிறது	மதிப்பீடு
CO-2	நல்ல நண்பர்களையும் நல்ல மனிதர்களையும் இனம் கண்டுகொள்ள வழி வகுக்கிறது.	நடைமுறைப்படுத்துதல்
CO-3	அன்பு, இரக்கம், நற்சொல், நற்செயல் போன்ற நற்பண்புகளோடு வாழ வழி வகுக்கிறது.	மதிப்பீடு
CO-4	மனித நேய பண்புகளோடு வாழ்ந்த சான்றோரின் அனுபவங்களைப் பெற்றுக்கொள்ள உதவுகிறது	நடைமுறைப்படுத்துதல்
CO-5	மொழியைப் பிழையின்றி பேசவும் எழுதவும் பயன்படுகிறது	புரிதல், திறன் மேம்பாடு
CO-6	தனிமனித வாழ்க்கைச் சிக்கல்களையும் பிரச்சனைகளையும் எதிர்கொள்ளும் ஆற்றலை உருவாக்குகிறது.	நடைமுறைப்படுத்துதல், திறன் மேம்பாடு
CO-7	இறைவன் முன் அனைவரும் சமம் என்ற சிந்தனையை உருவாக்குகிறது.	மதிப்பீடு
CO-8	போட்டித்தேர்வுகளுக்குப் பயன்படும் வகையில் படைப்பாக்கத் திறனை வளர்க்க உதவுகிறது.	படைப்பாற்றல்

SEMESTER - II**Part -1 பொதுத்தமிழ் - தாள் 2 சமய இலக்கியங்களும் நீதி இலக்கியங்களும் (செய்யுள், இலக்கணம், இலக்கிய வரலாறு, உரைநடை, வாழ்க்கை வரலாறு)****Course Code: 21ULTA21****Hrs/Week:6****Hrs/ Semester : 90****Credits :3****அலகு - 1 செய்யுள் - 2 மணி****சமய இலக்கியங்கள்**

இறைவணக்கம்

- திருநாவுக்கரசர்

சைவம்

1. தேவாரம்

- திருஞான சம்பந்தர், திருநாவுக்கரசர், சுந்தரர்

2. திருவாசகம்

- மாணிக்கவாசகர்

3. திருமந்திரம்

- திருமூலர்

4. திருப்புகழ்

- அருணகிரி நாதர்

வைணவம்:

1. திருப்பாவை

- ஆண்டாள்

2. திருவாய்மொழி-

நம்மாழ்வார்

பௌத்தம்: மணிமேகலை

- சீத்தலைச் சாத்தனார்

கிறித்தவம்: 1. தேம்பாவணி

- வீரமாமுனிவர்

2. இயேசு காவியம் - கவிஞர் கண்ணதாசன்

இசுலாமியம்: பேட்டை ஆம்பூர் அப்துல் காதிர் சாகிபு பாடல் - சக்கநாத்து நாமா

நீதி இலக்கியங்கள்

1. திருக்குறள்

- ஊக்கமுடைமை

2. நாலடியார்

- 1. நன்னிலைக் கண்

2. உறங்கும் துணையது

3. பழமொழி நானூறு-

1. பொல்லாத சொல்லி

2. வருவாய் சிறிதெனினும்

அலகு - 2 இலக்கணம் - 1 மணி

1. சொல்லின் பொது இலக்கணம்

2. ஓரெழுத்து ஒருமொழி, சொல்லின் வகைகள்

3. பெயர்ச்சொல் - அறுவகைப் பெயர்கள்

4. வினைச்சொல் - வகைகள்- முற்று, எச்சம், ஏவல், வியங்கோள், செய்வினை,

செய்ப்பாட்டுவினை, தன்வினை, பிறவினை

5. இடைச்சொல் - ஏகார, ஓகார, உம்மை இடைச்சொற்கள்

6. உரிச்சொல் - இலக்கணம், வகைகள்

மொழிப்பயிற்சி - ஒலி வேறுபாடு அறிதல்**அலகு - 3 இலக்கிய வரலாறு - 1 மணி**

1. சைவ இலக்கியங்கள்

2. வைணவ இலக்கியங்கள்

3. கிறித்தவம் தமிழுக்குச் செய்த தொண்டு

4. இசுலாமியம் தமிழுக்குச் செய்த தொண்டு

5. பதினெண் கீழ்க்கணக்கு நூல்களில் 11 அறநூல்கள்

அலகு - 4 உரைநடை - 1 மணி**நிறைவான வாழ்க்கைக்கு நேரம் ஒதுக்குங்கள் - ஜே.மௌரஸ்**

(10 முதல் 19 வரை உள்ள கட்டுரைகள்)

அலகு - 5 வாழ்க்கை வரலாறு - 1 மணி

மனிதமே புனிதம் - சுடர்ந்தெழு - முனைவர் அருட்சகோதரி ஆ.மரிய சாந்தி

SEMESTER – II			
Course Title : PART – I French Paper – II Progressive French and Commercial correspondence			
Course Code : 21ULFB21	Hrs/week : 6	Hrs/ Sem : 90	Credits : 3

Objectives

To build upon the language skills acquired to reach a standard level of speaking and writing French.
To give thrust on the actional approach to motivate the autonomy of the learner.

Course Outcomes

CO	At the end of this course, the students will be able to	CL
1.	talk about hobbies and routine	Kn
2.	express her taste and preferences	Kn
3.	place an order in a restaurant	Un, Ap
4.	invite and reply to an invitation	Ap, Cr
5.	describe an outfit	Kn, Ap
6.	write a friendly message	Ap, Cr
7.	get a gist of the French literature	Ap, Un
8.	write formal business letters	Ap, Cr

Unit 1 – Les loisirs

- 1.1 – Les loisirs
- 1.2 – La routine
- 1.3 – Parler de ses goûts et de ses préférences
- 1.4 – Décrire sa journée
- 1.5 – Le roman-photo de ma journée

Unit 2- Où faire ses courses ?

- 2.1 – Où faire ses courses ?
- 2.2 – Découvrez et dégustez !
- 2.3 – Au restaurant : commander et commenter
- 2.4 – Inviter et répondre à une invitation
- 2.5 – Le pays des gourmands

Unit 3 - Tout le monde s’amuse

- 3.1 – Tout le monde s’amuse
- 3.2 – Les ados au quotidien
- 3.3 – Décrire une tenue
- 3.4 – Ecrire un message amical
- 3.5 – L’école des chefs

Unit 4 - Le texte littéraire

- 4.1. Le Petit Prince (Chapitre 1) - Antoine de Saint Exupéry
- 4.2. La colombe poignardée et le jet d’eau – Calligramme - Guillaume Apollinaire

Unit 5 – Les lettres et les termes

5.1 – Les lettres formelles

5.2 – Les termes informatiques

Prescribed Textbook :

Cocton Marie-Noëlle. *Génération 1 Niveau A1*. Paris : Didier, 2016.

Books, Journals and Learning Resources

- Cocton Marie-Noëlle. *Génération 1 Le cahier d'activités*. Paris : Didier, 2016.
- J. Girardet & J. Pécheur avec la collaboration de C. Gible, *Echo A1*, CLE international, Paris, 2012.
- Carlo Catherine, Causa Mariella. *Civilisation Progressive du Français – I*. Paris : CLE International, 2003.
- Dintilhac Anneline, De Oliveira Anouchka, Ripaud Delphine, Dupleix Dorothée, Cocton Marie-Noëlle. *Saison 1 Niveau 1, Méthode de français et cahier d'exercices*. Paris : Didier, 2015
- Apollinaire Guillaume. *Calligrammes : Poèmes de la paix et de la guerre 1913-1916*. Paris: Gallimard, 1966
- Antoine de Saint-Exupéry. *Le Petit Prince*. Paris : Gallimard, 2007.
- www.francaisfacile.com/exercices/
- www.bonjourdefrance.com
- <http://french-linguistics.co.uk/glossaries/commerce>

SEMESTER-I			
Part II GeneralEnglish	Poetry, Prose, Extensive Reading and Communicative English-I		
Course Code 21UGEN11	Hrs/Week: 6	Hrs/Semester:90	Credits:3

Objectives:

- To provide adequate exposure and opportunities for students to imbibe, develop, practise and use LSRW skills
- To help students read and comprehend contents in English

Course Outcome:

CO. No.	Upon completion of this course, students will be able to	Cognitive Level
CO- 1	improve their listening and writing skills.	Un
CO- 2	apply and incorporate basic grammar and mechanics in writing.	Ap
CO- 3	paraphrase main ideas through reading passages.	Ap
CO- 4	communicate in English with confidence.	Ap
CO- 5	appreciate literary pieces.	Ap
CO- 6	label and paraphrase main ideas through reading passages.	Ap
CO- 7	imbibe ethical and moral values through the study of the literary pieces.	Ev
CO- 8	construct simple sentences and short paragraphs in response to reading and writing.	Cr

SEMESTER-I			
Part II GeneralEnglish	Poetry, Prose, Extensive Reading and Communicative English –I		
Course Code 21UGEN11	Hrs/Week: 6	Hrs/Semester:90	Credits:3

Unit I –Poetry

Rabindranath Tagore – Leave This Chanting

W.W. Gibson – The Stone

Ted Hughes – Hawk Roosting

Unit II – Prose

Stephen Leacock – My Lost Dollar

J.B. Priestley – On Doing Nothing

Robin Sharma – Your Commitment to Self- Mastery: Kaizen

Unit III – Short Story

Oscar Wilde – The Model Millionaire

Leo Tolstoy – Three Questions

K.A. Abbas – The Refugee

Unit IV – Grammar

Parts of Speech – Noun, Pronoun, Article, Adjective, Verb - Modals and Auxiliaries

– Types of Sentences - Subject -Verb Agreement

Unit V- Communication Skills

Vocabulary, Listening Comprehension – Speaking – Reading, Filling Forms

(TANSCHE – Module I)

Text Books:

Units I-III – To be compiled by the Research Department of English

Unit IV- Joseph, K.V. *A Textbook of English Grammar and Usage*. Chennai: Vijay Nicole Imprints Private Limited, 2006. Print.

Unit – V – CLIL (Content & Language Integrated Learning) – Module I by TANSCHE (Tamil Nadu State Council for Higher Education)

Semester II			
Core III		Organisational Behaviour	
CourseCode :21UBAC21	Hrs/Week :5	Hrs/Sem :60	Credits :4

Objectives:

- To provide an overview of theories and practices in organizational behaviour in individual, group and organisational level.
- Acquaint the students with the fundamentals of managing business and to understand individual and group behaviour at work place so as to improve the effectiveness of an organisation.and to effectively analyze and approach various organisational situations

Course Outcomes:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	understand the importance of organisational behavior and its various approaches.	1	Un
CO -2	learn the roleofeach individuals in job performance.	4	Un
CO-3	deliver the concepts and principles of perception and learning.	1,3,5	Ap
CO-4	elaborate various motivational theories and its importance.	1,4,5	Un,Ap
CO-5	identify the various leadership styles and skills required for working in groups and organisational climate	1,7,5	An, Ap
CO-6	inculcate the knowledge on group behavior and team building	7	Ap
CO-7	gain a brief knowledge on organizational conflicts and culture	2,5	Un
CO-8	elaborate the process of organizational change and development	2	Un,Re

Semester II			
Core III	Organisational Behaviour		
CourseCode :21UBAC21	Hrs/Week :5	Hrs/Sem :75	Credits :4

Unit – I Introduction to Organisational Behaviour:

Meaning-Definition –Key elements of OB-Nature and scope of OB-Need for studying OB - Contributing discipline to OB -Various approaches to OB.

(15 hours)

Unit- II Personality & Perception:

Concept of Personality –Definition-Determinants of Personality –Types of Personalities- Theories of Personality-Causes of personality development- Perception – Meaning-Definition –Perceptual Process-Factors affecting Perception- Perception and its application to OB-Ways to improve Perception.

(15 hours)

Unit- III Motivation& Leadership:

Meaning of Motivation- Nature of Motivation-Theories of Motivation- Abraham Maslow’s Need Hierarchical Theory-Herzberg’s two factor theory-McGregor’s Theory X and Y-Urwick’s Theory. Leadership: Meaning - Definition-leader –Meaning-Definition- Characteristics – Differences between Manager& Leader- Functions of Leadership- Leadership styles.

(15 hours)

Unit-IV Foundation of Group Behaviour&Team Building:

Group-meaning-definition – Characteristics of Group-Purpose of joining Groups - Theories of group formation -Types of groups - Stages of group development – .Team – Meaning – Definition-Distinguish between Team & Group - Types of teams – Team building process- Causes of team failure-Creating successful team.

(15 hours)

Unit –V Organisational Conflicts and Culture:

Conflict – meaning – definition – sources of conflict-types of conflicts– Negotiations – meaning- definition-negotiations process.Organisational culture – creating& sustaining organisational culture

(15 hours)

Text Books:

1. Aswathappa K. *Organisational Behaviour*, Mumbai: Himalaya Publishing House: 16th Edition 2020.

Books for Reference:

1. Khanka S.S – *Organisational Behaviour*, New Delhi: S.Chand& Co Ramnagar, Reprint Edition 2006.

2. Fred Luthans *Organisational Behaviour*, New Delhi, McGraw Hill International Edition, 13th Edition 2015.

3. Stephen. P. Robbins, *Essentials of Organisational Behaviour*, New Delhi: Prentice Hall of India, 14th Edition 2017.

Semester II			
Core VI		Business Statistics	
CourseCode:21UBAC32	Hrs/Week:6	Hrs/Sem:75	Credits:4

Objectives:

- To create a responsive and sustainable statistical system.
- Provide excellent training in scientific data collection- data management- methods and procedures of dataanalysis.

Course Outcomes:

CO.No.	Upon completion of this course- students will be able to	PSO addressed	CL
CO-1	understand the meaning- nature and methods of statistics.	1	Un
CO-2	identify population- sample parameter and sampling frame.	6	An
CO-3	determine the sample as a voluntary response sample or a convenience sample.	1-6	An
CO-4	determine the approximate location of the median and quartiles.	6	An
CO-5	describe the characteristics of the correlation coefficient.	4-6	Ap
CO-6	state the assumptions of inference about the regression model.	1	An-Cr
CO-7	measure the degree of economic changes overtime.	3	An-Ap
CO-8	measure the combined fluctuations in a group related variables.	1-3	Cr

Semester II			
Core IV		Business Statistics	
CourseCode:21UBAC22	Hrs/Week:6	Hrs/Sem:75	Credits:4

Unit - I Introduction to Statistics:

Statistics as a Subject of Study- Describing Characteristics by numbers- Information and Data- Processing information and use of statistical procedures- Statistical variables: Qualitative and Quantitative Mean- Median and Mode.

(15 hours)

Unit - II Frequency Distribution and Graphs:

Frequency- Stem and Leaf Display- Frequency Distributions- Data Grouping: Discrete and Continuous- Introduction to Graphs- Graph for Qualitative variables- Graph for Quantitative variables.

(15 hours)

Unit - III Measures of Dispersion- Skewness and Kurtosis:

Measures of Dispersion- Range- Co-efficient of Range- Quartiles- Inter-Quartile Range and Quartile Deviation- Co- efficient of Quartile Deviation- Mean Deviation- Co- efficient of Mean Deviation- Standard Deviation- Co- efficient of Variation- The Lorentz Curve- Skewness and Kurtosis; Measures of Skewness: Absolute and Relative; Co-efficient of Skewness: Karl Pearson's- Bowley's and Kelly's; Moments and Moments based measures of Skewness (β_1) and Kurtosis (β_2)

(15 hours)

Unit - IV Correlation and Regression:

Introduction to Correlation- Karl Pearson's product moment Co-efficient of Correlation- Positive-negative and zero correlation- Correlation through Scatter diagrams- Interpretation of Correlation Co-efficient- Simple and Multiple Correlation; Regression - Multiple Regression.

(15 hours)

Unit – V Index Number:

Construction of Price and Quantity index numbers -Laspeyres'- Paasche's - Edgeworth - Marshall's- Fisher's method - Relative methods -Tests of index number formulae: Time and Factor reversal tests - General index number - Chain base index number - Cost of living index number (CLI) - Analysis of Time Series.

(15 hours)

Note: Theory 25%- Problems 75%

Text Book:

1. Roger E. Kirk *Statistics: An Introduction*-United States, Thomson-Wadsworth Publication, Fifth Edition 2008.

Books for Reference:

1. Vittal P.R.- *Business Mathematics & Statistics*- Chennai, Margham Publications, 5th Edition 2018.
2. Gupta S.C. and Kapoor V.K.- *Statistics*- New Delhi: Sultan & Chand, 11th Edition 2008.
3. Pillai R. S. N. & Bagavathi V.- *Business Statistics*- New Delhi: Sultan & Chand, 7th Revised Edition 2008.

Semester II			
Allied II		Business Ethics and Corporate Social Responsibility	
Code: 21UBAA21	Hrs/Week : 4	Hrs/Sem: 60	Credits :4

Objectives:

- Provide the skills with which to recognize and resolve ethical issues in business.
- Import the importance of ethical, moral and corporate social responsibility of business.

Course Outcomes:

CO.No	Upon completion of this course, students will be able to	PSO Addressed	CL
CO-1	understand and illustrate the theoretical foundation of business ethics	1	Un
CO-2	understand the knowledge of business and economic concepts from an ethical perspective.	3	Un
CO-3	know the importance of ethical conduct of business environment and community development.	1,3	Un
CO-4	analyse and resolve ethical issue in business.	1,3	An
CO-5	perform and critically examine their own values.	1,3,5	CR
CO-6	confidently apply systematic ethical reasoning to business dilemmas and communicate effectively in oral and written forms.	4,6	CR
CO-7	expose the concepts, logic and rhetorical conventions of CSR	7	Ap
CO-8	know the role of government and application of procedures into the business.	1	Un ,Ap

Semester II			
Allied II		Business Ethics and Corporate Social Responsibility	
CourseCode: 21UBAA21	Hrs/Week :4	Hrs/Sem: 60	Credits :4

UNIT-I: Concept of Ethics and CSR

Definition and Nature of Business Ethics and CSR-Need for Business Ethics –benefits of Business ethics-Role and Importance of business Ethics and values.

(12 hours)

UNIT-II: Concept of Morality and Values

Morality –Meaning –features of moral standards –Ethical theories –Indian Ethos in ethics –ethos in work life-value systems-definition-categorization of values-factors to build values-impact of ethics in business.

(12 hours)

UNIT-III: Unethical Business Practices

Bribery and corruption –causes of corruption and bribery-Business bribery-causes-Theft and piracy-sources-Trade secret –sources-Intellectual property rights..

(12 hours)

UNIT-IV: Organisational Ethics

Workplace ethics-meaning-factors influencing ethical behavior at work-Importance of ethical behavior at workplace-guidelines for managing ethics in the workplace.

(12 hours)

UNIT –V: CSR Legislation in India.

Corporate social responsibility –Need for CSR-CSR Models –Benefits of CSR-CSR activities. Corporate Governance –meaning –code of corporate governance-CSR provisions in companies Act.

(12 hours)

Text Books:

1. Dr.S.S.Khanka -*Business Ethics & Corporate Governance, Principles and practices*, New Delhi, S.Chand and company limited, 1st Edition 2014.

Books for Reference:

2. Dr.ManuelG.Velsquez - *Business Ethics (Concepts and Cases)*, New Delhi, Prentice Hall India Learning Private Limited, 6th Edition 2006.

3. Dr.S.Sankaran–*Business Ethics& values*, Chennai, Margham Publications, Reprint Edition 2005.

SEMESTER II			
Part IV Professional English for Commerce & Management - II			
CourseCode:21UBAPE2	Hrs/Week: 2	Hrs/Sem: 30	Credits :2

Objectives:

- Create competent and skilled professionals who can control and manage business enterprise.
- To enable students to understand the importance of communication in business and train them to exhibit thinking, writing and speaking skills.

Course Outcomes:

CO No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	understand the internet in business	2	Un
CO – 2	know the different modes of online communication	1,2	Un
CO – 3	draft letters pertaining to business activities	4,6	Ap,Cr
CO – 4	demonstrate speaking skills	3	Ap,Cr
CO – 5	prepare power point presentations	1,8	Ap,Cr
CO - 6	demonstrate presentation skills	6,8	Ap,Cr
CO - 7	develop content with Pictures/Hints	1,2,8	Un,An, Cr
CO - 8	use language for speaking with confidence in an intelligible and acceptable manner	1,2,8	Un ,Ap

SEMESTER II			
Part IV		Professional English for Commerce & Management - II	
CourseCode:21UBAPE2	Hrs/Week: 2	Hrs/Sem: 30	Credits :2

Unit I – Electronic Communication

The internet: Understanding the internet in Business – Uses of the internet – Different modes of online communication – E-mail : Writing effective e-mails – The Language of e-mails – Golden Rules for effective e-mails – forwarding e-mails – e-mail attachments – specimen e-mails – latest trends in e-communication

(6 Hours)

Unit II -Business Letters I

Layout – Need – Functions of a Business Letter – Specimen Letters

(6 Hours)

Unit III – Business Letters II

Drafting of Letters: Enquiries and Replies – Orders and their execution – Complaints and Adjustments

(6 Hours)

Unit IV– Speeches

Introduction – Characteristics of a Good Speech – Profile of a Good Speaker – Planning to Speak – Model Speech

(6 Hours)

Unit V – Presentation Skills

Introduction – Specifying the objective – Planning – Preparation – Practice and Rehearsal Getting Ready – Making the Presentation

(6 Hours)

TextBook:

Rajendra Pal and Korlahalli. - *Essentials of Business Communication*. New Delhi: Sultan Chand&Sons, 13th edition 2011.

Books for Reference:

1. TANSCHÉ - English for Commerce and Management, 1st Edition 2019.
2. Urmila Rai & S.M. Rai. *Business Communication*. New Delhi: Himalaya Publishing House, 2nd Edition 2011.
3. Balasubramanyan. *Business communication*. New Delhi: Vikas Publication, 2nd Edition 2016.
4. R.S.N. Pillai & Mrs. Bagavathi. *Modern Commercial Correspondence*. New Delhi: S. Chand & Co, 2006 Edition

Semester – II			
Environmental Studies			
Course Code : 21UAEV21	Hrs/ Week : 2	Hrs/Sem:30	Credits : 2

Course Outcomes:

Upon completion of this course, the students will be able to

- 1 Recognize the biotic and abiotic components of ecosystem and how they function.
- 2 Use natural resources more efficiently and know more sustainable ways of living.
3. Acquire an attitude of concern for the environment.
4. Participate in improvement and protection of environment.
5. Manage unpredictable disasters.
- 6 Create awareness about environmental issues to the public.

Unit I Environment and Ecosystem

Aim and need for Environmental Awareness - Components of Environment Ecosystem - Components of Ecosystem: Abiotic and biotic factors (Producer, Consumer and Decomposer) – Food Chain, Tropic Levels - Food Web, Energy flow and Ecological pyramids

Unit II Natural Resources:

Renewable and non-renewable resources – Water Resources: Uses and Conservation of Water – Rain Water Harvesting – Forest Resources: Importance of Forests - Major and Minor forest produces - Conservation of Forest Energy Resources: Solar Fossil Fuel – Wind – Role of individuals in the conservation of natural resources

Unit III Environmental Pollution

Pollutants – Types of pollution: Air, Water, Noise and Plastic Pollution – Causes, effects and Control measures – Global warming and Climate Change

Unit IV Human Population and Environment

Effect of human population on environment – Population Explosion problems related to population explosion – Involvement of population in conservation of environment – Measures adopted by the Government to control population growth – Environment and human health

Unit V Disaster Management

Floods–Drought–Earthquakes– Cyclones – Landslide–Tsunami–Control measures

SEMESTER III			
Core – V		Quantitative Techniques for Managers	
Course Code:21UBAC31	Hrs/Week:6	Hrs/Semester: 90	Credits:4

Objectives:

- To create a responsive and sustainable statistical system.
- To provide excellent training in scientific data collection, data management, methods and procedures of data analysis.

Course Outcomes:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	understand the meaning, nature and methods of data collection.	1	Un
CO-2	determine the approximate location of the median and quartiles.	6	An
CO-3	describe the characteristics of the correlation coefficient.	4, 6	Ap
CO-4	determine the sample as a voluntary response sample or a convenience sample.	1, 6	An
CO-5	determine the approximate location of the median and quartiles.	6	An
CO-6	describe the characteristics of the correlation coefficient.	4, 6	Ap
CO-7	state the assumptions of inference about the regression model.	1	An, Cr
CO-8	find the method of sharing gains in productivity with workers by rewarding them financially	5	An, Re

SEMESTER III			
Core – V		Quantitative Techniques for Managers	
Course Code:21UBAC31	Hrs/Week:6	Hrs/Semester: 90	Credits:4

Unit I Simulation:

Simulation – Types of simulation – Steps – Advantages – Disadvantages - Stochastic Simulation and Random Numbers - Monte Carlo Simulation - Random Number Generation - Simulation of Inventory Problems - Simulation of Queuing Problems - Simulation of Investment Problems - Simulation of Maintenance Problems

(18 hours)

Unit II Transportation Problem:

Introduction - Mathematical Model of Transportation Problem - General Mathematical Model of Transportation Problem - The Transportation Algorithm - Methods for Finding Initial Solution - North-West Corner Method (NWCM) - Least Cost Method (LCM) - Vogel's Approximation Method (VAM)

(18 hours)

Unit III Linear Programming

Introduction - Definitions - Graphical Solution Methods of LP Problems - Extreme Point Solution Method - Maximization LP Problem - Minimization LP Problem - Mixed Constraints LP - Alternative (or Multiple) Optimal Solutions - Unbounded Solution - Infeasible Solution – Redundancy

(18 hours)

Unit IV Operations Research

The History of Operations Research - Definitions of Operations Research - Features - Operations Research Approach to Problem Solving - Models and Modelling in Operations Research - Advantages of Model Building - Methods for Solving Operations Research Models - Methodology of Operations Research - Advantages - Opportunities and Shortcomings - Features of Operations Research Solution - Applications of Operations Research - Operations Research Models in Practice – Computer software for operations research

(18 hours)

Unit V Probability

Sample space and Events, Simple and Compound Events, Probability and Probability distributions: Normal Distribution, Binomial and Poisson Distribution.

(18 hours)

Text Book:

1. N.D.Vohra, *Quantitative Techniques in Management*, New Delhi,Mc Graw Hill Education,
4th Edition.

Books for Reference:

2. J.K.Sharma, *Operations Research theory and application*, New Delhi,Macin Publication,
2017.
3. Hamdy Taha, *Operations Research*, United kingdom, Pearson education, 2019.

SEMESTER III			
Core – VI		Law for Managers	
Course Code:21UBAC32	Hrs/Week:6	Hrs/Semester: 90	Credits:4

Objectives:

- To have basic knowledge on laws governing the business.
- To enable the students to have an adequate knowledge on laws.

Course Outcomes:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	know the causes of accidents, safety provisions and occupational hazards, diseases.	3,6	An
CO-2	learn the code of conduct	3	Un
CO-3	inculcate the legislative provisions for child, women and contract labour	3	An
CO-4	understand the labour welfare concepts with statutory & voluntary welfare measures	1, 3	Un
CO-5	understand the basics of Indian contract act governing business	1	Un
CO-6	know about offer, acceptance, revocation and consideration	3	Un
CO-7	understand the concept of indemnity and guarantee	3	Un
CO-8	know about bailment, pledge and contract of agency	3,4	Ap

SEMESTER III			
Core – VI		Law For Managers	
Course Code:21UBAC32	Hrs/Week:6	Hrs/Semester: 90	Credits:4

Unit I Companies act

Companies Act 2013 with special reference to Chapter I, II, III and IV

(18 hours)

Unit II Indian Contract Act 1872

Indian Contract Act - Definition – Essential Elements of Contract –
Classifications of Contract – Offer – Acceptance and Revocation –
Consideration – Contract without Consideration - capacity to make Contract.

(18 hours)

Unit III Special Contracts

Contract of Indemnity – Contract of Guarantee – Extent of Surety’s Liability –
Kinds of Guarantee – Rights of Surety – Discharge of Surety.

(18 hours)

Unit IV EPF and ESI Act

Employee’s Provident Fund and Miscellaneous Provisions Act, 1952 -
Employee’s State Insurance Act, 1948.

(18 hours)

Unit V Labour Legislation Act

The Maternity Benefit Act, 1961 – Factories act 1948 - Child Labour
(Prohibition and Regulation) Act, 1986

(18 hours)

Text Book:

1. Kapoor, N. D., *Industrial Law*, New Delhi: Sultan Chand & Sons, 12th Edition.
2. Kapoor, N. D., *Business Law*, New Delhi: Sultan Chand & Sons, 14th Edition.

Books for Reference:

3. Kucchal, M.C., *Business Law*, New Delhi: Vikas Publishing House (P) Ltd, 7th Edition.
4. Avtar Singh, *The Principles of Mercantile Law*, Lucknow: Eastern Book Company, 2008.
5. Maheshwari & Maheshwari, *Business Law*, New Delhi: National Publishing House, 2015.

SEMESTER III			
Core VII Business Economics			
Course Code : 21UBAC33	Hrs/Week : 6	Hrs/Sem : 90	Credits : 4

Objectives

- To understand the applications of economics theories in business decisions
- To determine the profit maximizing price and output for a firm operating different forms of market

Course Outcomes:

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	Understand the concept of economics	1,3,5	Un
CO-2	Analysis of demand and supply	7	An
CO-3	Learn about the concept of production and cost function	5	Un
CO-4	An awareness of market structure and competition	8	Ap
CO-5	Evaluate the elements of money and inflation	1,2,3	Ev
CO-6	Exhibit ability to perfect competition	9	Un, Ap
CO-7	Gain a knowledge of fundamentals of economics	1,5	Ap
CO-8	Evaluate national income	1,2,3	Ev

SEMESTER III			
Core VII		Business Economics	
Course Code : 21UBAC33	Hrs/Week : 6	Hrs/Sem : 90	Credits : 4

Unit –I Fundamentals of Economics

Business Economics – Meaning – Definition – Nature – Scope – Role of business economics - Scarcity and Efficiency – Fundamentals of economic problem – Central economic problem – Relationship of business economics with other disciplines – Opportunity Cost - Production Possibility Frontiers (PPF) – Productive Efficiency Vs Economic Efficiency – Economic growth & stability – Micro economics and Macro economics – Positive and Normative economics – Economic cycle

(18 hours)

Unit –II Demand and Supply Analysis

Meaning – Definition – Nature – Scope – Function - Law of Demand – Expectation to the law of demand – Determinants of demand – Elasticity of demand – Factors influencing elasticity of demand - Demand Schedule and demand curves – Advertising and Demand – Advertising Elasticity of demand – Factors affecting advertising elasticity of demand – Demand Forecasting – Meaning – Methods – Significance- Supply - Meaning – Definition – Nature – Scope – Function - Law of Supply – Supply curve – Determinants of supply – Contraction and expansion of supply – Increase and decrease in supply – Elasticity of supply –Determinants of Elasticity of supply

(18 hours)

Unit – III Theory of Production and Cost Function

Meaning – Definition – Function – Continuous aggregate production function – Cobb Douglas production function – Translog production function – Use of production function in Decision –making –Law of production – Law of variable proportion – Least Cost Combination Principle – Limitation – Cost Function – Theory of cost – Basic concepts – Short –run Total cost curve – Fixed and variable cost – Semi-variable cost – Total cost- Average and marginal cost

(18 hours)

Unit – IV Market Structure and Competition

Market – Meaning – Definition – Classification of markets – Perfect and Imperfect market –Different market structure - Competition – Perfect competition – Feature of perfect competition – Monopoly – Features of monopoly – Discriminating monopoly – Degree of monopoly – Social cost of monopoly - Monopolistic competition – Features of monopolistic competition – Oligopoly – Characteristics of oligopoly

(18 hours)

Unit –V Introduction to Macro Economics

Money –Meaning – Definition – Function – Measurement of money supply – Demand and supply of money - Money market Demand and supply – Money market equilibrium – Inflation –Impact – Reason for inflation – Inflation Vs Unemployment tradeoff – National Income – Definition – Concept of national Income – Computation of national income – Difficulties in measurement of national income – National income and Real income.

(18 hours)

Text Book

1. P.L.Mehta, *Managerial Economics*, New Delhi, Sultan chand& sons, 2016.

Books for Reference

2. S .Shankaran, *Managerial Economics*Chennai, Margham Publications, 5th Edition, 2016
3. Karl E. Case and Ray C. fair, *Principles of Economics*, New Delhi, Pearson Education Asia,12th edition, 2014.
4. A. H. L. Ahuja, *Business Economics*New Delhi, S.Chand, 11th edition, 2013
5. Paul A. Samuelson, William D. Nordhaus, Sudip Chandhuri and Anindya Sen, *Economics*New Delhi, Tata McGraw Hill, 19th edition, 2010.
6. G.S.Gupta, *Macro Economics*, New Delhi, McGraw Hill Education, 2017.

SEMESTER III			
Allied III		Banking Practices	
Course Code:21UBAA31	Hrs/Week: 4	Hrs/Sem: 60	Credits :4

Objectives:

- To make students understand about the banking practices.
- Develop students with the theoretical and legal concepts of banking.

Course Outcomes:

CO. NO	Upon completion of this course, students will be able to	PSO addressed	CL
CO -1	understand about the banker and customer	1, 3	Un
CO - 2	know about the types of deposits	4, 6	Un
CO - 3	identify loans and advances	1, 2 , 7	Re
CO - 4	understand the different approaches to technological change.	2	Un
CO - 5	understand the different modes of charging security.	5	Un
CO - 6	understand the basic concepts of electronic banking.	1, 5	Un
CO - 7	understand and analyse the types of e-banking services	1, 5	Un
CO - 8	gain knowledge on benefits and constraints of banking	2, 5	Ap

SEMESTER III			
Allied III	Banking Practices		
Course Code:21UBAA31	Hrs/Week: 4	Hrs/Sem: 60	Credits :4

Unit I – Banker and Customer

Origin of Banking – Banker – Customer – the relationship between Banker and a Customer: General Special – A banker’s Duty to maintain secrecy of customer’s account. Bank customers – special types – classification.

(12 hours)

Unit II – Deposits

General precautions of opening accounts – KYC norms – current deposit account – fixed deposit account – savings deposit account – recurring deposit – other deposits.

(12 hours)

Unit III – Financial Instruments

Cheque – definition – salient features of cheque – proper drawing of a cheque – bankers cheque – crossing – meaning – kinds of crossing.

(12 hours)

Unit IV– Loans and advances and Modes of security

Principles of sound lending – secured and unsecured advances – forms of advances. Modes of charging security – lien – pledge – mortgage – assignment – hypothecation.

(12 hours)

Unit V – E - Banking

E- banking – meaning – traditional banking vs E- Banking – Electronic delivery channels – facets of E-Banking – E banking services – advantages – mobile banking – electronic mobile wallets – IMPS – frauds in Internet banking – RTGS.

(12 hours)

TextBook:

1. Gordon.E and Natarajan.K *Banking theory Law and Practice*, Mumbai: Himalaya Publishing House Ltd, 21’st Revision Edition.

Books forReference:

2. Kandasami K.P,S.Natarajan, Parameswaran. R, *Banking law and Practice*. New Delhi: S.Chand Publications, 2020.

SEMESTER III			
CORE SB		Logistics Management	
Course Code :21UBAS31	Hrs/Week : 4	Hrs/Sem :60	Credits :4

Objectives

- To enable students to have knowledge in shipping field operation.
- To familiarize students on the various aspects of logistics.

Course outcomes:

CO.No.	Upon completion of this courses, students will be able to	PSO addressed	CL
CO - 1	understand the concept of logistics management and its evolution	1	Un
CO – 2	impart the knowledge on logistics transportation	7	Un
CO – 3	understand the importance of logistics to the economy	2	Re
CO – 4	gain knowledge on performance measurement and logistics audit	5	Un,Cr
CO – 5	provide knowledge on types of inventory	7	Cr
CO – 6	know about supply chain management	2,4	Cr
CO – 7	demonstrate about global logistics	3,5	Re
CO - 8	describe about international distribution channel strategies	1	Ap

SEMESTER III			
Core SB		Logistics Management	
Course Code : 21UBAS31	Hrs/Week :4	Hrs/Sem: 60	Credits :4

Unit I Introduction to Logistics management

Logistics management – meaning – definition - The Evolution Of Logistics – Importance Of Logistic to the economic development - Current trends in Logistics- Logistics in the Supply Chain Context

(12 hours)

Unit II Logistics Delivery and Fulfilment

Unitization, Palletization And Containerization –Cannel and water Transportation. Air Transportation - Road Transport - Rail Transport - Ports and Facilities – Inland container depot – Export clearance freight station

(12 hours)

Unit III Costs and Performance Measurements

Performance measurement – meaning, internal and external, need system, level and dimensions, logistics audit –Procedure, Characteristics- total logistics cost –Concept, Accounting methods in logistics

(12 hours)

Unit IV Logistics Strategy and Supply Chain Management

Logistics Strategy- Warehousing- Inventory- types –material handling – order processing – supply chain management–Meaning, Characteristics, Essential,Process, Types, Elements- Logistics Intermediaries And Outsourcing

(12 hours)

Unit V Global Logistics

Introduction - International Distribution Channels Strategies – Exporting – Licensing – Joint Ventures – Controlling Logistics Activity - Strategic logistics planning – green logistics - E logistics –Global logistics scenario - Technology in Logistics

(12 hours)

Text Book:

1. Ganapathy , Nandi *Logistics Management*, New Delhi, Oxford University Press, 6 January 2015

Books for Reference:

2. Martin Christopher *Logistics and Supply Chain Management* Mumbai, FT Publishing international 5th edition.

3. Paul A Myerson *Lean Supply Chain and Logistics Management* New Delhi, MCGraw Hill, 1st Edition.

4. Doughan Lambert, *Fundamentals of logistics management* New Delhi, Mc Graw Hill, 1998

SEMESTER III			
NME I		Introduction to Management	
Course Code:21UBAN31	Hrs/Week:2	Hrs/Semester:30	Credits:2

Objectives:

- To impart the basic management knowledge, and skills to the students so as to enhance their managerial capabilities and enable them to apply in the practical field.
- Provide thorough knowledge on theoretical aspects and emerging trends and developments in management.

Course Outcomes:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	understand the meaning, nature and basic concepts of management.	1	Un
CO-2	understand the evolution of management	2	Un
CO-3	describe the diversity of management	4, 6	An
CO-4	understand the classical management theories of management	1,2	Un
CO-5	understand the behavioural and modern management theory	1,2	Un
CO-6	understand the functions performed by management	1,4,7	Ap
CO-7	describe the roles and responsibilities of a manager	1,4,7	An, Ap
CO-8	state the qualities and functions of a manager	1,4,7	An, Ap

SEMESTER III			
NME I		Introduction to Management	
Course Code:21UBAN31	Hrs/Week:2	Hrs/Semester: 30	Credits:2

Unit I Basics in Management

Introduction to Management-meaning –definition-Evolution of management-features of management-objectives of management-Importance of management –levels of management.

(6 hours)

Unit II Diversity in Management

Management as a process – management as an activity – management as a discipline – management as a group- management as a science – management as an art- management as a profession-Difference between Management and Administration.

(6 hours)

Unit III Contribution of Management

Theories in Management -Contributions – Eltan Mayo, Henry Fayol, F.W.Taylor

(6 hours)

Unit IV Functions of Management

Planning: meaning –objectives –nature -Organising: meaning –nature – objectives-Staffing: meaning-objectives-functions -Controlling: meaning– characteristics -Directing: meaning- principles-Co-ordination: Meaning – features –techniques.

(6 hours)

Unit V Role of Manager

Manager: Meaning –definition – role of manager: Interpersonal -Informational – Decisional-key responsibilities of a manager – qualities of a good manager – functions performed by a manager-Difference between worker and a manager.

(6 hours)

Text Book:

1. L.M.Prasad, *Principles & Practice of Management* – New Delhi, Sultan Chand & Sons – 14th Edition 2020

Books for Reference:

2. C.B.Gupta - *Management Theory & practice*, NewDelhi, Sultan Chand & Sons, 5th Edition 2017

3. P.C. Tripathi& P.N Reddy - *Principles of Management*, NewDelhi, Tata McGraw Hill, 6th Edition 2010.

4. Wehrich and Koontz – *Management, A Global Perspective.*, NewDelhi, Tata McGraw Hill 14th Edition 2019.

5. N.Premavathy - *Principles of Management*, Chennai, Sri Vishnu Publication, 7th Edition 2003.

SEMESTER III	
Self-Study/Online course	Personality Development
Course Code:21UBASS1	Credits:2

Objectives:

- To realize the humanness and its inner strength.
- Enhance the capacity of understanding one's own personality and growth in self-actualization.

Course Outcomes:

CO.NO.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the importance of personality development	1	Un
CO-2	describe the emergence of goal setting in human life	1	An
CO-3	learn about self-monitoring	1	Un
CO-4	understand about perception and attitude.	4	Un
CO-5	know the knowledge on team building	5	An
CO-6	Investigate on leadership style and conflict management	7	Ap
CO-7	understand and analyse the importance of communication	3	An,Cr
CO-8	learn the emergence of social graces.	8	Un,Ap

SEMESTER III	
Self-Study/Online course	Personality Development
Course Code:21UBASS1	Credits:2

Unit -I Personality

Definition- Determinants-Personality traits- Theories of personality- Importance of personality development. Self-awareness- Meaning – benefits of self-Awareness- Developing self- Awareness. SWOT-Meaning-Importance –application-components-goal setting-Meaning- Importance Effective goal setting-Principle of goal setting-Goal setting at right level.

Unit-II Self Monitoring

Meaning-High Self-Monitor versus low self-monitor-Advantage and Disadvantage Self Monitor-Self-Monitoring and job performance. Perception-Definition-Factor influencing perception- perception process-Attitude-Meaning –Formation of Attitude-Type of Attitude-measurement of Attitude-Barrier to Attitude change-Methods to Attitude Change.

Unit-III Team Building

Meaning –Type of team-importance of team building-creating Effective Team. Leadership- Definition-Leadership style-Theories of leadership-Quality of effective leader. Negotiation skills- Conflict Management-Definition-Type of Conflict-Level of Conflict-Conflict Resolution-Conflict Management.

Unit-IV Communication

Definition-Important of communication-process of communication-Communication symbols- Communication Network-Barriers in communication- overcoming communication Barriers.Transactional analysis-Meaning EGO states-stress management-Meaning-Sources of stress- symptoms of stress-consequences of stress-Managing stress.

Unit-V Social Graces

Meaning-Social Grace at work-Acquiring social Graces. Table manners-meaning-Table etiquettes in Multicultural Environment-Do's and Don'ts of Table etiquette Dress code-Meaning- Dress code for selected Occasions-Dress Code for an interview. Group Discussion-Meaning- Personality traits required for group discussion-Process of Group Discussion-Group discussion Topics. Interview-Definition-type of skill-employer expectation-Planning of the Interview-Interview Questions critical Interview Question.

Text Book:

1. Dr.NarayananRajan. S, Dr.Rajasekaran. B,Venkadasalaphi.G, VijureshNayaham.V and Herald M.Dhas. *Personality Development*, Tirunelveli: publication Division, ManonmaniamSundaranarUniversity,

Books for Reference:

2. Stephen P. Robbins, *OrganisationalBehaviour*, New Delhi: Prentice Hall of India Private limited, Tenth Edition,2008.
3. Jit S. Chandan. *Organisationalbehaviour*, Delhi: Vikas publishing House PrivateLimited,Third Edition, 2008.
4. Dr. Ramachandran K.K. and Dr. K. Karthick. *From campus to Corporate*, NewDelhi: Macmillan Publishers IndiaLimited, 2010.

Semester – III			
Women’s Synergy			
Code : 21UAWS31	Hrs/ Week : 2	Hrs/Sem:30	Credits : 2

Unit I - Physical Health

Woman’s Structural Organisation – Levels of organisation – Body image - Reproductive health – Hormonal Cycle and its Psycho-somatic implications – Child birth – lactation – Nutritional status of women.

Unit II – Psychological Health

Examining factors determining psychological conditions of women – Depression, anxiety, stress, hysteria – Socio – cultural and familial conditioning of women’s minds – Self Image, Discrimination against women.

Unit III – Women and Legal Awareness

Women specific – centered legislations – legal issues – laws to prevent gender based violence National / State Pro-women schemes – educational and Employment schemes. Laws for protection of Women – Women’s rights to property – Women’s Rights in the Indian Constitution – Maternity benefit act.

Unit IV – Women and Finance

Manager of domestic finance – Budgeting basics – Create a family budget - Set financial goals – Plan for financial emergencies – Budget for travel – Saving strategies – Investment options

Unit V – Women’s Empowerment in Various Domain

Introduction - Women created history in sports and music – P. T. Usha, M. S. Subbulakshmi - Women who crossed hurdles in Social Service – Mother Theresa, Muthulakshmi Reddy, Medha Patkar - Role of Women in Indian independence movement and Politics – Indira Gandhi, Aruna Asaf Ali.

SEMESTER IV			
Core VIII		Financial Management	
Course Code:21UBAC41	Hrs/Week:6	Hrs/Sem:90	Credits:4

Objectives:

- To develop strategies and plans for the long term financial goals of the organisation.
- Ensure accurate and timely financial reporting, procurement compliance with applicable rules and regulations.

Course Outcomes:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	enhance the practical and applied aspects of capital	1	Un,Ap
CO-2	calculate the credit period of the business	8	Ap
CO-3	find out the short term and long term solvency of a business.	8	An
CO-4	ensure a proper system of communication at all levels of management.	5,7	Cr
CO-5	utilize the capital more economically	1,3	Un,Ap
CO-6	check and evaluate actual results.	6	Ev
CO-7	prepare both operating and financial budget.	3,6	Cr,Ap
CO-8	analyse the relationship between the cost volume and profit	6	An

SEMESTER IV			
Core VIII		Financial Management	
Course Code:21UBAC41	Hrs/Week:6	Hrs/Sem:90	Credits:4

Unit – I Introduction to Financial Management:

Meaning – Objectives - Functions and Limitations – Responsibilities of financial manager. Capital Structure: Meaning – Essentials and Principles of Capital Structure – Factors determining Capital Structure – (Theory only).

(18 hours)

Unit – II Financing Decisions:

Long term, Medium term and Short term – Types of securities – Debt, Equity and Preference stock – Working Capital Management: Techniques of forecasting working capital (Simple problems)

(18 hours)

Unit – III Investment Decisions:

Meaning - Characteristics – Advantages - Limitations and essentials of a successful budgetary control – Classification of budgets – Preparation of Production, Sales and Cash budgets – Flexible budget.(Simpleproblems)

(18 hours)

Unit – IV Working Capital Management:

Concept – Importance – Classification – Determination of cost of capital (Simple problems)

(18 hours)

Unit – V Dividend Decisions:

Meaning - Importance – Factors affecting capital investment proposals – Capitalbudgeting Appraisal methods – PayBack – ARR – NPV –IRR methods.(Simple problems)

(18 hours)

Note: Theory 30%, Problems 70%.

Text Book:

1. Khan.M.Y& Jain P.K *Financial Management*, New Delhi:TMH, 2018.

Books for Reference:

2. Maheshwari S.N. *Cost and Management Accounting* New Delhi, Sultan Chand & Sons.
3. Pandey I.M. *Financial Management* New Delhi: Vikas Publishing House (P)Ltd, 2016.
4. Prasanna Chandra,*FinancialManagaement Theory and Practice*, NewDelhi:THM, 2018.

SEMESTER IV			
Core IX		Production and Operation Management	
Course Code :21UBAC42	Hrs/Week : 6	Hrs/Sem :90	Credits :4

Objectives

- To provide knowledge on understanding of production and operation process of converting resources into products.
- Apply the concept to manage maintenance, quality control and work measurement at an organization level.

Course Outcomes:

CO.No.	Upon completion of this courses, students will be able to	PSO addressed	CL
CO - 1	Understand the meaning, nature and recent trends production and operation management	1	Un
CO – 2	Know about plant location and layout	3	Un
CO – 3	Understand the types and methods of layout	3,4	Un
CO – 4	Describe the plant and material maintenance	6	An
CO – 5	Elaborate the types of maintenance	1,4,5	Un,Ap
CO – 6	Investigate the production and operation planning and control	4	Ap
CO – 7	Know about the safety stock	3	Un
CO - 8	Learn the application and techniques in work study and measurement	6	Un

SEMESTER IV			
CORE IX		Production and Operation Management	
Course Code :21UBAC42	Hrs/Week :6	Hrs/Sem:90	Credits :4

Unit-I Introduction

Production and operation Management meaning – definition – scope – nature – production VS operation management - importance – Recent trends in production and operation management – Advantage and disadvantage of production and operation management

(18 hours)

Unit-II Location and Layout

Plant location –Location strategy and importance - Plant capacity and line balancing – Factors influencing Plant Location –Multi Plant Location Decision – Location break even analysis – Plant Layout-Principles - Methods of Layout – Types of Layout – Product Process, Combination Layout.

(18 hours)

Unit-III Quality Control and Scheduling

Quality control - meaning-Elements of production and operation planning and control -Quality Assurance, Quality circle and inspection – ISI and ISO certification mark- Economic order quantity model (EOQ) - just in time (JIT)- Scheduling – Meaning, planning, re order quantity, Maximum and minimum level, Routing, Scheduling, Dispatching, Expediting and Follow Up - Safety stock

(18 hours)

Unit-IV Maintenance

Plant Maintenance – Material maintenance –Meaning, Importance – Organize Maintenance Department –Procedure for preventive and break down maintenance – Types of Maintenance -Merits and Demerits – Safety Engineering – Good House Keeping – Japanese 5s model

(18 hours)

Unit-V Work Study and Measurement

Work Study–Meaning -Method study – meaning –Work measurement- Meaning, Objectives – Step involved in method study - Application of Work Study Techniques – work measurement technique and their application –Productivity improvement technique – Types of charts -Micro, Macro

(18 hours)

Text book:

1. Panneerselvam *Production and Operations Management* New Delhi, Prentice Hall India Learning Private Limited, 3rd edition 2004

Books for reference:

2. K.Aswhappa *Production and operation management* Mumbai, Himalaya Publishing House 2009
3. B.SGoel, *Production operation Management* Uttar Pradesh, Pragatiprakashan Publication 1st January 2012
4. Kanishka Bedi *Production and Material Management*, Mumbai, Oxford University Press, 3rd edition 2013

SEMESTER IV			
Core X		Marketing Management	
Course Code :21UBAC43	Hrs/Week :6	Hrs/Sem :90	Credits :4

Objectives:

- To understand the fundamental premise underlying market driven strategies.
- To enable the students to gain knowledge of analytical skills in solving marketing related problems, awareness of marketing management process.

Course Outcomes:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the basic principles, concepts, functions and classification of marketing	1,4	Un,Re
CO -2	deliver the importance of social marketing.	3	Un,Re
CO-3	gain sound information on product and pricing strategies.	1	Un,An
CO-4	understand and analyse the product innovation, mix and life cycle.	2,4	Un,An
CO-5	understand and evaluate sales promotion and personal selling its advantages, limitations, purpose and kinds.	1,6	Un,Ev
CO-6	know the various features, benefit, and objections of advertising.	2, 1	Un,Ev
CO-7	gain knowledge on the kinds and functions of advertising.	2,3	Un,Re
CO-8	know about the selection of advertising media.	8	Un,Cr

SEMESTER IV			
Core X	Marketing Management		
Course Code :21UBAC43	Hrs/Week :6	Hrs/Sem:90	Credits :4

Unit – Introduction to Market and concepts:

Market –Meaning, features-Classification of Markets – Marketing –Meaning- Definition- Objectives and Importance – Selling Vs Marketing – Types of goods and services – Marketing Concepts –Social Marketing – MarketingMix.

(18 hours)

Unit -II Product:

Product –Meaning -Definition- Features of Product - Product policy – Product Planning – Product Line – Product Mix – Product Mix strategies – Product innovation – Product life cycle.

(18 hours)

Unit -III Pricing:

Meaning -Definition – Pricing objectives – Factors affecting pricing decisions – Kinds of pricing – Procedure for price determination – Pricing policies based on cost, demand, cost and demand,competition.

(18 hours)

Unit –IV Sales Promotion:

Sales Promotion – Meaning- Definition – Purpose – Advantages – Kinds – Limitations – Sales Promotion incentives for the Consumers, Dealers& Sales force. Personal selling – Objectives – Duties and qualities of good salesman – Types of salesman – Classification and types of customers.

(18 hours)

Unit- V Advertising:

Advertising – Basic features – Objectives – Purpose-Advantages-Functions of Advertising - – Kinds of advertising – Selection of advertising media – Causes for failure of advertising.

(18 hours)

Text Book:

1.Pillai R.S.N &Bagavathi. *Modern Marketing –Principles and Practices*. New Delhi: S.Chand& Company Ltd, December 2018.

Books for Reference:

2. Philip Kotler. *Marketing Management*. New Delhi: Prentice Hall of IndiaPvt.Ltd, 15th Edition 2012.

SEMESTER IV			
Core SB		Office Management	
Course Code: 21UBAS41	Hrs/Week : 4	Hrs/Sem : 60	Credits : 4

Objectives

- To provide basic understanding of office management and its procedures
- To train students in theoretical and practice skills of using and maintaining office equipments

Course Outcomes:

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	Understand the basic nature, scope, duties and responsibilities of office management	1,4	Un
CO-2	Understand scientific approach of office management	4	Un
CO-3	Know the importance of Office system procedures and effective communication process	1	Cr
CO-4	Analyze the office forms, design, management and control	2,3,5	An
CO-5	Understand office environment and building accommodation	1,8	Un
CO-6	Identify the difference between Electronic Records and Paper Analog	7	Re
CO-7	Evaluate modern tendencies in record making	5	Ev
CO-8	Understand the concept of contributing growth in office work	1	Un

SEMESTER IV			
Core SB		Office Management	
Course Code: 21UBAS41	Hrs/Week : 4	Hrs/Sem : 60	Credits : 4

Unit - I Introduction to Office management

Office management - Meaning – Definition –Nature – Scope - Importance and functions – Elements –Types – Factors contributing the growth of office work – Effective management techniques –Scientific office management – Concept of 5S office management -Office manager – Role - Qualities - Duties- Responsibilities – Challenges -Functions –Relation of office with other departments

(12 hours)

Unit – II Office Systems

Office systems – Meaning - Definition – Importance - Objectives–Planning and Designing – Advantages – Limitations - Characteristics of Well-Designed System - Various stages in computerising commercial system – Effective preparation of office manuals.

(12 hours)

Unit – III Forms, Design, Management and Control

Office forms – Meaning – Definition – Types - Advantages - Disadvantages – Forms design – Methods – factors affecting forms design – Specimen Form - Forms Control – Steps – Factors Affecting form control.

(12 hours)

Unit –IV Office Accommodation, Layout and Environment

Office Accommodation – Meaning – Definition – Principles –Office Environment – Safety and Health - Location of an office – Office Building - Office Layout – Office Lighting - System – Office Furniture –Types – Modular System furniture – Office Machine –Security Equipment - Principles and types of security equipment

(12 hours)

Unit – V Office Records Management

Record Management – Meaning – Definition - Purpose and Importance – Process and Control - Role and Responsibilities – Policy - Electronic Records Vs Paper Analog – Record Management Equipment System - Record Life Cycle – Electronic Record System – Modern Tendencies in Record Making - Filing – Essential and Characteristics of Filing System – Classification and methods of files– Modern Methods of filing – Modern filing design – Centralized Vs Decentralized filing system

(12 hours)

Text Book

1. V. Balachandran and Dr. V. Chandrasekaran, *Office Management* - Tata McGraw-Hill Companies, 2009.

Books for Reference

2. S.P. Arora, *Office Organisation and Management* New Delhi, Vikas Publishing House Private Limited, 2018.

3. R.K. Chopra *Office Organisation and Management* Himalaya Publishing House, 2009.

SEMESTER IV			
NME II		Entrepreneurship	
Course Code: 21UBAN41	Hrs/Week: 2	Hrs/Sem: 30	Credits: 2

Objectives:

- To help student to establish their own enterprises.
- To discuss current issues in starting their own business.

Course Outcomes:

CO No.	Upon completion of this course, students will be able to	PSO addressed	Cognitive Level
CO-1	know the basic meaning of entrepreneur.	1	Un
CO-2	gain knowledge on classifications of entrepreneurs	1,3	Ap
CO-3	understand about starting a business	3,6	Un
CO-4	familiarize with project appraisal	1,6	Un
CO-5	understand about the functions of DIC.	3,4	Un
CO-6	gain knowledge on project report	3,4	Ap
CO-7	understand the importance of women entrepreneur	1,5	Un
CO-8	know the challenges faced by women entrepreneur	1,6	Un

SEMESTER IV			
NME II		Entrepreneurship	
Course Code: 21UBAN41	Hrs/Week: 2	Hrs/Sem: 30	Credits: 2

Unit I Introduction to Entrepreneurship:

Entrepreneurship – Meaning – definition – need – importance – functions – Entrepreneur – meaning – Qualities – Roles of entrepreneur – Economic development – types – Entrepreneurship as career.

(6 hours)

Unit II Business start-up:

How to start business – product selection – forms of ownership – plant location – land, building, water and power – raw materials – machinery – man power – infrastructural facility.

(6 hours)

Unit III Institutional support for Entrepreneurship development:

DIC – functions – meaning – importance – contents of project report – project appraisal.

(6 hours)

Unit IV Project report:

Project report – meaning – importance – contents of project report – formulation of project report – project appraisal.

(6 hours)

Unit V Women entrepreneurship:

Women entrepreneurship in India – women entrepreneurship in economic development – influencing factors – challenges and opportunities.

(6 hours)

Text Book:

1. Dr.C.B.Gupta, Dr. N.P.Srinivasan, Entrepreneurship development in India, New Delhi, Sultan chand and sons, 2020.

Books for Reference:

2. Vasath Desai, *Dynamics of Entrepreneurial development*, Mumbai, Himalaya Publishing House, 2009.
3. S.S.Khanka, *Entrepreneurial development*, New Delhi, S.Chand& Co publishing, 2006.

SEMESTER IV	
Self Study/Online course	Business Leadership Skills
Course Code:21UBASS2	Credits:2

Objectives:

- To develop professionals who can apply critical thinking skills for starting a business.
- To ensure the understanding of different modes of doing a business.

Course Outcomes:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	understand the importance of management	1	Un
CO-2	describe the emergence of goal setting in leadership	1	An
CO-3	construct the knowledge strategy	2	Un, Cr
CO-4	gain knowledge of strategic dimensions	5	Un, Cr
CO-5	investigate on leadership style and conflict management	7	Ap
CO-6	understand about perception and attitude.	4	Un
CO-7	understand and analyse the importance of communication	3	An, Cr
CO-8	learn the emergence of social graces.	8	Un, Ap

SEMESTER IV	
Self Study/Online course	Business Leadership Skills
Course Code:21UBASS2	Credits:2

Unit I Nature of Management

Nature and functions of Management – Administration vs Management - Skills and levels of managers – Characteristics of a Manager - Different approaches to management – systems approach – Management Environment – Internationalization of management

Unit II Planning and Decision making

Planning – Nature – Importance – Types – Steps in planning process – MBO – Strategic planning process – TOWS matrix – Business portfolio matrix – Decision making process – Models of decision making - Formal / Informal organization – Organizational structure – organizing process – Departmentalization – Authority delegation – Decentralization – Coordination – Line / Staff relations – Staffing procedure – Training and development – Performance appraisal

Unit III Characteristics of Leadership

Direction and Communication – Processes and Barriers – Leadership – Characteristics of a leader – Approaches to leadership – Motivation concepts – Theories of motivation – Committee – Team – Group decision making - System and process of controlling – Control techniques – Organizational change and Development – Strategies for efficient OC and OD – Productivity – Operations management - Use of IT in management functions

Unit IV Values in Management

Ethics and values in Management – Professional values – Definition of Ethics – Evolution of Ethics - Ethical theories – Global perspective – Cooperative ethics - Ethical development and challenges

Unit V Corporate Social Responsibility

Corporate social responsibility (CSR) – Business for social responsibility (BSR) – Barriers to CSR – Corporate governance – Clarity of goals – work committed culture – Blind management – Mind management – common sense in management – TQM – consumer protection and safety – Environmental protection

Text book:

1. Harold Koontz, Heinz Weihrich, *Essentials of Management – An International Perspective*, New Delhi, TATA McGraw Hill., 7th Edition, 2009

Books for Reference:

2. Hellriegel and Slocum, *Management: A competency based approach*, United Kingdom, Thomson Learning, 4th Edition, 2015
3. Marianne M. Jennings, *Cases in Business ethics*, Boston CA, Cengage Learning, 6th Edition, 2009

SEMESTER- IV			
Ability Enhancement Course: Yoga and Meditation			
Code: 21UAYM41	Hrs/Week : 2	Hrs/Semester : 30	Credits: 2

Course Outcome:

- To learn and practice various meditation, yoga methods to transform the ordinary life into a healthy, harmonious life leading to holistic wellbeing,
- To create an eco-friendly, loving and compassionate world.
- Acquire knowledge and skill in yoga for youth empowerment.
- Increase their power of concentration
- Learn the causes and ways to overcome fear and sadness.
- Create a ecofriendly, loving and compassionate world.

Unit I: Meditation

(6 Hrs)

Meditation – Purposes of meditation– Major types of meditations: Zazen, Mindfulness, Vipasana, Yoga, Self-inquiry, Listening, Qi Gong, Taoist, Tantra– Health benefits of meditation: physical, psychological, spiritual– Meditation and Silence: Silence of the body, mind, heart, and beyond – General methodology of meditation – Tips for better meditation

Exercises: Practicing Zazen meditation – Self-enquiry meditation exercises

Unit II: Self-Awareness

(6 Hrs)

Awareness – Self-awareness – Importance of self-awareness – Shades of self-awareness – Difference between Awareness and Concentration – Power of concentration – Levels of concentration – How to increase concentration? – Beauty of living here and now – Ways to develop your presence – Self-awareness and Ecology: interconnectedness

Exercises: Body Scan exercise – Self-Witnessing exercise – Eating Raisin with full awareness

Unit III: Yoga

(6 Hrs)

Meaning and importance of yoga – Yoga and human physical system – Principles of Yoga – Different types of yoga – Yoga and balanced diet – Yoga and energy balance – Pranayama – Surya namaskaram– Basic asanas for healthy life – Therapeutic benefits of simple yogasanas – Naturopathy for common ailments.

Exercises: Practicing basic Asanas – Doing Sun Salutation

Unit IV: Mindfulness

(6 Hrs)

Definition of mindfulness – Three components of mindfulness– Benefits of mindfulness – Mindfulness and Brainwave patterns – Myths about mindfulness – Scientific Facts about mindfulness – Formal method to practice mindfulness – Qualities of Mindfulness – Obstacles for mindfulness – informal ways of practicing mindfulness – Mindfulness to get rid of addictions

Exercises: Practice Mindful Walking –Practice Mindful Talking

Unit V: Heartfulness

(6 Hrs)

Attitude to life – Power of positive attitude – Techniques to develop positive attitude – Positive vs negative people – Forms of negative attitude – Heartfulness – Managing fear: Basic 5 fears, Ways to overcome fear– Handling anger: Anger styles, Tips to tame anger – Coping with sadness: Causes and ways to overcome sadness, dealing with depression – Ultimacy of compassion: Compassion to oneself, towards others: Forgiveness, to nature: Seeing God in all

Exercises: Practice Loving-Kindness meditation– Doing compassionate actions

Text Book:

- 1) Thamburaj Francis. *Meditation and Yoga for Holistic Wellbeing*. Trichy: Grace Publication. 2019.

Books References:

- 1) Osho. *Meditation the Only Way*. New Delhi: Full Circle Publication, 2009.
- 2) Thamburaj Francis. *Journey from Excellence to Godliness: Zen Meditation for Transformation*. Grace Publication, Trichy, 2017.
- 3) Osho. *Awareness: The Key to Living in Balance*. New York: St.Martin's Griffin Publication, 2001.
- 4) Tolle Eckart. *The Power of Now: A Guide to Spiritual enlightenment*. New World Library, 2004.
- 5) Swami Gnaneswarananda. *Yoga for Beginners*. Calcutta: Sri Ramakrishna Math, 2010.
- 6) HanhThichNhat. *The Miracle of Mindfulness: An Introduction to the Practice of Meditation*. Beacon Press, 2016.
- 7) Kamlesh D. Patel and Joshua Pollock. *The Heartfulness Way: Heart-Based Meditations for Spiritual Transformation*. Westland Publications, 2018.

SEMESTER V			
Core – XII		Research Methodology	
Course Code:21UBAC51	Hrs/Week:6	Hrs/Sem: 90	Credits:4

Objectives:

- To enable the students to learn the basic concepts of Research and its Methodology.
- To provide knowledge on research methods, techniques and process and to develop skills in the application of research methods for solving problems in business.

Course Outcomes:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	understand the objectives of research, types of research and criteria of good research.	1	Un
CO-2	know the research problem and research design.	2	Un, Re
CO-3	construct the questionnaires and interview schedule.	2	Un, Cr
CO-4	gain knowledge of sampling design and methods of data collection.	5	Un, Cr
CO-5	gain insights in the interpretation of data and report writing.	4	Re, Cr
CO-6	conduct pre-test for doing research.	1,4	Re
CO-7	understand and undertake pilot study	3	Cr, Re
CO-8	write research report.	6	Cr, Re

SEMESTER V			
Core – XII		Research Methodology	
Course Code:21UBAC51	Hrs/Week:6	Hrs/Sem: 90	Credits:4

Unit I: Meaning and Process of Research

Research – meaning – purpose - types. Research design- Factors affecting research design - Pure, applied, historical, analytical, descriptive and Experimental. Process of research. (18 hours)

Unit II: Identification and testing of Research Problem

Research Problem- identification- Selection– formulation - Review of literature. Hypothesis-meaning- Sources- Types - Formulation – Testing – errors. Survey - Census method-sampling method (advantages and disadvantages). (18 hours)

Unit III: Sampling methods

Sampling – principles – design – Selection of a sample – Sample Size determination-Essentials of a good sampling. Methods of sampling - probability and non-probability. Sources of primary data – secondary data. Modes of data collection - analytical method – case study – observation survey - Interview. Tools of data collection - Interview Schedule, Questionnaire, Observation Chart/Sheet and Scaling techniques. (18 hours)

Unit IV: Processing of data

Processing the data – editing – coding – tabulation – diagrams - statistical tools for analysis and hypothesis testing. Interpretation - Guidelines for making valid interpretation. Introduction to SPSS. (18 hours)

Unit V: Report Writing

Report–Importance-types– format- pagination- using quotations-presenting foot notes– abbreviations- Presentation of tables and figures- referencing-documentation - Use and format of appendices-Indexing. (18 hours)

Text Book:

1. Kothari.C.R. *Research Methodology*, New Delhi: Vikas Publishing Ltd., 5th Edition.

Books for Reference:

2. Levin J.Kchard*Statistics for Management*, New Delhi: Prentice Hall, 3rd Edition.
 3. Gupta C.B & Kapoor.V.K. *Fundamentals of Applied Statistics*. New Delhi: Sultan Chand & Sons, 2018.

SEMESTER V			
Core XIII		Entrepreneurial Development Programme	
Course Code : 21UBAC52	Hrs/Week: 6	Hrs / Sem : 90	Credits : 4

Objectives:

- To foster entrepreneurial thinking, promote, facilitate the business knowledge and develop the aspiring entrepreneurial thought among the students.
- Help to realize the entrepreneurial potential of people for the emergence of an enterprising society and vibrant economy.

Course Outcomes:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	know the basic concept of entrepreneur & their roles.	1	Un
CO-2	understand the importance of entrepreneurship to the society	1,3	Un
CO-3	gain the information on women entrepreneurship and their barriers faced.	4	Re
CO-4	gain knowledge on agencies dealing with entrepreneurs.	2,3	Un
CO-5	understand the roles of small scale industries in economic development.	1,2	Ev
CO-6	analyse tax concessions to small industries in rural and backward areas.	4	An
CO-7	understand project identification and prepare project report.	8	Un
CO-8	know and apply the entrepreneurial development programme.	1,4	Ap

SEMESTER V			
Core XIII		Entrepreneurial Development Programme	
Course Code : 21UBAC52	Hrs/Week: 6	Hrs/Sem: 90	Credit : 4

Unit - I Introduction:

Entrepreneurship – Definition – Need – Functions of Entrepreneur types of Entrepreneur – Role of Entrepreneurs – Entrepreneur – Role of Entrepreneurship in economic development.

(18 hours)

Unit – II Women Entrepreneur:

Qualities of a good Entrepreneur – Concept of women Entrepreneurship – Functions and problems of women Entrepreneurs – Rural Entrepreneurship – Need – Problems – How to develop rural Entrepreneurship.

(18 hours)

Unit – III Schemes for Entrepreneurs:

Factors affecting Entrepreneurial growth – agencies dealing with Entrepreneurs – Banks and Service organisations – IDBI – NSIC – SIO – SISI – ITCOT – DIC center for Entrepreneurship development – Industrial Estates – Technical Consultancy organisation.

(18 hours)

Unit – IV Small Industries

Small Industries – Characteristics – Objectives – Scope – Role of Small Industries in economic development – problems of small industries – Tax concessions to small industries in rural and backward areas.

(18 hours)

Unit – V Project Identification:

Project identification – selection – meaning of project – signification – report – contents of project report – Entrepreneurship development programmes – need objectives – content – evaluation.

(18 hours)

TextBook:

1. Srinivasan. N.P *Entrepreneurship Development*, New Delhi: Sultan Chand & Sons, 2019.

Books for Reference:

2. Vasanth Desai, *Dynamics of Entrepreneurial Development*. Mumbai: Himalaya Publishing House, 2018
3. Khanka.S.S.*Entrepreneurship Development*. New Delhi: S.Chand&CO, 2021

SEMESTER V			
Core XIV		Case Study Analysis	
Course Code:21UBAC53	Hrs/Week:5	Hrs/Sem:75	Credits:4

Objectives:

- To develop interpersonal skills through both a team work and completing individual tasks.
- Enable a researcher to gain a more detailed, un-biased understanding of a complex situation, through the use of a range of researchtools.

Course Outcomes:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the overall situations as well as to analyse the company's strategy.	8	Ev
CO-2	know the process key information needed for decision making.	5,7	An
CO-3	identify the company's strength and weakness.	6	An,Ev
CO-4	know the strategically and applied critical thinking.	1	Re
CO-5	understand the decision making techniques.	5,7	An,Ap
CO-6	identity the alternatives in research.	1	Ev
CO-7	understand and evaluate the opinion of others.	1	Un,Ev
CO-8	analyse the criticism in organisation.	4	Ap

SEMESTER V			
Core XIV		Case Study Analysis	
Course Code:21UBAC53	Hrs/Week: 5	Hrs/Sem: 75	Credits:4

CASE ANALYSIS

One case per week is to be discussed by the students. The cases could be from different functional areas of management.

The students would be provided with the case lets. They would discuss the 'case' in groups. The teacher would guide and facilitate group discussions so as to impart, develop and hone the GD Skills.

SEMESTER V			
Core Elective		IT Skills for Managers	
Course Code : 21UBAE51	Hrs/Week : 5	Hrs/Sem : 75	Credits : 4

Objectives

- To make the students understand about computer and make them efficient in the concept of computers
- To provide an understanding of computers, computer operating systems and train students computer application software

Course Outcomes:

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	Understand the concept of information Technology	1	Un
CO-2	Apply spell and grammar check in Ms Office	4	Ev
CO-3	To know about Ms Excel in detail for calculations	5	An
CO-4	To know about Ms Power Point for presenting company data	5	An
CO-5	Gain knowledge in internet applications	6	Cr
CO-6	Create word documents with formatting features	3,5	Cr
CO-7	To know about basic internet terms	1,5	Un
CO-8	Understand the history and basic concepts of computers	1	Un

SEMESTER V			
Core Elective	IT Skills for Managers		
Course Code : 21UBAE51	Hrs/Week : 5	Hrs/Sem : 75	Credits : 4

Unit – I Basics of Information technology

Information Technology – Meaning – Definition – Nature – Scope – Importance – Functions – Role – Characteristics - Career in IT Industry – Evolution of IT – Present Scenario in IT – Computer Memory and Storage – Memory Hierarchy – Random Access Memory (RAM) – Read Only Memory (ROM) – Input Output Media – Types.

(15 hours)

Unit – II Microsoft Word

Microsoft Word – Introduction to Word – Meaning – Word Processor Basics – Opening Microsoft Word – Closing the Document and Quitting Word – Starting Microsoft Word XP – Saving the Document – Previewing – Closing – Changing the size of the document.

Editing the Document

Opening an existing word document – Moving the cursor – Making changes in the document – Undoing any operation – Saving changes in document – Spell check – Automatic correction error – Printing file – Saving and closing document

(15 hours)

Unit – III Microsoft Excel

Microsoft Excel – Meaning – Introduction to Spreadsheets – Uses of spreadsheet – Basics of spreadsheet – Formatting spreadsheet – Graphs – Functions of MS Excel – Excel work Environment – Changing size of work book and Excel Window – Cell and Cell Address – Standard toolbar – Formatting Toolbar – Formula Bar – Components of Excel Workbook.

Working in Excel

Entering data in cell address – Making changes in entry – Mathematical Calculations – Formula using numbers – Formula using cell address – Defining function simple Graphs

(15 hours)

Unit – IV Microsoft PowerPoint

Microsoft PowerPoint – Meaning – Introduction to MS PowerPoint – Starting PowerPoint – Creating Presentation – Working with views – Adding Graphics, Charts and Tables – Slide Transition – Closing Slides – Quitting MS PowerPoint.

Microsoft Access

Microsoft Access – Introduction to Database – Defining Database – Understanding RDBMS – Objects Relational Database – Function of DBMS – Starting Microsoft Access – Creating and Working on Tables – Saving the Table – Defining primary

key – Closing Table – Closing Database window and Quitting Access.

(15 hours)

Unit - V Internet

Internet – Meaning – Definition - Introduction – Objectives - Evolution of Internet – Importance – Basic Internet terms – Getting connected to Internet – Internet Applications – Troubleshooting - Basic Computer Networks – Local Area Networks (LAN) – Wide Area Networks (WAN) – Personal Area Network (PAN) – Metropolitan Area Network (MAN) – Web Browsing Softwares - Popular Web Browsing Softwares – Search Engines – Popular Search Engines – Accessing Web Browser – Using Favorites Folder – Downloading and Printing Web Pages - Internet Protocols - WWW – HTTP – Internet Vs Intranet – URL – Different Types of Internet Connections.

(15 hours)

Text Book:

1. Krishnan. N, *Window and Ms office 2000 with Database concepts*, Mumbai, Scitech publications, 2001.

Books for Reference:

2. Anita Goel *Computer Fundamentals* New Delhi, Pearson Education, 2017.
3. V.Rajaraman, *Introduction to Information Technology* New Delhi, PHI Learning, 3rd Edition 2018.
4. Reema Thareja, *Fundamentals of Computer* Mumbai, Oxford University Press, 2014.

SEMESTER V			
Core Elective		Enterprise Resource Planning	
Course Code : 21UBAE51	Hrs/Week : 5	Hrs/Sem : 75	Credits : 4

Objectives:

- To know how the enterprise resource planning works
- To enhance the students in handling enterprise resource planning

Course Outcomes:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the basics about enterprise resource planning	1	Un
CO-2	know about different packages of enterprise resource planning	2	An
CO-3	understand the challenges of enterprise resource planning	2	Ap
CO-4	know about business process reengineering	2,8	Cr
CO-5	know about benefits of erp	2,4	Cr
CO -6	understand the basic technologies used in business.	1	Ap
CO - 7	identify procurement process	4	Ap
CO - 8	understand and apply technology in establishing a business.	8	Ap

SEMESTER V			
Core Elective	Enterprise Resource Planning		
Course Code : 21UBAE51	Hrs/Week : 5	Hrs/Sem : 75	Credits : 4

Unit I Evolution of ERP

ERP - Evolution - basic constituents - need for system integration and interface - early packages - benefits - integrated management information system. ERP Vs Traditional Information Systems.

(15 hours)

Unit II Packages of ERP

ERP packages – Overview of (PEOPLE SOFT, SAP-R/3, BAAN IV, MFG/PRO, IFS/AVALON, and ORACLE-FINANCIAL) - selection criteria - procurement process.

(15 hours)

Unit III Implementation and challenges of ERP

ERP implementation – process - modules - methodology - post implementation – issues and options - role of consultants, vendors, & users - need for training – customization.

(15 hours)

Unit IV Business Process Reengineering

Survey of Indian ERP Packages (Coverage, performance & cost). Business Process Reengineering - need and challenges – concepts - management concerns about BPR. BPR to build business model for ERP.

(15 hours)

Unit V Benefits of ERP

Measuring benefits of ERP - ERP Case Studies (HRM, Finance, Production, Product Database, Materials, Sales & Distribution)

(15 hours)

Text Book:

1. Vinod Kumar Garg & N K Venkatakrishna, *Enterprise Resource Planning - Concepts and Practices*, Eastern Publication, Second Edition.

Books for References:

2. S Sadagopan, *Enterprise Resource Planning*, New Delhi, McGraw Hill Education, 1999.
3. Alexis Leon, *Enterprise Resource Planning*, New Delhi, McGraw Hill Education, 3rd Edition.
4. Ellen F. Monk and Bret J. Wagner. *Concepts in Enterprise Resource Planning*, Boston CA, Cengage Learning 3rd Edition.

SEMESTER V	
SELF STUDY PAPER	CONSUMER BEHAVIOUR
Course Code :21UBASS3	Credits :2

Objectives

- To help the students to have a knowledge in market place and impact on marketing strategy
- The students will understand the influences on customer choice and process of human decision making in a marketing context

Course Outcomes:

CO. No.	Upon completion of this courses, students will be able to	PSO addressed	CL
CO - 1	understand the concepts of consumer behaviour	1	Un
CO – 2	describe the consumer culture	6	An
CO – 3	learn about different types of consumer decision	1	Un
CO – 4	investigate the environmental influence of consumer behaviour	4	Ap
CO – 5	know the right protection and role of consumer	3,6	An
CO – 6	understand the research process for consumer satisfaction	3	Un
CO – 7	learn the theories of post purchase evaluation	3	Un
CO - 8	learn the age influence of consumer behaviour	3,4	Un

SEMESTER V	
SELF STUDY PAPER	CONSUMER BEHAVIOUR
Course Code :21UBASS3	Credits :2

Unit I Introduction

Consumer behaviour meaning – definition –nature – scope – needs to study consumer behavior- methods to study consumer behavior – current trends in consumer behavior

Unit II Environmental Influences on Consumer Behavior

Culture – meaning – characteristics – meaning of norms and value – effect of consumer behavior on culture – change in family- change in influence age – change in society

Unit III Buying Behavior

Buying behavior meaning – types of consumer decision – consumer decision making process – purchase processes – outcomes of consumer decision – theories of post purchase evaluation

Unit IV Customer Satisfaction

Customer satisfaction meaning- objectives – importance- working towards enhancing consumer satisfaction- reason of consumer dissatisfaction – consumer satisfaction research process

Unit V Consumerism

Consumerism meaning – rights of consumer – consumer production measurements in India–reason of growth consumerism in India – consumer protection act 1986 – role – functions- emergence of consumerism production act

Text Book:

1. Leon G. Schiff man and Joseph L. Wisenblit *Consumer Behavior*: New Delhi, Pearson Education, 12th Edition 31 December 2018

Books for Reference:

3. Michael Solomon *Consumer Behaviour: Buying, Having, Being* New Delhi, Pearson Education 13th edition 30 January 2020
4. David L Mothersbaugh ,Hawkins , Amit Mookerjee - *Consumer Behaviour: Building Marketing Strategies*–New Delhi, McGraw Hill Education, 13th Edition , 10th December 2019

Semester - V			
Common Skill Based Core		Computer for Digital Era and Soft Skills	
Code : 21UCSB51	Hrs / Week : 2	Hrs / Sem : 30	Credits : 2

Course Outcome

- Identify different types of computer systems.
- Classify various types of software being used.
- Compare various digital payments and use them in day to day life.
- Recognise the innovative technologies IoT and integrate it in various fields.
- Analyze various social networking platforms and use them efficiently.
- Distinguish various cyber attacks and apply preventive measures.
- Understand the various soft skills needed to become successful.
- Analyze self and adapt oneself to work in a team.

Unit I: Fundamentals of Computers:

Introduction to computers- Components of computers-Working principle-Types of computers-Tablet-Notebook-Smart phone-PDA-Impact of computers on society-Types of software.

Unit II: Recent Trends in Computer Science and e-Governance:

IoT - applications- Mobile applications - E-Learning- E-Commerce - digital payments

Unit III: Social Media:

Face book-Twitter-Linked In-Instagram-Advantages of Social Networking-Issues/Risks of Social Networking-Protecting ourselves from social Networking problems-Cybercrimes-Hacking-Phishing- Cyber Security

Unit IV: Introduction to Soft Skills:

Learning objectives – What are soft skills?-Categories of Soft Skills-Integral Parts of Soft Skills.

Unit V: Understanding Self and Team Building:

Transactional Analysis (TA) - Structural analysis of Ego states- The functional model of Ego states - Egogram-Storkes - Life Position - Egogram and Life Positions Questionnaire-Team and Team Building- Features of effective creative teams

Books for Reference:

1. Peter Norton, Introduction to Computers 6th Edition
2. Charles P Pfleeger, Shari Lawrence Pfleeger, Security in Computing, I Edition, Pearson Education, 2003.
3. E.Balagurusamy, Fundamentals of Computers, McGraw Hill

4. Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang ,
E-Commerce fundamentals and applications, Wiley Student edition
5. Benita Bhatia Dua, DeepaJeyaraman, Profit with Social Media, CNBC

6. Dr.K.Alex, Soft Skills, S.Chand & Co

7. <http://www.digitalindia.gov.in/content/social-media-analytics>

8. https://www.researchgate.net/publication/307878962_Introduction_to_E-Governance
9. <http://www.ijqr.net/journal/v10>
10. https://www.researchgate.net/publication/258339295_FUNDAMENTALS_OF_COMPUTER_STUDIES

SEMESTER VI			
Core XV		Digital Marketing	
Course Code : 21UBAC61	Hrs/Week : 6	Hrs/Sem : 90	Credits : 4

Objectives

- To familiarize students with the basic concepts of internet, e-commerce, e-business and cyber security
- To understand the practices and technology to stand an online business

Course Outcomes:

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the concept and different categories of digital marketing	1,3	Un
CO-2	gain knowledge on digital retail business model	1,4	Un, An
CO-3	effective knowledge on E-Payment system	1,3,4	Un, An
CO-4	observe the knowledge on digital display advertising	3	An
CO-5	know the difference between hacking and cracking	1,5	Ap
CO-6	understand the importance of mobile banking applications	1,5,8	Ap
CO-7	apply digital marketing plans to successful companies	6	Ap
CO-8	know the importance of different payment system	1	Cr

SEMESTER VI			
Core XV		Digital Marketing	
Course Code : 21UBAC61	Hrs/Week : 6	Hrs/Sem : 90	Credits : 4

Unit –I Introduction to Digital Marketing

Digital Marketing – Meaning – Definition – Functions – Challenges and Opportunities - Different Categories of digital marketing –Difference between Traditional Marketing and Digital Marketing –Importance – Types - Digital Marketing to increase sales – Recent trends and current scenario of the industry in digital marketing – Digital Marketing a tool to success for companies.

(18 hours)

Unit –II E- Digital Business Models and Mobile Technology

Electronic Digital Business Model – Meaning – Definition – Nature and Importance – Methods in digital business – Digital retail business model – Digital finance service business model – Digital hospitality business model – Digital health business model – Digital government and cities - Mobile Technology – Concept of mobile web – Benefits – Merits and Demerits – Mobile Banking Services – Online banking Vs Mobile banking – Mobile Banking – Challenges – Types of mobile banking – Trends in mobile banking applications

(18 hours)

Unit –III Digital Display and Business Applications

Digital Display – Meaning – Definition – Concepts – Objectives – Budget – Steps - Benefits – Challenges – Digital Display Advertising – Running effective Ads – Ad format features – Target audience – Business Applications – Nature – Scope – Consumer oriented E-business – model-marketing – Web-advertising – Features - E-mail marketing – E-CRM – CRM technology tool – Framework of CRM - Online services – Business oriented E-business –E-governance – Electronic Data Interchange (EDI)

(18 hours)

Unit –IV E-Payment System

E-Payment System – Meaning – Definition – Benefits to buyer and Seller –E-Payment System in Credit card – Mobile Payment – smart card cash payment system – micro payment system – E-Cash – Process – Issues in E-Cash - E-Wallets – Types of E-Wallets – Mobile Wallet Vs E-Wallet - E-Cheque – Advantages and Disadvantages of E-Cheque – Types of E-Cheque -Digital cards – Types digital cards– Stored value card

(18 hours)

Unit –V Security, Legal Privacy Issues

Cyber Security – Cyber crimes – Introduction – Types of cyber crime -Difference between Hacking and Cracking – Types of Hackers – E-mail crimes – Social Networking Crimes – Financial /Banking Frauds – Mobile Phone Technology Crime

(18 hours)

Text Book:

1. John Wiley & Sons, *Digital Marketing* New Delhi, McGraw Hill Education, 2nd Edition 2009

Books for Reference:

2. U. Pandey, Rahul Srivastava, Saurabh Shukla *E-Commerce and its Applications*, New Delhi, S.Chand, 1st Edition, 2007.
3. Simon Kingsnorth, *Digital Marketing Strategy*, United Kingdom, Kogan Page Publication, 2016
4. David King, H.Michael Chung, *Electronic Commerce – A Managerial Perspective*, New Delhi, Pearson Education Asia, 2001,

SEMESTER VI			
Core – XVI		Knowledge Management	
Course Code:21UBAC62	Hrs/Week:6	Hrs/Semester: 90	Credits:5

Objectives:

- To equip the students with competencies to manage themselves in organizations with a scientific outlook towards knowledge management with best strategic dimensions.
- To provide knowledge on the measurement systems with knowledge audit and facilitate practices in the globalised era.

Course Outcomes:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the concept of knowledge management	1	Un
CO-2	know the value proposition used in knowledge management	2	Un, Re
CO-3	construct the knowledge strategy	2	Un, Cr
CO-4	gain knowledge of strategic dimensions	5	Un, Cr
CO-5	implementation of knowledge management system	4	Re, Cr
CO-6	describe the tools and techniques in knowledge management	1,4	Un
CO-7	understand the various dimensions on knowledge management	3	Cr, Re
CO-8	evaluate the measures of knowledge management in global era	6	An, Re

SEMESTER VI			
Core – XVI		Knowledge Management	
Course Code:21UBAC62	Hrs/Week:6	Hrs/Sem: 75	Credits:5

Unit I Introduction to Knowledge Management

Introduction: Overview of Knowledge Management (KM) - Data- Information and Knowledge - History of Knowledge Management - Importance of KM - Information Management and KM - Knowledge Management's Value Proposition - Users Vs Knowledge Workers - Role of Consultant in Knowledge Management.

(18 hours)

Unit II Dimensions of Knowledge Management

KM Strategies - Strategic Drivers - Impact of Business Strategy on Knowledge Strategy - Porter's Five forces Model - Balanced Scorecard and Knowledge Strategy.

(18 hours)

Unit III Process and System of Knowledge Management

KM Processes - KM Systems - Types of Knowledge Systems - KM Architecture - KM System Implementation - Knowledge Discovery in Database - Knowledge Management Infrastructure - Knowledge Management System Life Cycle (KMSLC) - Challenges and barriers to KM Systems - Drivers of KMS.

(18 hours)

Unit IV Tools and techniques of Knowledge Management

Knowledge Management Mechanisms and Technologies - Role of IT in KM - Knowledge Portals and Knowledge Management Tools - Communities and Collaborations - Intelligent Techniques in Building KMS - Data Mining in KM – Scope - Cost Efficiency and Reliability of Technologies to support knowledge work.

(18 hours)

Unit V Knowledge Management in Global Era

Measurement Systems for KM - Knowledge Audit - Knowledge Divestiture - IP Protection - KM Certifications - Practices of Knowledge Management in Modern Global Organizations.

(18 hours)

Text Book:

1. Elias M Awad, Hassan M Ghaziri, *Knowledge Management*, New Delhi, PHI, 2010.

Books for Reference:

2. Fernandez A C, *Knowledge Management*, New Delhi, Pearson Education, 2nd Edition.
3. Anu Singh Lather, Anil K Saini and Sanjay Dhingra Ed., *Knowledge Management*, New Delhi, Macmillan, 4th Edition.

SEMESTER VI			
CORE XVII		Foreign Trade Import and Export Procedures	
Course Code :21UBAC63	Hrs/Week : 6	Hrs/Sem :90	Credits :4

Objectives

- To provide the knowledge to the students to understand the activities involved in international trade.
- Enable students to demonstrate their best in import and export scenario.

Course Outcomes:

CO.No.	Upon completion of this courses, students will be able to	PSO addressed	CL
CO - 1	understand the concepts of domestic and international trade and their difference	1	Un
CO – 2	describe the exchange control methods	6	An
CO – 3	explain about the general principles of tax	1	Un
CO – 4	determine the Sources of financing for foreign trade	1,3	Un
CO – 5	understand the documentation process for imports and exports	3,6	An
CO – 6	know the documents related to payments	6	An
CO – 7	inculcate a basic knowledge about the intellectual property rights	3	An
CO - 8	practice the customs clearance import and export procedures	4	Ap

SEMESTER - VI			
Core XVII		Foreign Trade Import and Export Procedures	
Course Code :21UBAC63	Hrs/Week :6	Hrs/Sem: 90	Credits :4

Unit I Introduction

Domestic and international trade- meaning – Difference between Domestic and international trade advantage and disadvantage of international trade – Recent developments in international trade– Features of international trade - Functions and role of GATT and WHO

(18 hours)

Unit II Exchange Control and Tax

Exchange control - meaning- objectives- methods of exchange control- Organizing Import and Export: Industry Approach - General Principles of Taxation - Taxation of Export-Import Transactions - International Transfer Pricing - Methods

(18 hours)

Unit III Techniques In Financing

Sources of financing – Internal, External - Private Sources - Import, Export Financing - Small Business Administration - EXIM Bank - Overseas Private Investment Corporation (OPIC) - Private Export Funding Corporation

(18 hours)

Unit IV Payment Terms and Procedures

DocumentationProcess - Import, Export Trade - Foreign Exchange Transactions process- Protection against Exchange Rate Risks - Consignment Sales – Document of payment system – Letter of credit – Bill of exchange – Sight bill of exchange – Usance bill of exchange – Clean bill of exchange –Documentary bill of exchange – Trust Receipt – Bank certificate of payment

(18 hours)

Unit V Regulation and Formalities

Customs Clearance of Import Cargo and Export Cargo - Foreign Exchange Regulations & Formalities - Preshipment Inspection - Indian Shipping -World shipping

(18 hours)

Text book:

1. Justin Paul, Rajiv Aserkar *Export Import Management* New Delhi, Oxford Publication, 2013

Books for reference:

2. Dr.Swapnapillai *Export and Import procedure and documentation* Mumbai, Sahitya Bhawan publication 2020.
3. Sultan Ahmad MadhurimaLall *Export Import: Procedure and Documentation* New Delhi, Sultan Chand Publications 2021.

SEMESTER VI			
Core XVII		Management Information System	
Course Code: 21UBAC64	Hrs/Week: 6	Hrs/Sem: 90	Credits: 4

Objectives:

- To know how the managers use information systems effectively to create competitive firms, manage global operations, and provide useful products and services to customers.
- To discuss current issues in information systems, including security, privacy, and ethics.

Course Outcomes:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the basics about information system.	1	Un
CO-2	know about different types of components in information system.	2	An
CO-3	understand and apply executive support system.	2	Ap
CO-4	know about decision support system.	2,8	Cr
CO-5	know about internet technologies.	2,4	Cr
CO -6	understand the basic technologies used in business.	1	Ap
CO - 7	identify virtual organisations.	4	Ap
CO - 8	understand and apply technology in establishing a business.	8	Ap

SEMESTER VI			
Core XVII		Management Information System	
Course Code: 21UBAC64	Hrs/Week: 6	Hrs/Sem: 90	Credits: 4

Unit I Information System:

Information System – Information System Activities and Resources – Information System: Role, Functions & Types – System Concepts – Organization as a System – Components of Information System - Management Information Systems – Need, Purpose, Objectives, Characteristics and Role – Contemporary Approaches to MIS.

(18 hours)

Unit II Automation System

Introduction to Executive Support System (ESS) – Components of an ESS – Architecture of an ESS – Office Automation Systems (OAS)- Introduction – Limitations in the Development and Use of OAS – Office Publishing Systems – Image Processing System – Electronic Communication Systems – Electronic Office – Electronic Meeting Systems – The Automated Office – On-Line and Off – Line Data Processing - Management Information System in Functional Areas of Business: Marketing Information System – Manufacturing Information System – Human Resource Information System – Accounting Information System – Financial Information System.

(18 hours)

Unit III Decision Support System

Decision Support System: Decision Making Process – DSS Components – The Structure of Decision Support Systems – Fundamental DSS Program Structure - What if Analysis – Sensitivity Analysis – Goal Seeking Analysis – Artificial Intelligence Technologies in Business: Neural Networks – Fuzzy Logic Systems – Genetic Algorithms – Expert Systems – On – Line Analytical Processing – Data Warehousing - Data Mining – Business Intelligence Tools in Supporting Management Decision Making.

(18 hours)

Unit IV Managing information technology:

Managing Information Technology: Managing Information Resources and Technologies – Information Systems Architecture and Management – Centralized, Decentralized and Distributed – EDI – MIS and Mobile Computing – Virtual Organizations.

(18 hours)

Unit V Challenges in handling information technology:

Security and Ethical Challenges: Ethical Responsibility of Business Professionals – Risks to Online Operations – Computer Crime – Denial of Service – Spoofing - Hacking – Privacy – Societal

Challenges of Information Technology.

(18 hours)

Text Book:

1. James A. O' Brien and George M. Marakas, *Management Information Systems*, New Delhi, Tata McGraw-Hill Publishing Company Limited, Seventh Edition, 2008.

Books for Reference:

2. Kenneth C. Laudon, and Jane P.Laudon, *Management Information Systems – Managing the Digital Firm*, Prentice –New Delhi, Prentice Hall, Tenth Edition, 2008.

3. Hitesh Gupta, —*Management Information System – An Insight*, New Delhi, International Book House Pvt. Ltd., Revised Edition, 2013.

4. Waman S.Jawadekar, —*Management Information Systems – Text and Cases*, New Delhi, Tata McGraw – Hill Publishing Company Limited, Third Edition, 2008.

5. C.S.V. Murthy, —*Management Information Systems – Text & Applications*, Mumbai, Himalaya Publishing House, Reprint, 2010.

SEMESTER V			
Core XIX		Contemporary Issues in Management	
Course Code :21UBAC65	Hrs/Week : 6	Hrs/Sem : 90	Credits : 4

Objectives

- To make the students understand about contemporary issues in management
- To provide an understanding of how to solve various problems arising in workplace

Course Outcomes:

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	Understand the concept of management issues	1	Un
CO-2	Evaluate the recent trends in management	4	Ev
CO-3	To know about challenges faced by management	5	An
CO-4	To know about financial innovations	5	An
CO-5	Gain knowledge about rural marketing	6	Cr
CO-6	Create problem solving skill	3,5	Cr
CO-7	To know about human resource issues in workplace	1,5	Un
CO-8	Understand the psychological problems of workers	1	Un

SEMESTER V			
Core XIX		Contemporary Issues in Management	
Course Code :21UBAC65	Hrs/Week : 6	Hrs/Sem : 90	Credits : 4

Unit I Macro Economic & Entrepreneurial Issues

Tax Regulations & Economic Growth - Role of Micro Finance in Rural Development - Corporate Social Responsibility: Ethics and Accountability Information and Communication Technology - ELearning: An Effective Tool in Present Educational Scenario, Mobile Communication: A Revolutionary tool in I.T.

(18 hours)

Unit II Finance Issues

Financial Innovations - Global Financial Crisis - Recent trends in Banking, Financial and Insurance Services.

(18 hours)

Unit III Human Resource Issues

Challenges in Managing Workforce Diversity - Human Resource Accounting and Audit - HR challenges in Managing Technological Changes

(18 hours)

Unit IV Marketing Issues

Reshaping Rural Marketing - Modern Retailing Challenges in India - Marketing through Social Networking Websites - Evolving E- Marketing in India.

(18 hours)

Unit V: Psychological issues

Emotional Intelligence - Individual Differences - challenges of the entitled worker - challenges of the motiveless worker - challenges of the exploit worker.

(18 hours)

Text Book:

1. Anita Mangan, Laura Mitchell, Lindsay Hamilton, *Contemporary Issues In Management*, Edward Mumbai, Elgar Publishing Limited, 2014.

Books for Reference:

2. Basant Mehta, *Contemporary Issues In Management*, New Delhi, Discovery Publishing Pvt. Ltd, 2016.

3. Dr.LuxmiMalodia, Dr. PurvaKansam, *Contemporary Issues In Management*, New Delhi, Bharati Publications, 1st Edition.

Semester - V			
Common Skill Based Core		Computer for Digital Era and Soft Skills	
Code : 21UCSB51	Hrs / Week : 2	Hrs / Sem : 30	Credits : 2

Course Outcome

- Identify different types of computer systems.
- Classify various types of software being used.
- Compare various digital payments and use them in day to day life.
- Recognise the innovative technologies IoT and integrate it in various fields.
- Analyze various social networking platforms and use them efficiently.
- Distinguish various cyber attacks and apply preventive measures.
- Understand the various soft skills needed to become successful.
- Analyze self and adapt oneself to work in a team.

Unit I: Fundamentals of Computers:

Introduction to computers- Components of computers-Working principle-Types of computers-Tablet-Notebook-Smart phone-PDA-Impact of computers on society-Types of software.

Unit II: Recent Trends in Computer Science and e-Governance:

IoT - applications- Mobile applications - E-Learning- E-Commerce - digital payments

Unit III: Social Media:

Face book-Twitter-Linked In-Instagram-Advantages of Social Networking-Issues/Risks of Social Networking-Protecting ourselves from social Networking problems-Cybercrimes-Hacking-Phishing- Cyber Security

Unit IV: Introduction to Soft Skills:

Learning objectives – What are soft skills?-Categories of Soft Skills-Integral Parts of Soft Skills.

Unit V: Understanding Self and Team Building:

Transactional Analysis (TA) - Structural analysis of Ego states- The functional model of Ego states - Egogram-Storkes - Life Position - Egogram and Life Positions Questionnaire-Team and Team Building- Features of effective creative teams

Books for Reference:

11. Peter Norton, Introduction to Computers 6th Edition
12. Charles P Pfleeger, Shari Lawrence Pfleeger, Security in Computing, I Edition, Pearson Education, 2003.
13. E.Balagurusamy, Fundamentals of Computers, McGraw Hill

14. Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang ,
E-Commerce fundamentals and applications, Wiley Student edition
15. Benita Bhatia Dua, DeepaJeyaraman, Profit with Social Media, CNBC

16. Dr.K.Alex, Soft Skills, S.Chand & Co

17. <http://www.digitalindia.gov.in/content/social-media-analytics>

18. https://www.researchgate.net/publication/307878962_Introduction_to_E-Governance
19. <http://www.ijqr.net/journal/v10>
20. https://www.researchgate.net/publication/258339295_FUNDAMENTALS_OF_COMPUTER_STUDIES

SEMESTER –VI			
Project			
Course Code:21UBAP61	Hrs/Week: 6	Hrs/Sem: 90	Credits :4

1. It is a Group project and each group consists of not more than five students.
2. The project report should be in English.
3. A project report shall consist about 50 pages minimum.
4. Marks for the project report will be 100 divided as internal 50 marks and external 50 marks.
5. Project report evaluation and viva – voce will be conducted by both External examiner and the Guide.
6. Allocation of marks for the VI semester subject project is given below.

	Marks
Internal Evaluation	
Data Collection & Experimental work	10
Relevance, Objective & Focus of Project	15
Team Work	5
Originality, Innovation & Creativity	10
Oral Presentation	10
Total	50
External Evaluation	
Relevance to the theme	15
Design of the Project	10
Mode of presentation (Models / Charts / Graph / Power Point Presentation)	15
Response to questions & Criticisms	10
Total	50