

**ST. MARY'S COLLEGE (Autonomous)**

*(Re-accredited with 'A+' Grade by NAAC)*

**Thoothukudi-628001, Tamil Nadu**

**(Affiliated to Manonmaniam Sundaranar University)**



**Syllabus**

**B.B.A.**

**School of Management & Economics**

*Outcome Based Curriculum*

**(W.e.f.2018)**

**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 Outcome**

<b>PO No.</b>	<b>Students of Business Administration will be able to</b>
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

**Course Structure (w.e.f. 2018 )**  
**Semester –I**

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil	18ULTA11	இக்கால இலக்கியம்: செய்யுள், இலக்கணம், உரைநடை, சிறுகதை, இலக்கிய வரலாறு	6	4	40	60	100
	French	18ULFA11	Basic French and Commercial Terms					
II	General English	18UGEN11	Prose, Poetry, Extensive Reading & Language Study- I	6	4	40	60	100
III	Core I	18UBAC11	Foundations of Business	5	4	40	60	100
	Core II	18UBAC12	Financial Accounting	5	4	40	60	100
	Allied I	18UBAA11	Communication Skills	3	3	20	30	50
	Allied II	18UBAA12	IT for Managers	3	3	20	30	50
IV	Ability Enhancement Course	18UAVE11	Value Education	2	2	20	30	50
<b>Total</b>				<b>30</b>	<b>24</b>			<b>550</b>

## Semester II

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil	18ULTA21	சமய இலக்கியங்களும், நீதி இலக்கியங்களும்: செய்யுள், இலக்கணம், உரைநடை, வாழ்க்கை வரலாறு, இலக்கியவரலாறு	6	4	40	60	100
	French	18ULFA21	Essential French and Commercial Correspondent					
II	General English	18UGEN21	Prose, Poetry, Extensive Reading & Language Study - II	6	4	40	60	100
III	Core III	18UBAC21	Principles of Management	5	4	40	60	100
	Core IV	18UBAC22	Business Mathematics	5	4	40	60	100
	Allied III	18UBAA21	Business Correspondence	3	3	20	30	50
	Allied IV	18UBAA22	Business Ethics	3	3	20	30	50
IV	Ability Enhancement Course	18UAEV21	Environmental Studies	2	2	20	30	50
Total				<b>30</b>	<b>24</b>			<b>550</b>

### Semester III

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
III	Core V	18UBAC31	Industrial Law	6	4	40	60	100
	Core VI	18UBAC32	Business Statistics	5	4	40	60	100
	Core VII	18UBAC33	Organisational Behavior-I	5	4	40	60	100
	Allied V	18UBAA31	Women Entrepreneurship	3	3	20	30	50
	Allied VI	18UBAA32	Economics for Executives	3	3	20	30	50
	Core SB	18UBAS31	Principles of Marketing	4	4	40	60	100
	NME I	18UBAN31	Fundamentals of Advertising	2	2	20	30	50
IV	Ability Enhancement Course	18UAWS31	Women's Synergy	2	2	20	30	50
	Self-Study / On-line Course Internship (Optional)	18UBASS1	Personality Development		+2			
<b>Total</b>				<b>30</b>	<b>26+2</b>			<b>600</b>

### Semester IV

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
III	Core VIII	18UBAC41	Business Law	6	4	40	60	100
	Core IX	18UBAC42	Cost Accounting	5	4	40	60	100
	Core X	18UBAC43	Organisational Behavior-II	5	4	40	60	100
	Allied VII	18UBAA41	Consumer Behavior	3	3	20	30	50
	Allied VIII	18UBAA42	Retail Management	3	3	20	30	50
	Core SB	18UBAS41	Web Commerce	4	4	40	60	100
	NME II	18UBAN41	Salesmanship	2	2	20	30	50
IV	Ability Enhancement Course	18UAYM41	Yoga & Meditation	2	2	20	30	50
	Self Study / On-line Course Internship (Optional)	18UBASS2	Organisational Theory		+2			
V	NCC,NSS & Sports				1			
	Extension Activities CDP				+1			
<b>Total</b>				<b>30</b>	<b>27+3</b>			<b>600</b>

### Semester V

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
III	Core XI (Common Core)	18UBAC51	Human Resource Management	6	4	40	60	100
	Core XII	18UBAC52	Advertising and Sales Promotion	6	4	40	60	100
	Core XIII	18UBAC53	Management Accounting	6	4	40	60	100
	Core Integral I	18UBAI51	Research Methodology	5	4	40	60	100
	Core Integral II	18UBAI52	Case Study	5	4	40	60	100
IV	Common Skill Based	18UBSB51	Computer for Digital Era and Soft Skills	2	2	20	30	50
	Self-Study or On-line Course (Compulsory)	18UBASS3	Customer Relationship Management	--	2	20	30	50
<b>Total</b>				<b>30</b>	<b>24</b>			<b>600</b>

### Semester VI

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
III	Core XIV	18UBAC61	Services Marketing	6	4	40	60	100
	Core XV	18UBAC62	Production Management	6	4	40	60	100
	Core XVI	18UBAC63	Financial Management	6	4	40	60	100
	Core Integral III	18UBAI61	Banking Practices	5	4	40	60	100
IV	Core Integral IV/	18UBAI62	Entrepreneurial Development Programme	7	4	40	60	100
	Project	18UBAP61	Project					
<b>Total</b>				<b>30</b>	<b>25</b>			<b>500</b>
<b>Total</b>				<b>180</b>	<b>145+5</b>			<b>3400</b>

Semester	Hours / Week	Credits	Extra Credits	Total Marks
I	30	24	-	550
II	30	24	-	550
III	30	26	2	600
IV	30	27	3	600
V	30	24	-	600
VI	30	20	-	500
<b>Total</b>	<b>180</b>	<b>145</b>	<b>5</b>	<b>3400 +100</b>

Courses	Number of Courses	Hours / week	Credits	Extra Credits
Language	2	12	8	--
English	2	12	8	--
Core	16	88	64	--
Core Skill Based	2	8	8	--
Core Integral	3	15	12	--
Group Project	1	7	4	--
Allied	8	24	24	--
NME	2	4	4	--
Ability Enhancement Course	4	8	8	--
Common Skill Based	1	2	2	--
NCC, NSS & Sports		--	1	
Extension Activities		--		1
Self Study Papers (Optional)	2	--		4
Self Study Papers (Compulsory)	1	--	2	--
Total	44	180	145	5



## Programme Specific Outcome

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

<b>Semester I</b>			
<b>Core I – Foundations of Business</b>			
<b>Code:18UBAC11</b>	<b>Hrs/Week:5</b>	<b>Hrs/Sem.:75</b>	<b>Credits:4</b>

**Vision:**

Develop professionals who can apply critical thinking skills for starting a business.

**Mission:**

To ensure the understanding of different modes of doing a business.

**Course Outcome :**

<b>CO.No.</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>CL</b>
CO-1	understand the meaning, nature and purpose of business.	1	Un
CO-2	compare business, profession and employment.	1,3,5	Un
CO-3	understand the different forms of business.	1,3,5	Un
CO-4	apply the principles of sole trading and Partnership.	1,4,5	Ap
CO-5	evaluate the functions performed by Government Institutions.	1,2,3	Ev
CO-6	understand the concept of Private and Public sector Institutions.	1	Un
CO-7	analyse the difference between Private and Public corporations.	1,3	An
CO-8	expose the role of Government in business environment.	2,3	Ap

Semester I			
Core I – Foundations of Business			
Code:18UBAC11	Hrs/Week:5	Hrs/Sem.:75	Credits:4

### Unit – I Concept of Business:

Business: Meaning – Definition – Nature – Purposes – Characteristics – Objectives – Functions - Comparison among Business, Profession, and Employment – Qualities of a Successful Businessman.

### Unit - II Forms of Business I:

Sole Trader: Meaning – Definition – Features -Merits and Demerits of Sole Trading-Role of Sole Proprietorship in Society.

Partnership: Introduction– Definition – Characteristics - Distinguish Sole Trader and Partnership-Types of Partnership Firm.

### Unit –III Forms of Business II:

Joint Stock Company: Meaning – Definition – Features – Kinds of Joint stock company - Differences between a Partnership firm & Joint stock company.

Co - operative organization: Meaning – Definition – Features – Merits & Demerits – Types of Cooperatives – Difference between joint stock company & cooperatives.

### Unit –IV Government Institutions:

Public corporation: Meaning – Definition – Features - Merits and Demerits.

Government Enterprises – Meaning – Definition – Features - Merits and Demerits - Difference between Private and Public Sector - Changing role of Government in Business Environment.

### Unit – V Entrepreneurship:

Entrepreneurship: Concepts of Entrepreneurship – Growth of Entrepreneurship in India – Role of Entrepreneurship in Economic Development.

Khadi and Village Industries : KVIC and its working. MSME :Meaning – Objectives - Functions performed by MSME.

### Text Book:

1. Tulsian P.C., Vishal Pandey., Business Organisation and Management.
2. Rajendra P. Maheswari, Mahajan J.P., Business Organisation.-International Book House Pvt.Ltd
3. William A. Pride, Robert J. Hughes and Jack R. Kapoor, Foundations of Business

### Books for Reference:

1. Francis Cherunilam – *Business Environment (Text & Cases)*, Bangalore: Himalaya Publishing House
2. S.K. Misra & V.K. Puri- *Economic Environment of Business*, Himalaya Publishing House Mumbai.
3. K. Aswathappa – *Essentials of Business environment* Himalaya Publishing House Bangalore.

Semester I			
Core II - Financial Accounting			
Code:18UBAC12	Hrs/Week:5	Hrs/Sem.:75	Credits:4

**Vision:**

To achieve national recognition in accounting education.

**Mission:**

To enable students learn the fundamental aspects of financial accounting and acquire skills in portraying the financial portion of a business.

**Course Outcome :**

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	apply appropriate judgment derived from the knowledge of accounting theory.	1	Un
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	evaluate the financial position of a company at the end of every year.	2, 4	Ev
CO-6	employ critical thinking and skills to analyze financial data.	9	Re
CO-7	prepare subsidiary books of accounts.	1, 9	Ap, Ev
CO-8	prepare financial statements in accordance with generally accepted accounting principles.(GAAP)	1, 8, 9	Cr, Ev & Ap

Semester I			
Core II - Financial Accounting			
Code:18UBAC12	Hrs/Week:5	Hrs/Semester: 75	Credits:4

**UNIT - I Fundamentals of Accounting and Book keeping:**

Meaning – Definition – Objectives – Need & Importance of Accounting – Process of Accounting – Basic Accounting Terms - Book keeping Meaning – Definition – Objectives – Advantages – Distinguish between Book keeping & Accounting – Users of Accounting Information.

**UNIT – II Conceptual Frame work Accounting:**

Branches of Accounting – Basic Assumptions – Basic Concepts – Modifying Principles.

**UNIT – III Basic Accounting Procedures:**

Journal – Meaning – Format of Journal – Steps in Journalizing – Illustrations. Ledger – Meaning – Definition – Utility – Format of Preparing Ledger – Procedure of Posting – Distinction between Journal & Ledger- Preparation of Trial Balance after preparing Journal & Ledger.

**UNIT – IV Special Purpose Books and Cash Book:**

Subsidiary Books – Purchase Book – Sales Book – Purchase Return Book – Sales Return Book - Cash Book - Single Column – Double Column – Triple Column – Petty Cash Book.

**UNIT – V Preparation of Final Accounts:**

Preparation of Final Accounts – Trading Account – Profit & Loss Account – Balance Sheet (Simple Adjustments).

**Note:**Theory – 40% , Problem – 60%

**Text Book:**

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

**Books for Reference:**

1. S.P.Jain & K.L.Narang - *Advanced Accountancy*, New Delhi: Kalyani Publishers.
2. R.L.Gupta&Radhasamy.M - *Advanced Accountancy*, New Delhi: Sultan Chand & Sons.

Semester I			
Allied I – Communication Skills			
Code:18UBAA11	Hrs/Week:3	Hrs/Semester: 45	Credits:3

**Vision:**

Develop and apply critical thinking skills when determining solutions for communication related problems.

**Mission:**

Enable students to understand message strategies and formats appropriate for professional communication situations.

**Course Outcome:**

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	know the basic communication skills.	2	Un
CO-2	understand the basic principles and concepts of communication.	3	Un
CO-3	understand the concept of communication media.	8	Un
CO-4	know the types of communication.	4,6	Cr
CO-5	understand the barriers to communication.	6	Un
CO-6	know what is non-verbal communication.	4	An
CO-7	develop their soft skills.	4	Ap
CO-8	evaluate their interpersonal communication skills.	7	Ev

Semester I			
Allied I – Communication Skills			
Code:18UBAA11	Hrs/Week:3	Hrs/Sem.:45	Credits:3

**Unit - I Introduction to Communication:**

Communication: Meaning - Definition - Objectives of communication – Communication cycle – Principles of Communication.

**Unit - II Types of Communication:**

Types:Written Communication – Oral – Face to Face – Visual - Formal and Informal – Upward and Downward – Horizontal and Diagonal.

**Unit - III Barriers to Communication:**

Barriers: Wrong Choice of Medium – Physical Barriers - Semantic Barriers - Socio-Psychological Barriers Including Cultural Barriers.

**Unit - IV Non-verbal Communication:**

**Non-verbal:**Definition – Characteristics - Functions – Importance -Sign Languages (Audio, Video and Audio visual) – Kinesics (Body Language) – Paralanguage – Proxemics (Space Language) – Chronemics (Time Language) – Artifactual Communication.

**Unit - V Soft Skills and Interpersonal Communication:**

Soft Skills: Definition – Importance – Kinds - How to Develop Soft Skills.

Interpersonal Communication: Definition - Characteristics – Importance – How to Develop Interpersonal Skills.

**Text Book:**

1. Rajendra Pal & J.S. Korlahalli - *Essentials of Business Communication*, New Delhi. Sultan Chand & Sons,

**Books for Reference:**

1. Shirley Taylor - *Communication for Business*, New Delhi: Pearson Publications,
2. R.S.N. Pillai & Mrs.Bagavathi- *Modern Commercial Correspondence*, New Delhi: Sultan Chand & Sons,

<b>Semester-I</b>			
<b>Allied-II IT for Managers</b>			
<b>Code:18UBAA12</b>	<b>Hrs/Week:3</b>	<b>Hrs/Sem.: 45</b>	<b>Credit:3</b>

### **Vision**

To make the students understand about computers and make them efficient in operating computers.

### **Mission**

Provide an understanding of computers, computer operating systems and train students in computer application software.

### **Course Outcome :**

<b>CO.No.</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>CL</b>
CO-1	understand the history and basic concepts of computers	1	Un
CO-2	know about the input devices of a computer	1,5	Un
CO-3	know about the output devices of a computer	1,5	Un
CO-4	create word documents with formatting features	3,5	Cr
CO-5	apply spell and grammar check in MS Office	4	Ev
CO-6	know about MS Excel in detail for calculations	5	Cr
CO-7	know about MS Power point for presenting company data	5	An
CO-8	create multimedia presentation	1,5	Cr



Semester-I			
Allied-II IT for Managers			
Code:18UBAA12	Hrs/Week:3	Hrs/Semester: 45	Credit:3

### Unit - I Introduction to Computers:

Computer: History of Computer – Evolution - First Generation Computer-Next Generations.

### Unit - II Components of Computer:

Components: Types of Input Devices (Keyboard, Mouse, Light, Pen Optical / Magnetic Scanner, Touch Screen, Microphone for voice as input, track ball) – Types of Output Devices (Monitor, Printers, Plotter, Speaker)

### Unit – III MS Word:

MS Word: Introduction to Word-creating word document – formatting- spell check- grammar Check- Working with Tables- Saving, Opening and Closing document.

### Unit - IV MS Excel:

MS Excel: Introduction- Spread sheet-Entering data in working sheets-Editing and formatting worksheets–Charts-Functions like saving, opening and closing work book.

### Unit - V MS PowerPoint:

MS PowerPoint: Creating a basic power point presentation-Insert picture – Animation-Creating Multimedia Presentation-Insert tables and Graphs.

### Text Book:

1. Stephen L Nelson-*Office 2000, The Complete Reference*, Tata McGraw Hill Publishing Company Limited.
2. Krishnan, N., *Windows and MS-office 2000 with Database concepts*, Scitech Publications.

### Books for Reference:

1. Alexis Leon, *Introduction to Computers* – Chennai: Vikas Publishing House.
2. Vikas Gupta – *Comdex Computer Course Kit, Windows XP with Office 2007*, New Delhi. Dreamtech Press.

<b>Semester II</b>			
<b>Core – III Principles of Management</b>			
<b>Code:18UBAC21</b>	<b>Hrs/Week:5</b>	<b>Hrs/Semester:75</b>	<b>Credits:4</b>

**Vision:**

Provide thorough knowledge about historical developments, theoretical aspects and emerging trends and developments in management.

**Mission:**

To enable student to understand fundamental concepts and principles of management, including the basic roles, skills and functions of management.

**Course Outcome :**

<b>CO. No.</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>CL</b>
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 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 II			
Core – III Principles of Management			
Code:18UBAC21	Hrs/Week:5	Hrs/Semester: 75	Credits:4

**UNIT – I Concepts of Management:**

Management: Meaning - Definition – Nature – Scope – Importance of Management.

**UNIT- II Contributions of Management:**

Management Thoughts: Henry Fayol’s Principles – F. W. Taylor’s Scientific Management – Contribution of Peter. F. Drucker.

**UNIT – III Planning and Organizing:**

Planning: Meaning – Definition – Nature – Objective - Types – Steps – Limitations of Planning.

Organizing: Meaning – Definition of Organizing – Nature – Functions – Classification of Organization.

**UNIT-IV Staffing and Directing:**

Staffing: Meaning – Definition – Functions of Staffing – Process of Staffing. Directing: Meaning – Definition – Principles – Importance of Directing.

**UNIT-V Co-ordination and Controlling:**

Co-ordination: Meaning – Definition –Features – Principles – Techniques (Control Techniques, Statistical Report, Critical Path Method, Management Audit, Managerial Audit, Managerial Statistics, Standing Orders).

Controlling: Meaning – Definition – Advantages – Characteristics – Process - Techniques in control process.

**Text Book:**

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

**Books for Reference:**

1. C.B.Gupta - *Management Theory & practice*, Sultan Chand & Sons, New Delhi.
2. P.C. Tripathi& P.N Reddy - *Principles of Management*, Tata McGraw Hill, New Delhi.
3. Wehrich and Koontz – *Management, A Global Perspective*.
4. N.Premavathy - *Principles of Management*, Sir Vishnu Publication, Chennai.

<b>Semester II</b>			
<b>Core IV - Business Mathematics</b>			
<b>Code:18UBAC22</b>	<b>Hrs/Week:5</b>	<b>Hrs/Semester: 75</b>	<b>Credits:4</b>

**Vision:**

Upgrade performance standards of students in the field of mathematics to become proficient executives in financial arena.

**Mission:**

To enable the students to apply basic principles and techniques of mathematics in solving managerial problems.

**Course Outcome :**

<b>CO. No.</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>CL</b>
CO-1	understand the knowledge of using number system and techniques.	6	Un
CO-2	prepare various formation of matrices	1, 8	Cr
CO-3	gain a thorough knowledge on calculation of interest and ratios followed in the field of banking.	1,5	Ap, Re
CO-4	apply the mathematical techniques and skills to face aptitude exams.	4, 8	Ap, Ev
CO-5	understand the fluctuations of demand and supply in the market environment.	2, 3, 5	Un, Ap
CO-6	analyze the equilibrium point of the business.	7	Re, An,Ap
CO-7	exhibit ability to operate electronic calculators	9	Un, Ap
CO-8	create, use and analyze graphical representations of mathematical relationships.	1, 8, 9	Cr, Ap,An

Semester II			
Core IV - Business Mathematics			
Code:18UBAC22	Hrs/Week:5	Hrs/Sem.: 75	Credits:4

**UNIT - I Number System:**

Types of Numbers – Equations – Linear – Simultaneous Equations of Two and Three unknown variables – Quadratic Equations - Nature of Roots Forming.

**UNIT- II Matrices:**

Basic Concepts – Types – Matrix Addition – Subtraction – Transpose – Determinant of Matrix – Inverse of Matrix – solving simultaneous equation in Matrix Form – Rank of Matrix.

**UNIT - III Business Arithmetic:**

Simple Interest – Compound Interest – Average Due Date – Ratio & Proportion.

**UNIT – IV Theory on Indices:**

Positive Indices – Negative Indices – Zero Indices – Law of Indices.

**UNIT – V Logarithms:**

Properties of Logarithms – Law of Logarithms – Common Logarithms.

**Text Book:**

1.Wilson - *Business Mathematics*, Himalaya publishing House, New Delhi.

**Books for Reference:**

1.Sancheti D.C & Kapoor - *Business Mathematics*, New Delhi: Sultan Chand & sons.

2.Ranganath G.K - *Business Mathematics*, New Delhi: Himalaya Publishing House.

Semester-II			
Allied III- Business Correspondence			
Code:18UBAA21	Hrs/Week:3	Hrs/Sem.: 45	Credits: 3

**Vision:**

Enable the student to recognize the relationship of effective communications skills to success in academic, work and social environments.

**Mission:**

Understand the importance of communication correspondence in day to day life of a business.

**Course Outcome :**

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the meaning and definition of business correspondence.	1	Un
CO-2	understand the need and uses of business letters in business fields.	2	Un
CO-3	create the students to write business letters.	6	Ap
CO-4	know to fill bank, insurance and agency forms.	6	Cr
CO-5	understand the importance of short and long reports.	6	Un
CO-6	understand about interdepartmental communication.	8	An
CO-7	know the need of business correspondence.	4	Ap
CO-8	know the techniques of business correspondence.	4,6	Ap

Semester-II			
Allied III- Business Correspondence			
Code:18UBAA21	Hrs/Week:3	Hrs/Sem.: 45	Credits: 3

**Unit - I Business Correspondence:**

Business: Meaning – Need of a Business Letter – Functions of Business Letter – Kinds of Letter – Kinds of Business Letter - Layout.

**Unit - II Kinds of Business Letter:**

Types: Interview - Appointment – Promotion – Enquires – Replies – Orders – Sales – Circular – Complaints.

**Unit - III Forms of Correspondence: Bank, Insurance and Agency Correspondence:**

Bank, Insurance and Agency Correspondence: Correspondence with customers - correspondence with the head office - correspondence with other banks- Fire Insurance – Marine Insurance – Life Insurance– Specimen Letters of agency correspondence.

**Unit - IV Reports:**

Reports: Importance – Oral & Written Reports – Functional Areas of Reports – Types – Features – Preparing reports – Shot report – Long reports.

**Unit - V Interdepartmental Communication:**

Interdepartmental Communication: Memos – Office Orders – Circulars – Notices – Notification – Agenda – Minutes.

**Text Book:**

1. Rajendra Pal & J.S. Korlahalli- *Essentials of Business Communication*, Sultan Chand & Sons, New Delhi.

**Books for Reference:**

1. Shirley Taylor - *Communication for Business*, New Delhi: Pearson Publications.
2. R.S.N. Pillai & Mrs.Bagavathi - *Modern Commercial Correspondence*, New Delhi: Sultan Chand & Sons,

Semester II			
Allied IV –Business Ethics			
Code:18UBAA22	Hrs/Week:3	Hrs/Semester:45	Credits:3

**Vision:**

Provide the skills with which to recognize and resolve ethical issues in business.

**Mission:**

Import the importance of ethical, moral and corporate social responsibility of business.

**Course Outcome :**

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, for business and the community, of ethical conduct.	1,3	Un
CO-4	analyse and resolve ethical issue in business.	1,3	Un, 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 these.	4,6	Ev
CO-7	expose the concepts, logic and rhetorical conventions of business ethics.	7	Ap
CO-8	apply the role of government in business environment.	1	Ap



Semester II			
Allied IV –Business Ethics			
Code:18UBAA22	Hrs/Week:3	Hrs/Sem.:45	Credits:3

**Unit – I Concepts of Ethics:**

Ethics: Meaning – definition – morality – meaning - value systems – definition - categorization of values - factor to build values - impact of ethics in Business.

**Unit – II Ethics in Business:**

C.E.O: Meaning –Characteristics - qualities - role of C.E.O in shaping business.

**Unit – III Types of Ethical issues:**

Types: Bribery – meaning - causes of bribery - Business Bribery. Theft and Piracy - Trade secrets.

**Unit - IV Coercion:**

Coercion: Meaning – Illustration - Deception and duplicity - Illustration - Unfair Discrimination - basis of unfair discrimination.

**Unit-V Internal Ethics:**

Internal Ethics: Screening practice – promotion. External Ethics: consumer rights - false claims advertising.

**Text Book:**

Dr. Sankaran- *Business and Values*, Margham Publications, Chennai-17.

**Books for Reference:**

1. David J, Fritzsche - *Business Ethics: A Global & Management perspective*, Tata McGraw-Hill.
2. Ramaswamy Namakumari – *Strategic Planning – Corporate strategy*, MacMillan India Ltd.
3. Velasquez – *Business Ethics*, Prentice, Hall of India.

SEMESTER III			
CORE V - INDUSTRIAL LAW			
Code: 18UBAC31	Hrs/Week : 6	Hrs/Sem : 90	Credits: 4

**Vision:**

To make the students to be familiar with important aspects of industrial relations.

**Mission:**

To enable the students to have adequate knowledge on laws of Industries.

**Course Outcome:**

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO- 1	understand the concept of industrial relations and trade unions	1	Un
CO- 2	describe the industrial disputes & peace	6	An
CO- 3	learn about the strikes and prevention of lockouts	1	Un
CO- 4	understand the labour welfare concepts with statutory & voluntary welfare measures	1,3	Un
CO- 5	know the causes of accidents, safety provisions and occupational hazards, diseases.	3,6	An
CO- 6	investigate solutions to industrial relations problems based on research and assessment of current practices.	4	Ap
CO- 7	inculcate the legislative provisions for child, women and contract labour	3	An
CO- 8	learn the code of conduct	3	Un

SEMESTER III			
CORE V – Industrial Law			
Code : 18UBAC31	Hrs/Week : 6	Hrs/Sem : 90	Credits: 4

**Unit–I**

Factories Act, 1948 - Workmen Compensation Act, 1923.

**Unit –II**

Payment of Wages Act 1936 - The Maternity Benefit Act, 1961.

**Unit –III**

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

**Unit –IV**

The Industrial Disputes Act, 1947 - The payment of Gratuity Act, 1972.

**Unit –V**

Trade Unions Act, 1926 -The Industrial Employment (Standing Order) Act, 1946.

**Text Book:**

1. Mamoria C.B. and Satish Mamoria. *Dynamics of Industrial Relations*. Mumbai: Himalaya Publishing House.

**Books for Reference:**

1. Kucchal, M.C., *Business Law*, New Delhi: Vikas Publishing House (P) Ltd.
2. Avtar Singh, *The Principles of Mercantile Law*, Lucknow: Eastern Book Company.
3. Maheshwari & Maheshwari, *Business Law*, New Delhi: National Publishing House.
4. Kapoor, N. D., *Business Law*, New Delhi: Sultan Chand & Sons.

Semester III			
Core VI - Business Statistics			
Code:18UBAC32	Hrs/Week:6	Hrs/Sem:90	Credits:4

**Vision:**

To create a responsive and sustainable statistical system.

**Mission:**

Provide excellent training in scientific data collection, data management, methods and procedures of data analysis.

**Course Outcome:**

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 III			
Core VI - Business Statistics			
Code:18UBAC32	Hrs/Week:6	Hrs/Sem:90	Credits:4

**Unit - I Collection and Presentation of Data :**

Statistical data – Primary and Secondary; Methods of collection of Primary data; Presentation of Data – Textual, Tabular and Diagrammatic form (Line chart, Bar chart, Pie chart, Histogram, Frequency polygon and Ogive);

**Unit – II Measures of Central Tendency:**

Mean (A.M., G.M., H.M.) – Meaning – Definition – Merits & Demerits. Median – Meaning – Definition – Characteristics – Merits & Demerits. Mode – Meaning – Definition – Methods – Merits & Demerits. (Simple Problems only)

**Unit - III Measures of Dispersion:**

Range – Meaning – Definition - Merits & Demerits .Quartile Deviation – Meaning - Merits & Demerits. Mean Deviation – Meaning - Merits & Demerits. Standard Deviation – Meaning - Merits & Demerits. (Simple Problems only)

**Unit - IV Linear Correlation and Regression :**

Types of correlation - Scatter diagram - Pearson’s coefficient of correlation - Spearman’s rank correlation coefficient - Properties of correlation coefficient - Meaning and types of regression equations - Derivation of regression equations - Properties of regression equations.

**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) - Uses of CLI and its applications - Uses and limitations of index numbers – Analysis of Time Series – Methods of measuring Trend and Seasonal variations.

**Note: Theory 25%, Problems 75%**

**Text Book:**

Pillai R. S. N. & Bagavathi V., *Business Statistics*, New Delhi: Sultan & Chand.

**Books for Reference:**

1. Vittal P.R, *Business Mathematics & Statistics*, New Delhi: Sultan & Chand,
2. Gupta S.C. and Kapoor V.K., *Statistics*, New Delhi: Sultan & Chand.

Semester III			
Core VII- Organisational Behaviour –I			
Code :18UBAC33	Hrs/Week :6	Hrs/Sem :90	Credits :4

**Vision:**

To provide an overview of theories and practices in organisational behaviour in individual, group and organisational level.

**Mission:**

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.

**Course Outcome:**

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the importance of organisational behavior and its various approaches.	1	Un
CO -2	learn the role that an individual personality plays 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 of Indian leadership styles.	7	Ap
CO-7	gain a brief knowledge on global leaders.	2,5	Un
CO-8	elaborate the perception process	2	Un,Re

Semester III			
Core VII –Organisational Behaviour –I			
Code :18UBAC33	Hrs/Week :6	Hrs/Sem :90	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.

**Unit- II Personality:**

Concept of Personality –Definition-Determinants of Personality –Types of Personalities-Theories of Personality-Causes of personality development- Influencingfactors of organisational behaviour.

**Unit –III Perception:**

Perception – Meaning-Definition –Perceptual Process-Factors affecting Perception- Perception and its application to OB-Ways to improve Perception.

**Unit- IV Motivation:**

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.

**Unit –V Leadership:**

Leadership: Meaning - Definition-leader –Meaning-Definition- Characteristics – Differences between Manager& Leader- Functions of Leadership- Leadership styles-Transactional & Transformational leadership – Characteristics- Leadership styles in the Indian Organisations –Case study.

**Text Book:**

1. Aswathappa K. *Organisational Behaviour*, Mumbai: Himalaya Publishing House

**Books for Reference:**

1. Khanka S.S – *OrganisationalBehaviour*, New Delhi: S.Chand & Co Ramnagar
2. Fred Luthans*Organisational Behaviour*, New Delhi : McGraw Hill International Edition.
3. Stephen. P. Robbins, *Essentials of Organisational Behaviour*, New Delhi: Prentice Hall of India,

<b>SEMESTER III</b>			
<b>Allied V – Women Entrepreneurship</b>			
<b>Code : 18UBAA31</b>	<b>Hrs/Week: 3</b>	<b>Hrs/Sem: 45</b>	<b>Credits: 3</b>

**Vision**

To help the students understand the concept of women empowerment through entrepreneurship.

**Mission**

Develop an understanding of the role of government for the development of women entrepreneur.

**Course Outcome:**

<b>CO.No.</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>CL</b>
CO-1	understand the nature of entrepreneurs.	4	Un
CO-2	understand about women entrepreneurs.	7	Un
CO-3	identify personal attributes that enable the best use of entrepreneurial business idea.	7	Re
CO-4	know about the schemes for women entrepreneurs.	4	An
CO-5	understand project formulation.	3	Un
CO -6	describe project report.	1	Ap
CO- 7	know about the entrepreneurial training.	8	Un
CO- 8	know about the byelaws in business.	4	Un



SEMESTER III			
Allied V – Women Entrepreneurship			
CODE: 18UBAA31	Hrs/Week: 3	Hrs/Sem: 45	Credits: 3

**Unit – I Entrepreneurs:**

Entrepreneurs – Meaning – Concept - Functions of Entrepreneur – Kinds of Entrepreneurs

**Unit – II Women Entrepreneurs:**

Concept – Types of Women Entrepreneurs – Problems/ Challenges faced by Women Entrepreneurs – Solutions for the problems – Women Entrepreneurship in India.

**Unit – III Schemes for Women Entrepreneurs in India:**

Annapurna Scheme –Sree Shakti – Orient Mahila VikasYojana Scheme – Dena Shakti Scheme – Udyogini Scheme – Cent Kalyani Scheme – Mahila Udyam Nidhi Scheme –Mudra Yojana Scheme for women – Bharatiya Mahila Bank.

**Unit – IV Project Identification & Formulation:**

Project: Meaning – definition – Classification of Project – Project Identification – Project Selection.

Project Formulation: Meaning – Significance of Project Formulation – Contents of Project Report – Elements of Project Formulation-feasibility studies.

**Unit –V Entrepreneurial Training:**

Meaning - Principles of Training - Designing an Entrepreneurial Training programme - Methods of Training.

**Text Book:**

Khanka S.S – *Entrepreneurial Development*, New Delhi: Sultan Chand & Sons.

**Book for Reference:**

1.Dr.Gupta C.B, Dr. Srinivasan N.P - *Entrepreneurial Development in India*., New Delhi: Sultan Chand & Sons.

Semester III			
Allied VI – Economics for Executives			
Code: 18UBAA32	Hrs/Week:3	Hrs/Sem:45	Credits:3

**Vision:**

To provide excellence in applied and theoretical economic research.

**Mission:**

To enable the students to demonstrate their best in economics background.

**Course Outcome:**

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	explain the meaning, nature and purpose of economics.	1	Un
CO – 2	compare law of demand and elasticity of demand.	1,3,5	Un
CO – 3	understand the different forms of supply.	1,3,5	Un
CO – 4	understand the importance of capital budgeting	1	Un
CO – 5	identify the limits of economic analysis.	7	Re
CO – 6	understand the economic goals of the firms.	1,2	Un
CO – 7	able to use the tools of economic analysis.	2,3	Ap
CO – 8	understand the nature and theories of profit	1,2	Un

Semester III			
Allied VI – Economics for Executives			
Code: 18UBAA32	Hrs/Week:3	Hrs/Sem:45	Credits:3

**Unit – I Introduction:**

Meaning – Definition – Nature – Scope of Managerial Economics – Role of Managerial Economist in Business – Relationship between Economics and other disciplines.

**Unit - II Demand Analysis:**

Law of Demand - Meaning – Definition – Demand Schedule and Demand Curves -Exception to the Law of Demand.

**Unit – III Elasticity of Demand:**

Elasticity of Demand: Meaning - Definition - Types of Elasticity of Demand (Price, Income and Cross ) - Factors Influencing Elasticity of Demand.

**Unit - IV Supply Analysis:**

Law of Supply: Meaning – Definition – Law of Supply – Determinants of Supply - Contraction and Expansion of Supply - Elasticity of Supply and Measurement of Supply.

**Unit – V Profit in Economics:**

Profit: Meaning – Definition – Accounting and Economic Profit - Functional Role of Business Profits - Theories of Profit ( Hawley’s Risk, Knight’s Dynamic, Schumpeter’s Innovation, Marginal Productivity )

**Text Book:**

1.Mehta P.L. *Managerial Economics, Analysis Problems and Cases*, New Delhi : Sultan Chand & Sons,

**Books for Reference:**

1. Dwivedi , D.N. *Managerial Economics* , New Delhi : Vikas publishing House.
2. Salvatore , Dominick ,*Managerial Economics* , New Delhi: M.C Graw- Hill Book Company.

<b>Semester III</b>			
<b>Core SB – Principles of Marketing</b>			
<b>Code :18UBAS31</b>	<b>Hrs/Week :4</b>	<b>Hrs/Sem :60</b>	<b>Credits :4</b>

**Vision:**

To understand the fundamental premise underlying market driven strategies

**Mission:**

To enable the students to gain knowledge of analytical skills in solving marketing related problems, awareness of marketing management process.

**Course Outcome:**

<b>CO.No.</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>CL</b>
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 III			
Core SB – Principles of Marketing			
Code :18UBAS31	Hrs/Week :4	Hrs/Seme:60	Credits :4

**Unit – I 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 – Marketing Mix.

**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.

**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.

**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.

**Unit- V Advertising:**

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

**Text Book**

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

**Book for Reference:**

1. Philip Kotler. *Marketing Management*. New Delhi: Prentice Hall of India Pvt.Ltd.

<b>Semester III</b>			
<b>NME I – Fundamentals of Advertising</b>			
<b>Code : 18UBAN31</b>	<b>Hrs/Week: 2</b>	<b>Hrs/Sem:30</b>	<b>Credit : 2</b>

**Vision:**

To prepare media personnel at UG level.

**Mission:**

To familiarize in advertisement copy, advertising appeal and other avenues of advertising.

**Course Outcome:**

<b>CO No.</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>Cognitive Level</b>
CO-1	know the basic marketing tools.	1	Un
CO-2	gain knowledge on classifications of advertising	1,3	Ap
CO-3	understand about kinds of media	3,6	Un
CO-4	familiarise with advertisement copy preparation.	1,6	Un
CO-5	understand about the social media and its impact.	3,4	Un
CO-6	gain knowledge on advertising agency	3,4	Ap
CO-7	understand the ethics in advertising	1,5	Un
CO-8	Know the overall functions of advertising	1,6	Un

Semester III			
NME I – Fundamentals of Advertising			
Code : 18UBAN31	Hrs/Week: 2	Hrs/Sem:30	Credit : 2

### Unit I – Introduction:

Advertising: Meaning – Definition-Nature and Scope of Advertising – Objectives of Advertising- Benefits of Advertising – Objections against Advertising.

### Unit II – Types of Advertising:

Types of Advertising: Product and Institutional Advertising - Cooperative Advertising – Professional Advertising – Classified Advertising.

### Unit III – Kinds of Media:

Indoor Advertising – Outdoor Advertising – Direct Advertising – Promotional Advertising.

### Unit IV – Advertising Copy:

Advertising Copy: Meaning – Elements of an advertising copy – Qualities of good Advertising Copy - Classification of advertising Copy

### Unit V – Advertising Agency:

Advertising Agency: Meaning– Service rendered by advertising agency – Functions of an advertising agency – Types of agency

#### Text Book

1. R.S.N.Pillai & Bhagavathi. *Salesmanship*. New Delhi: S. Chand & Co. Ltd. 2000.

#### Reference Books

1. Mahendra Mohan. *Advertising Management*. New Delhi: Tata McGraw Hill Publishing Co. Ltd.
2. Daver. *Salesmanship & Advertising*. Bombay: Progressive Publishers.
3. Saravanavel. *Advertisment& Salesmanship*. Chennai: Margham publication

<b>SEMESTER III</b>	
<b>Self-Study/Online course: Personality Development</b>	
<b>Code:18UBASS1</b>	<b>Credits:2</b>

**Vision:**

To realize the humanness and its inner strength.

**Mission:**

Enhance the capacity of understanding one's own personality and growth in self-actualization.

**Course Outcome:**

<b>CO.NO.</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>CL</b>
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



<b>SEMESTER III</b>	
<b>Self-Study/Online course: Personality Development</b>	
<b>Code:18UBASS1</b>	<b>Credits:2</b>

**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.Transaction 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.Narayanan Rajan. S, Dr.Rajasekaran. B,Venkadasalapthi.G, Vijuresh Nayaham.V and Herald M.Dhas. *Personality Development*, Tirunelveli: publication Division, Manonmaniam Sundaranar University,

**Books for Reference:**

1. Stephen P. Robbins, *Organisational Behaviour*, New Delhi: *Tenth Edition, 2008*  
Prentice Hall of India Private limited.
2. Jit S. Chandan. *Organisational behaviour, Third Edition*, 2008, Delhi: Vikas publishing House Private Limited,
3. Dr. Ramachandran K.K. and Dr. K. Karthick. *From campus to Corporate*, New Delhi: 2010.Macmillan Publishers India Limited.

SEMESTER IV			
CORE VIII – BUSINESS LAW			
CODE: 18UBAC41	Hrs/week: 6	Hrs/sem: 90	Credits: 4

**Vision:**

To have basic knowledge on laws governing the business

**Mission:**

To enable the students to have an adequate knowledge on laws of agreement.

**Course Outcome:**

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the basics of Indian contract act governing business	1	Un
CO-2	know about offer, acceptance, revocation and consideration.	3	Un
CO-3	understand the performance of contract and discharge of contract.	3,4	Un
CO-4	describe the ethics and law in business.	3	Un
CO-5	understand the concept of indemnity and guarantee	3	Un
CO-6	know about bailment, pledge and contract of agency	3,4	Ap
CO- 7	understand the concept of sale of goods act	8	Un
CO -8	know about delivery of goods	8	Re

SEMESTER IV			
CORE VIII – BUSINESS LAW			
CODE: 18UBAC41	Hrs/Week: 6	Hrs/Sem: 90	Credits: 4

**Unit I 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

**Unit II Law of Contract:**

Performance of Contract – Contract not to be performed - Discharge of Contract – Remedies for Breach of Contract – Specific Performance - Quasi Contracts.

**Unit III Special Contracts:**

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

**Unit IV Bailment and Pledge Section (148):**

Bailment – Classification of Bailment – Duties and Rights of Bailor and Bailee - Pledge – Duties and Rights of Pawnor and Pawnee – Pledge by Non-Owners

**Unit V Sale of Goods Act Section (3):**

Sale of Goods Act – Difference between Sale and Agreement to Sell– Rights of Buyer and Seller - Delivery of Goods – Unpaid Seller.

**Text Book:**

1. Kapoor N.D. *Business Law* , Eleventh edition 2016, Reprint 2017 New Delhi: Sultan Chand & Sons.

**Books for Reference:**

1. Tulsian R.C. *Business Law* New Delhi: Tata McGraw-Hill.
2. Tulsian P.C. *Business and Corporate Law* New Delhi: Tata McGraw – Hill.

Semester IV			
Core IX – Cost Accounting			
Code:18UBAC42	Hrs/Week:6	Hrs/Sem:90	Credits:4

**Vision:**

To provide guidance to achieving long term goal of the business.

**Mission:**

To enable the students to prepare cost data to assist the management in planning decision making and controlling.

**Course Outcome:**

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	apply cost accounting methods , evaluate and apply it in business performance.	2	Ap
CO-2	find out the stock level of the business concern.	5	Re
CO-3	find the method of sharing gains in productivity with workers by rewarding them financially.	5	An,Re
CO-4	compare the revenue of each department with their total cost.	8	Ap,Ev
CO-5	compare the actual cost with estimated cost.	1	An
CO-6	guide the management on the utilisation of resources.	3	Ap,An
CO-7	compute profit of an incomplete contract, cost of contract and work certified.	7	An,Ev
CO-8	understand the knowledge of material and labour cost.	1	Un

<b>Semester IV</b>			
<b>Core IX – Cost Accounting</b>			
<b>Code:18UBAC42</b>	<b>Hrs/Week:6</b>	<b>Hrs/Sem:90</b>	<b>Credits:4</b>

**Unit – I Introduction and Preparation of Cost Sheet:**

Cost Accounting – Meaning - Definition – Features – Importance - Classifications of cost – Preparation of cost sheet - Reconciliation of Costing profit and Financial profit.

**Unit – II Material Control:**

Materials control – Stock level and EOQ – ABC analysis – Bin Card – VED Analysis - Stores ledger – Methods of Material – FIFO, LIFO, Simple average, Weighted average methods.

**Unit – III Labour Costing:**

Direct labour and Indirect labour - and indirect labour – Labour turnover – Methods of Wage payments – Premium and Bonus plans - Over Time-Idle Time.

**Unit – IV Overheads:**

Overheads – Classification of Overheads – Allocation and Apportionment of overhead expenses – Bases of Apportionment – Methods of Absorption of Overheads.

**Unit – V Process and Contract Costing:**

Unit costing - Job, Batch and Contract costing - Process costing – Features of process costing – Process losses – Normal loss, Abnormal loss and Abnormal gain (excluding inter-process profit and equivalent production simple problems only)

**Note: Theory 30% , Problems 70%.**

**Text Book**

Jain & Narang K.L *Cost Accounting*, Ludhiana: Kalyani Publishers.

**Books for Reference:**

1. Pillai R.S.N & Bagavathi *Cost Accounting*, New Delhi: Sultan Chand & Co Ltd,
2. Jawaharlal & Seema Srivastava *Cost Accounting*, New Delhi:2008, Tata McGraw Hill Publications,

Semester IV			
Core X – Organisational Behaviour –II			
Code :18UBAC43	Hrs/Week :6	Hrs/Sem :90	Credits :4

**Vision:**

To provide an overview of theories and practices in organisational behaviour in individual, group and organisational level.

**Mission:**

Gain a solid understanding of human behaviour in the workplace from an individual, group, and organisational perspective and frameworks and tools to effectively analyze and approach various organisational situations

**Course Outcome:**

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the formation of groups and develop effective decision-making frameworks	1	Un
CO -2	know the effectiveness of team work and its impact.	5	Ap
CO-3	know the sound information on power and politics in organisation.	4	Un
CO-4	apply problem solving and critical thinking abilities to initiate, manage and implement changes in organisation.	6	Ap
CO-5	gain knowledge on organisational change and development.	2,4	Un, Ap
CO-6	understand the organisational culture.	3	Un
CO-7	know about organisational effectiveness.	3,5	Re
CO-8	apply knowledge on conflicts management and dispute settlement.	6	Re,Cr

Semester IV			
Core X – Organisational Behaviour –II			
Code :18UBAC43	Hrs/Week :6	Hrs/Sem :90	Credits :4

**Unit-I Foundation of Group Behaviour:**

Group-meaning-definition – Characteristics of Group-Purpose of joining Groups - Theories of group formation -Types of groups - Stages of group development – Group role - Group decision making.

**Unit-II Team Building:**

Team – Meaning – Definition-Distinguish between Team & Group - Types of teams – Team building process- Causes of team failure-Creating successful team–Team roles- Evaluation of team building.

**Unit –III Power and Politics:**

Meaning of power-Distinguish between power and authority- Sources of power – Organisational politics – Reasons-Managing organisational Politics.

**Unit –IV Organisational Conflicts and Negotiations:**

Conflict – meaning-definition-sources of conflict-types of conflicts-conflict process-conflict resolution management – Negotiations – meaning-definition-negotiations process.Organisational culture –creating& sustaining organisational culture – Types-concept of workplace spirituality.

**Unit –V Organisational Change and Development:**

Organisational change-meaning–definition – Reasons-Internal –External –Types of changes Organisational development – Meaning – Definition – Characteristics – Objectives- OD interventions.

**Text Book:**

1. Aswathappa.K *Organisational Behaviour*, Mumbai: Himalaya Publishing House,

**Books for References:**

1. Khanka.S.S. *Organisational Behaviour*, New Delhi: S.Chand & Co Ramnagar Fred Luthans *Organisational Behaviour*, New Delhi: McGraw Hill International Edition.
2. Stephen. P. Robbins, *Essentials of Organisational Behaviour*, New Delhi: Prentice Hall of India,



<b>Semester IV</b>			
<b>Allied VII – Consumer Behaviour</b>			
<b>Code :18UBAA41</b>	<b>Hrs/Week :3</b>	<b>Hrs/Sem:45</b>	<b>Credits :3</b>

**Vision:**

To understand the role of consumer behavior in market and to identify qualitative and quantitative methods of measuring consumer behavior.

**Mission:**

To enable the student to understand the influences on customer choice and the process of consumer decision making in a marketing context.

**Course Outcome:**

<b>CO.No</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>CL</b>
CO-1	know the knowledge on consumer behaviour and evolution	1	Un
CO -2	understand the depth information on principles of consumer behaviour.	3	Un,Re
CO-3	develop sound knowledge on consumer motivation	1,3	An,Re
CO-4	know and analyse about consumer knowledge and perception.	6	Un,Re,Ap
CO-5	learn the environmental influences of consumer behaviour.	6,7	Un,Re
CO-6	learn the family influences of consumer behavior	3	Un
CO-7	learn the personal influences of consumer behavior	3,4	Un
CO-8	understand and analyse the outcomes of consumer behavior	6	Re,Cr

Semester IV			
Allied VII – Consumer Behaviour			
Code :18UBAA41	Hrs/Week :3	Hrs/Sem :45	Credits :3

**Unit – I Introduction:**

Consumer Behaviour - Definition - Nature - Scope - Need to study Consumer Behaviour - Applications of Consumer Behaviour Knowledge - Current trends in Consumer Behaviour.

**Unit- II Buying Behaviour:**

Buying Behaviour - Concepts - Importance – Need and Elements Involved in Buying Process - Factors Influencing Buying Process - Behavioural factors.

**Unit-III Consumer Decisions:**

Consumer Decisions - Types of Consumer Decisions - Consumer Decision Making Process - Purchase processes - Post- Purchase Behaviour.

**Unit-IV Customer Satisfaction:**

Consumer Satisfaction – Objectives - Importance - Working Towards Enhancing Consumer Satisfaction - Reasons Of Consumer Dissatisfaction - Consumer Research Process.

**Unit-V Consumerism:**

Consumerism - Dealing With Consumer Complaint - Reasons for Growth of Consumerism In India - Consumer Protection Act, 1986.

**Text Book**

Roger D.Blackwell, Paul W.Miniard, James F.Engel, ZillurRahman. *Consumer Behavior*  
Bangalore: Tenth Edition, 2017 Engage India Private Limited.

**Book for Reference:**

Ramanuj Majumdar. *Consumer Behavior. Insights from Indian Market Paperback* – New Delhi: PHI Learning Pvt.Ltd.2010.

SEMESTER IV			
Allied VIII – Retail Management			
Code: 18UBAA42	Hrs/week: 3	Hrs/sem: 45	Credits: 3

**Vision:**

To emphasize the emergence of retail sector in India.

**Mission:**

To enable students to explore business opportunities in retail sector.

**Course Outcome:**

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	understand the concept of retail management	1	Un
CO – 2	understand what retailing means to business	1	Un
CO – 3	understand the buying decision of buyers	2	Un
CO – 4	know about the pricing strategies	7	Cr
CO – 5	understand the ways and techniques retailers use to interact with their customers.	4	Un
CO – 6	understand the concept of branding	2	Ap
CO – 7	know how franchising stepped in India	2	Ap
CO – 8	understand the concept of mall management in India	2	Ap

SEMESTER IV			
Allied VIII – Retail Management			
CODE: 18UBAA42	Hrs/week:3	Hrs/sem:45	Credits:3

**Unit - I Introduction to Retailing:**

Retailing - Meaning - Definition - Functions of Retailers - Kinds of Retailers –Recent Trends in Retailing.

**Unit – II Consumer Behaviour & Pricing Strategies:**

Customer Vs Consumer - Types of Consumers - Process of Consumer buying decision - Pricing Strategies - Price - Importance - Factors affecting pricing decisions - Kinds of pricing.

**Unit – III Franchising in Retailing:**

Franchising - Meaning - Licensing VS Franchising - Franchising in India - Types of Franchise agreements - Franchise operations agreements - Key success factors in franchising.

**Unit – IV Brand Management in Retailing:**

Brand and Branding - Brand Management & Retailing - Own branding - Building brand equity - Extending Brand Name - Brand Loyalty - Types - Role of brand in Retail Trade.

**Unit – V Mall Management:**

Mall: Meaning - Emergence of New concept malls in India –Customer’s Perception towards Mall – Causes of failure of Malls in India.

**Text Book:**

1. Gibson G. Vedamani, PhD, *Retail Management; Functional principles & Practices*. Mumbai: Jaico Publishing House
2. Prof. Mukesh Bhatia, *Retail Management; Concept & Techniques*. New Delhi: Regal Publications, 2011.

**Book for Reference**

1. Pillai R.S.N Bagavathi. *Modern Marketing; Principles & Practices*. New Delhi: SS.Chand & Company Ltd,

Semester IV			
Core SB – Web Commerce			
Code : 18UBAS41	Hrs/Week: 4	Hrs/Sem:60	Credit : 4

**Vision:**

To learn the methodology of undergoing business using electronic network.

**Mission:**

To enable the students to understand the concept of electronic market and e-commerce virtual infrastructure.

**Course Outcome:**

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the basics about web commerce.	1	Un
CO-2	know about different types of web commerce.	2	An
CO-3	understand and apply web payment systems.	2	Ap
CO-4	know about web marketing and web advertising.	2,8	Cr
CO-5	know about internet technologies.	2,4	Cr
CO -6	understand the basic electronic commerce functions.	1	Ap
CO - 7	identify and reach customers through web.	4	Ap
CO - 8	understand and apply web marketing approaches.	8	Ap

Semester IV			
Core SB – Web Commerce			
Code : 18UBAS41	Hrs/Week: 4	Hrs/Sem:60	Credit : 4

**Unit – I Introduction to Web Commerce:**

Web Commerce – Definition – Web Commerce vs Traditional Commerce –Advantages – Limitations - Need for Web commerce.

**Unit – II Classification of Web Commerce:**

Business to Business(B2B) - Business to Consumer(B2C) – Consumer to Business (C2B) - Consumer to Consumer(C2C) - Business to Employee(B2E) - Business to Government (B2G)

**Unit-III Web Marketing and Web Advertising:**

Web Marketing – Advantages of Web Marketing - Web Marketing Mix – Websites naming issues – Web Marketing plan – Web Advertising – Format for Web Advertising

**Unit-IV Web Payment:**

Web Payment – Benefits of Web Payment – Electronic Fund Transfer – Credit Card System– Popular Electronic Payment methods.

**Unit-V Practical Classes:**

Creating a Web Page or Applications.

**Text Book:**

1.Pandey U.S, Rahul Srivastava, Saurabh Shukla Er. *E-Commerce and its applications*,New Delhi: 1st Edition, 2007.S.Chand& Co.

**Book for Reference:**

1. Dr. Abirami Devi.K, Dr. Alagammai. M, *E-Commerce*. Chennai: Margham Publications.

Semester IV			
NME II – Salesmanship			
Code : 18UBAN41	Hrs/Week: 2	Hrs/Sem:30	Credit : 2

**Vision:**

To enable the students to keep themselves abreast the knowledge of relationship of business and salesmanship.

**Mission:**

Development of the interpersonal and leadership skills to work effectively in teams.

**Course Outcome:**

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the concept of salesmanship	1	Un
CO-2	know about personal selling	3	Un
CO-3	understand the duties and responsibilities of salesman	3	Un
CO-4	understand and analyse the concept of selection and recruitment process	4,7	Un,An
CO-5	know and apply the training program for salesman	4,7	An,Ap
CO-6	know about the remuneration and compensation and apply it in business.	4	An,Ap
CO-7	evaluate the different factors of salesman.	1,6	Ev
CO-8	get the knowledge of salesman's incentives and bonus.	6	Cr,Ev

Semester IV			
NME II – Salesmanship			
Code : 18UBAN41	Hrs/Week: 2	Hrs/Sem:30	Credit : 2

**Unit – I Salesman:**

Salesman – Meaning - Definition – Functions – Qualities – Duties and Responsibilities – Types of salesman.

**Unit – II Salesmanship:**

Salesmanship: Meaning - Definition - Essentials of salesmanship – Benefits of salesmanship.

**Unit – III Personal Selling:**

Personal selling – Meaning - Definition – Characteristics of Personal Selling – Factors to be considered in undertaking personal selling.

**Unit – IV Recruitment and Selection:**

Sources of Recruitment – Selection Process – Methods of Training of Salesman.

**Unit – V Remuneration:**

Sales performance – Factors determining sales performance - Remuneration to salesmen – Essentials of good remuneration scheme - Kinds of Incentives– Bonus to salesmen.

**Text Book:**

1. Pillai, R.S.N. & Bhagavathi, - *Salesmanship*, New Delhi: S.Chand & Co.

**Books for Reference: -**

1. Rustom Davar S. SohrabDavar R. and Nulsi R.-*Salesmanship and Publicity*, New Delhi: Vikas Publishing House Pvt. Ltd.,
2. Sahu P.K., and Raut K.C. *Salesmanship and Sales management*, New Delhi: Vikas Publishing House Pvt. Ltd.,



<b>Semester IV</b>	
<b>Self-Study – Organisational Theory</b>	
<b>Code: 18UBASS2</b>	<b>Credits: 2</b>

**Vision:**

To identify the patterns and structures to solve problems, maximise efficiency and productivity and meet the expectations of stakeholders.

**Mission:**

Apply the concepts to manage conflicts, culture and change at a organisational level.

**Course Outcome:**

<b>CO. No</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>CL</b>
CO – 1	understand the concept of organisation theory and design.	1,4	Un
CO – 2	know the dimension of organisational structure, size, strategy and technology.	2,8	Cr
CO-3	know the divisional structure of organisational design.	4,6	Ev
CO-4	evaluate the complexity, formulation and centralization.	2,3	Ev
CO-5	apply the strategies of internal and external environment.	5,6,8	Ap
CO-6	know about the organisational change.	4,8	Un
CO-7	identify the sources of organisational conflict.	6	An
CO-8	evaluate the organisational culture.	1,2,6	Ev

<b>Semester IV</b>	
<b>Self Study – Organisational Theory</b>	
<b>Code: 18UBASS2</b>	<b>Credits: 2</b>

### **Unit I Overview of Organisation Theory**

Organisation – Organisation Structure, Design – Organisation Theory – Why study organisations theory - Evolution of Organisation theory – Contributions of Fredrick Taylor, Henri Fayol, Max Weber, Herbert Simon, Katz and Khan, Prefer – Organisational Effectiveness.

### **Unit II Organisation Structure**

Organisation Structure – Dimensions – Determinants of Organisation structure – Complexity Formalization – Centralisation Determinants of Organisational Structure – Size – Strategy – Technology – Environment.

### **Unit III Organisational Design**

Simple Structure – Bureaucracy – Divisional Structure – Advantages and Disadvantages of each.

### **Unit IV Managerial Issues – I**

Managing the Environment – Strategies (Internal/Eternal) – Managing Organisational Change – Determinants of Change – Inventions – Implementation.

### **Unit V Managerial Issues – II**

Managing Organisational Conflict – Source of Organisational conflict, Resolution Mechanisms.

Managing Organisational Culture – Culture and Effectiveness – Creating – Sustaining – Transmitting Culture.

### **Text Books:**

1. Aswathappa K. *Organisational Behaviour*, Mumbai: Himalaya Publishing House.

### **Books for Reference:**

1. Stephen P. Robbins, *Organisational Behaviour, Tenth Edition, 2008* New Delhi: Prentice Hall of India Private limited.
2. Richard H *Organisations: Structures, Processes and Outcomes* , (10<sup>th</sup> ed.), 2008, Uttar Pradesh: Cengage Learning India Private Ltd.,

<b>SEMESTER – V</b>			
<b>Part III Core XI (Common Core) - Human Resource Management</b>			
<b>Code:18UMCC51</b>	<b>Hrs/Week: 6</b>	<b>Hrs/Sem: 90</b>	<b>Credit : 4</b>

**Vision:**

To enable the students to understand the basic concepts in HRM.

**Mission:**

To familiarize students on the various aspects of HRM.

**Course Outcome:**

<b>CO No.</b>	<b>Upon completion of this course, students will be able to:</b>	<b>PSO addressed</b>	<b>CL</b>
CO – 1	gain knowledge on the basic concepts of planning human resource and help them to understand basic techniques of business.	1,2	Un
CO – 2	understand the basic selection process in human resource management.	1,2,3	Un
CO – 3	know the importance of training and development in human resource management.	2,3,4	Ap
CO – 4	know about the transfer policies	2,3,5	Un,Re
CO – 5	gain knowledge on compensation methods.	3,4	Un,An
CO - 6	understand the promotional policies in business	3,4	Un,Re
CO – 7	know and apply the significance and problems in performance appraisal.	3,4,5	Ap
CO - 8	know and apply the methods of performance appraisal	3,4,5	Ap

SEMESTER – V			
Part III Core XI (Common Core) - Human Resource Management			
Code:18UMCC51	Hrs/Week: 6	Hrs/Sem: 90	Credit : 4

### Unit-I : Introduction

Human Resource Management: Meaning - Objectives - Nature and Scope - Importance – Functions - and Problems of HRM - Personnel Management Vs. HRM - Qualities and Qualifications of Human Resource Managers.

### Unit-II : Human Resource Planning, Recruitment And Selection

Human Resource Planning: Meaning - Need and Importance - Objective - Problems - Process – Recruitment: Meaning - Factors Influencing Recruitment - Sources of Recruitment - Problems in Recruitment – Selection: Meaning - Factors Affecting Selection Decisions - Selection Policy - Steps in Selection.

### Unit-III : Training And Development

Training: Need and Importance - Objective - Types - Steps in Training Programme – Methods of Training - Evaluation of Training Programmes – Development: Meaning - Concept and Essentials of Management Development Programmes.

### Unit-IV : Transfer, Promotion & Compensation

Transfer: Objective - Transfer Policy - Promotion: Purpose - Promotion Policy- Demotion- Compensation: Objective – Principles.

### Unit-V : Performance Appraisal

Performance Appraisal: Meaning - Need and Importance - Objective - Problems in Performance Appraisal - Factors Influencing Performance Appraisal – Methods of Performance Appraisal.

### Text Book:

Chitra Atmaram Naik, *Human Resource Management*, Chennai: Ane Books Pvt.Ltd.

### Books for Reference:

1. Dr..Gupta C.B, *Human Resource Management*, New Delhi: Sultan Chand & Sons.
2. Memoria C.P., *Personnel Management*, Mumbai: Himalaya Publishing House.
3. Prasad L.M., *Human Resources Management*, New Delhi: Sultan Chand & Sons,

Semester V			
Core XII – Advertising and Sales Promotion			
Code :18UBAC52	Hrs/Week :6	Hrs/Sem :90	Credits :4

**Vision:**

To enable the students to learn the basic concepts of advertising .

**Mission:**

To acquaint the students with thorough knowledge of various advertising media and advertising agency.

**Course Outcome:**

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the basic idea of advertising and its nature and benefits.	1	Un
CO -2	understand the types of advertising on the basis of demand, geographical, time.	7	Un,Ap
CO-3	understand media and factors influencing media plan.	2	Un,Re
CO-4	know advertising copy and its types.	8	Ev,Re
CO-5	gain the information on services rendered by advertising agency.	2	Un,Re
CO-6	understand the creativity in advertising copy	7	Un
CO-7	understand the importance of advertising agency.	2	Re
CO-8	know the various classification of print media.	7	Cr

Semester V			
Core XII – Advertising and Sales Promotion			
Code :18UBAC52	Hrs/Week :6	Hrs/Sem :90	Credits :4

**Unit –I Introduction:**

Advertising: Meaning – Definition – Evolution – Objectives-Nature and Scope of Advertising – Benefits of Advertising – Limitations-Advertising - Evolution of Advertising.

**Unit – II Classifications:**

Types of Advertising – Product and Institutional Advertising – On the basis of Audience, Geographic Coverage & Medium – Push and Pull Strategy – Professional Advertising.

**Unit – III Types of Media:**

Media: Meaning-Definition – Print Media – Indoor & Outdoor Advertising – Direct Mail Advertising – Radio and TV, Film Advertising – Factors influencing Media Planning.

**Unit –IV Advertising Copy:**

Advertising copy - Meaning-Definition-Creativity – Activities comprising Creative Design Process – Qualities of good Advertising Copy - Classification of Copy – Components of Advertising Copy.

**Unit – V Advertising Agency:**

Meaning of Advertising Agency – Functional departments of Advertising – Service rendered by Advertising Agency – Functions of an Advertising Agency – Types of Agency.

**Text Book**

1. Bhargav P.K. *Advertisement Management*, New Delhi: Damins Garg for Murarilal & Sons, Darya Ganj.
2. Rustom & Davar, Sahrab R. Davar. *Salesmanship and publicity*, New Delhi: – Vikas Publishing House,

**Books for Reference:**

1. Mahendra Mohan, *Advertising Management*, New Delhi: Tata McGraw Hill.
2. Mr. Rajeev Batra John G. Myers David Aaker.A., *Advertising Management*, New Delhi: 5<sup>th</sup> Edition, Pearson Education Pvt. Ltd.

Semester V			
Core XIII – Management Accounting			
Code:18UBAC53	Hrs/Week:6	Hrs/Sem:90	Credits:4

**Vision:**

To help the management to take quality decision for controlling the business activities effectively.

**Mission:**

To Enable the students to understand the financial analysis and interpretation of the business operation.

**Course Outcome:**

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the basic concepts of management accounting.	7	Un,Re
CO-2	prepare the financial statement analysis.	8	An
CO-3	understand the long term debt and liquidity level of assets through debt equity and liquidity ratios.	5,7	Cr,Ev
CO-4	calculate the turnover of stock debtors and creditors.	8	Ap
CO-5	prepare fund flow and cash flow statement.	4	Ap,Re
CO-6	know the appropriate position of cash flows and out flows.	8	Cr,Ev
CO-7	understand the basic concepts of break even analysis.	1	Ev
CO-8	calculate the variances of material and labour.	1	Cr

Semester V			
Core XIII – Management Accounting			
Code:18UBAC53	Hrs/Week:6	Hrs/Sem:90	Credits:4

**Unit – I Introduction:**

Management Accounting – Meaning – Nature, scope, functions, advantages and disadvantages – Management Accounting Vs Financial Accounting and Cost Accounting – Financial statement analysis – comparative, common size and trend analysis.

**Unit - II Ratio Analysis:**

Ratio analysis – Merits and Demerits – Classification of Ratios – Ratio Analysis for Liquidity, Activity, Solvency and Profitability.

**Unit - III Fund Flow & Cash Flow Statement:**

Fund Flow Statement and Cash Flow Statement – Meaning - Merits and Demerits – Difference between Cash Flow and Fund Flow - Preparation of Fund Flow and Cash Flow Statements.

**Unit – IV Marginal Costing:**

Marginal costing – Meaning - Merits and Demerits – Cost Volume Profit Analysis – Break Even Analysis – Application of Marginal Costing – Make or Buy decision - Shut Down or Continue Decision and Selection of Sales Mix.

**Unit – V Standard Costing:**

Standard Costing and Variance Analysis – Meaning - Advantages and Disadvantages – Steps involved in Standard Costing – Variance – Material Variances – Labour Variances.

**Note: Theory 30%, Problems 70%**

**Text Book:**

1. Jain S.P. & Narang K.L *Cost and Management Accounting*, New Delhi: Kalyani Publishers.
2. Saxena V.K. & Vashist C.D *Cost and Management Accounting*, New Delhi: Sultan Chand & Sons,

**Books for Reference:**

1. Maheshwari S.N. *Cost and Management Accounting* Sultan Chand & Sons,
2. Pandey I.M. *Management Accounting*. New Delhi: Vikas Publishing House (P) Ltd.



SEMESTER V			
Core Integral – I Research Methodology			
CODE: 18UBAI51	Hrs/week: 5	Hrs/sem: 75	Credits: 4

### Vision

To enable the students to learn the basic concepts of Research and its Methodology.

### Mission

Provide knowledge on research methods, techniques and process and to develop skills in the application of research methods for solving problems in business.

### Course Outcome:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
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	gain knowledge of sampling design and methods of data collection.	5	Un,Cr
CO-4	construct the questionnaires and interview schedule.	2	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,Ev
CO - 8	write research report.	6	Cr,Ev

SEMESTER V			
Core Integral – I Research Methodology			
CODE: 18UBAI51	Hrs/week: 5	Hrs/Sem: 75	Credits: 4

**Unit – I Research methodology:**

Meaning of Research - Definition - Types - Research process - Criteria of good research

**Unit – II Defining the Research problem and Research design:**

Identification and formulation of Research problem - Selection of research topic - Statement of Research object - Hypothesis - Definition - Meaning and Types - Research design - Explorative description - Diagnostic and Experimental design

**Unit – III Sampling design and measure of data collection:**

Sampling - Meaning and Definition - Types and Sampling - Random and Non-Random sampling - Sample Size - Sample error - Data collection – Observation - Construction of questionnaires and interview schedule - Pilot study and pre-test

**Unit – IV Data Analysis:** Coding - Data entry -Analysis Interpretation of data -Tabulation – Types- Tools for analysis (Percentage and Chi-square analysis only).

**Unit – V Interpretation** - Generalization of data - Report writing - Introduction – Chapterisation - References - Bibliography - Presentation and Documentation.

**Note : Theory Only**

**Text Book:**

1. Kothari.C.R. 1992, *Research Methodology*, New Delhi: Vikas Publishing Ltd.,

**Books for Reference:**

1. Levin J.Kchard 1948, *Statistics for Management*, New Delhi: 3<sup>rd</sup> Edition, Prentice Hall
2. Gupta C.B & Kapoor.V.K.1987, *Fundamentals of Applied Statistics*. New Delhi: Sultan Chand & Sons.

Semester V			
Core Integral II – Case Study			
<b>Code:18UBAI52</b>	<b>Hrs/Week:5</b>	<b>Hrs/Sem:75</b>	<b>Credits:4</b>

**Vision:**

To develop interpersonal skills through both a team work and completing individual tasks.

**Mission:**

Enable a researcher to gain a more detailed, un-biased understanding of a complex situation, through the use of a range of research tools.

**Course Outcome:**

<b>CO.No.</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>CL</b>
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

<b>Semester V</b>			
<b>Core Integral II – Case Study</b>			
<b>Code:18UBAI52</b>	<b>Hrs/Week:5</b>	<b>Hrs/Sem:75</b>	<b>Credits:4</b>

### **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.

<b>Semester V</b>	
<b>Self Study Course - Customer Relationship Management</b>	
<b>Code : 18UBASS3</b>	<b>Credit : 2</b>

**Vision:**

To understand the importance of customer satisfaction in competitive scenario.

**Mission:**

Explore different methods and techniques for establishing effective CRM to satisfy the customers.

**Course Outcome:**

<b>CO No.</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>Cognitive Level</b>
CO-1	know the basics of customer relationship management.	1	Un
CO-2	understand the driving forces and benefits of customer relationship management.	4,8	Ap
CO-3	know about the usage, components and types of customer relationship management.	4,7	Un
CO-4	know about the CRM framework	4	Cr
CO-5	understand the usage of technology tools in CRM	2,4	Un
CO-6	impart basic knowledge on Call center process	8	Cr,Ap
CO-7	enhance customer satisfaction and retention	1,6	Ev
CO-8	deal with strategy formulation for customer retention.	7	Un,Ap

<b>Semester V</b>	
<b>Self Study Course - Customer Relationship Management</b>	
<b>Code : 18UBASS3</b>	<b>Credit : 2</b>

### **Unit - I**

CRM – Introduction – Definition – Need for CRM – Complementary Layers of CRM – Customer Satisfaction – Customer Loyalty – Product Marketing.

### **Unit - II**

Customer Learning Relationship – Key Stages of CRM – Benefits of CRM – Growth of CRM Market in India – Key Principles of CRM.

### **Unit - III**

CRM Program – Groundwork for Effective use of CRM – Information Requirement for an Effective use of CRM – Components of CRM – Types of CRM.

### **Unit - IV**

CRM Process Framework – Governance Process – Performance Evaluation Process.

### **Unit - V**

Use of Technology in CRM – Call Center Process – CRM Technology Tools – Implementation- Requirements Analysis – Selection of CRM Package – Reasons and Failure of CRM.

### **Text Books**

- 1 Anderson *Customer Relationship Management*, New Delhi 2000: Tata McGraw Hill Publishing Co.

### **Books for Reference:**

1. Dr.Ravi Kalakota *E-business – Roadmap for success*, New Delhi :2000 Pearson education Asia.
2. S,Shanmugasundaram *Customer Relationship Management*, New Delhi:2008,

Semester VI			
Core XIV – Service Marketing			
Code :18UBAC61	Hrs/Week :6	Hrs/Sem :90	Credits :4

**Vision:**

To understand the meaning of services and the significance of marketing the services.

**Mission:**

To enable the students will be able to apply the concepts of services marketing in promoting services.

**Course Outcome:**

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand services marketing	1,3	Un
CO -2	learn about services on specific industries.	2	Un,Re
CO-3	understand the services provided in financial services.	6	Un,Re
CO-4	analyse professional service marketing in health care and advertising agency.	7	Un,Re,Cr
CO-5	understand marketing of educational services.	1,2	Un,Re, Cr
CO-6	understand professional service marketing in advertising agency.	1	Un
CO-7	understand marketing of educational services.	2	Re
CO-8	gain knowledge on marketing of charity services	3	Re

Semester VI			
Core XIV – Service Marketing			
Code : 18UBAC61	Hrs/Week :6	Hrs/Sem :90	Credits :4

**Unit –I Understanding Services:**

Definition of services – Characteristics – Generic difference between Goods and Services- Myths of services- Evolution of service firms - Services Marketing Mix - Triangle of Service Marketing.

**Unit –II Marketing services of specific services:**

Hotel Industry- Characteristics of Hotel – Market Segmentation- Marketing Mix of Hotel Industry-Hotel Industry in India-Tourism Industry- Characteristics – Market Segmentation – Tourism Marketing Mix- Recent trends in Tourism – Tourism in India- Transportation –Characteristics of Marketing Mix- Transportation in India.

**Unit –III Marketing of Financial services :**

Meaning of Bank – Market Segmentation- Marketing Mix – Recent trends in Banking Insurance Industry– Market Segmentation – Marketing Mix- Recent trends in Insurance Marketing.

**Unit –IV Professional service Marketing:**

Health Care – Market Segmentation – Marketing Mix- Recent trends in Indian Health Care Industry- Evolution of Advertising Agency- Segmentation& Marketing Strategy – Marketing Mix-Advertising agency in India-Retailing Industry – Characteristicsof Market Segmentation –Recent Trends.

**Unit –V Marketing of Educational Services:**

Education Services – Classifications- Characteristics – Technology and its Role in Education-Education in India- Charities Marketing – Business function in Charities- Marketing Planning & Market Mix- Charity Organisations in India.

**Text Book:**

1. Srinivasan.R.*Services Marketing*, , New Delhi: 2004 – The Indian Context, Prentice Hall of India

**Books for Reference:**

1. Srinivasan.R. *Services. Marketing*, New Delhi: 2010 ,The Indian Context, Prentice Hall of India,
2. Bhattacharya.C *Services. Marketing* , New Delhi: 2009. Excel books India.



Semester VI			
Core XV - Production Management			
Code:18UBAC62	Hrs/Week:6	Hrs/Sem:90	Credits:4

**Vision:**

To improve the overall productivity of the manufacturing concern.

**Mission:**

To enable the students to apply the strategies for maximising the output of goods with minimum cost.

**Course Outcome:**

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand production system.	1	Un
CO-2	analyse the factors relating to plant layout and plant locations.	8	Ev
CO-3	understand the concepts of work study and motion study.	8	Un
CO-4	analyse the production planning and control.	4	An
CO-5	understand the process of routing and scheduling.	1,3	Un
CO-6	understand the objectives of quality control.	3,6	Un
CO-7	gain knowledge on the basic concepts of quality certification.	5,7	Un
CO-8	understand the objectives and importance of material management.	1,3	Un

Semester VI			
Core XV - Production Management			
Code:18UBAC62	Hrs/Week:6	Hrs/Sem:90	Credits:4

### Unit – I

Production Management– Scope and Significance –Production System – Functions and Types – Factors influencing Plant Location – Plant Layout and its kinds.

### Unit - II

Work Study - Time Study - Motion Study – Work Measurement– Principles and factors - Maintenance of Plant – Types.

### Unit - III

Production Planning and Control – Definition – Objectives and Importance –Elements of Production Planning – Routing and Scheduling.

### Unit - IV

Quality Control and Inspection – Objectives and Significance – SQC – AGMARK,ISI and ISO – Certification Marks.

### Unit - V

Material Management – Objectives and importance – Purchasing – Procedure – Store Keeping – Objectives – Functions - JIT.

### Text Books:

1. Moorthy Y.L.R. *Brand Management*, New Delhi: 2012 – First Edition,Vikas Publishing House.
2. Kevin Lane Keller, *Strategic Brand Management: Building, Measuring and Managing*, New Delhi: 3<sup>rd</sup> Edition 2007, Prentice Hall of India.

### Books for Reference:

1. Ramesh Kumar, *Managing Indian Brands*, New Delhi: 2002. Vikas Publications.
2. MahimSagar, Deepali Singh, D.P.Agarwal. Achintya Gupta.*Brand Management* Chennai (2009): Ane Books Pvt., Ltd.

<b>Semester VI</b>			
<b>Core XVI – Financial Management</b>			
<b>Code:18UBAC63</b>	<b>Hrs/Week:6</b>	<b>Hrs/Sem:90</b>	<b>Credits:4</b>

**Vision:**

To develop strategies and plans for the long term financial goals of the organisation.

**Mission:**

Ensure accurate and timely financial reporting, procurement compliance with applicable rules and regulations.

**Course Outcome:**

<b>CO.No.</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>CL</b>
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 VI			
Core XVI – Financial Management			
Code:18UBAC63	Hrs/Week:6	Hrs/Sem:90	Credits:4

**Unit – I 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).

**Unit – II Source of Finance:**

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)

**Unit – III Cost of capital:**

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

**Unit – IV Budget and Budgetary control:**

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

**Unit – V Capital Budgeting:**

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

**Note: Theory 30% , Problems 70%.**

**Text Book:**

1. Khan.M.Y& Jain P.K *Financial Management*, New Delhi: TMH.
2. Prasanna Chandra,*Financial Managaement Theory and Practice*, New Delhi:THM.

**Books for Reference:**

1. Maheshwari S.N. *Cost and Management Accounting* New Delhi:Sultan Chand & Sons.
2. Pandey I.M. *Financial Management* New Delhi: Vikas Publishing House (P) Ltd.

<b>Semester VI</b>			
<b>Core Integral III - Banking Practices</b>			
<b>Code : 18UBA161</b>	<b>Hrs/Week : 5</b>	<b>Hrs/Sem : 75</b>	<b>Credit : 4</b>

**Vision:**

To make students understand about the banking practices.

**Mission:**

Develop students with the theoretical and legal concepts of banking.

**Course Outcome:**

<b>CO. NO</b>	<b>Upon completion of this course, students will be able to</b>	<b>PSO addressed</b>	<b>CL</b>
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 VI			
Core Integral III – Banking Practices			
Code:18UBAI61	Hrs./Week:5	Hrs./Sem: 75	Credits:4

**Unit –I Introduction to Bank:**

Banker and Customer: Meaning – Definition – General and Special relationship between Banker and Customer – Functions of Bank

**Unit –II Deposits:**

Types of Deposits –Pass Book – Negotiable Instruments – Cheque - Definition – Difference Between Cheque And Bill Of Exchange, Endorsement, Crossing, Marking, Material Alteration.

**Unit –III Loans and Advances:**

Loans and Advances – Principles of Sound Lending – Secured and Unsecured Advance – Forms of Advances.

**Unit –IV Modes of Security:**

Modes of Charging Security – Lien – Pledge – Mortgage – Assignment – Hypothecation.

**Unit –V e-Banking:**

Electronic Banking – Traditional Vs e-Banking – Types of e-Banking – Advantages-Constraints.

**Text Book**

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

**Book for Reference:**

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

Semester VI			
Core Integral –IV Entrepreneurial Development Programme			
Code : 18UBAI62	Hrs/Week: 7	Hrs / Sem : 105	Credits : 4

**Vision:**

To foster entrepreneurial thinking, promote, facilitate the business knowledge and develop the aspiring entrepreneurial thought among the students.

**Mission:**

Help to realize the entrepreneurial potential of people for the emergence of an enterprising society and vibrant economy.

**Course Outcome:**

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 VI			
Core Integral –IV Entrepreneurial Development Programme			
Code : 18UBAI62	Hrs/Week: 7	Credit : 4	Hrs/Sem: 105

### Unit - I Introduction:

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

### 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.

### 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.

### 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.

### Unit – V Project Identification:

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

### Text Book

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

### Books for Reference:

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



<b>Semester VI</b>			
<b>Project</b>			
<b>Code:18UBAP61</b>	<b>Hrs/Week:7</b>	<b>Hrs/Semester:105</b>	<b>Credits:4</b>

**Vision:**

To enhance the knowledge on a specific area of study.

**Mission:**

The students will acquire practical exposure of different specialization of business studies.

Each group has to be assigned a project work in the beginning of the VI Semester. The report of the project work shall be submitted at the end of the VI Semester 30 days prior to the commencement of the end semester examination. Each group consists of not exceeding three students.

The report shall be prepared by the group under the supervision of a faculty member of the department. Each report shall be neatly typed, in not more than 60 pages on the recent trends in business administration of their choices. Each group shall submit 2 copies of the report, of which one shall be forwarded to the department.

Internal examiner and external examiner shall conduct project evaluation and viva – voce examinations.

- Evaluation of Project report 60 marks
- Viva – voce examination 40 marks
- Total 100 marks.