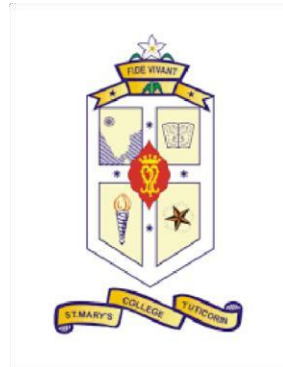


ST. MARY'S COLLEGE (Autonomous)

(Re-accredited with 'A+' grade by NAAC)

Thoothukudi – 628001, Tamil Nadu.

(Affiliated To Manonmaniam Sundaranar University)



SYLLABUS



B.B.A. (SSC)

(Choice Based Credit System)

(W.E.F. 2021-2024)

Preamble:

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

Vision:

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

Mission:

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

Programme Outcomes:

PO No.	Students of Business Administration will be able to
PO – 1	develop language, numerical, experimental, analytical and computing skills.
PO – 2	pursue higher education programmes.
PO – 3	excel in the recent trends of the world, enhancing the level of knowledge to emerge as a holistic person.
PO – 4	function effectively as an individual in multidisciplinary settings and develop their ethical, social and cultural values to serve the nation.
PO – 5	be proficient in the fields of Arts, Science and Management Studies to qualify for the job.
PO-6	develop their communicative skills using a range of technologies which enable them to express their ideas and views effectively.
PO-7	become an environmentally conscious citizen.
PO-8	be an empowered and economically independent woman with efficient leadership qualities in an egalitarian society through liberative education.

Programme Specific Outcome

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

Department of BBA
Course Structure (w.e.f. 2021)

Semester –I

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

Semester II

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total

I	Tamil	21ULTA21	rka ,yf;fpaq;fSk; ejPp ,yf;fpaq;fSk;> nra;As; ,yf;fzk>; ,yf;fpatuyhW> ciueil>tho;f;if tuyhW	6	3	40	60	100
	French	21ULFA21	Progressive French and Commercial Correspondence					
II	General English	21UGEN21	Prose, Poetry, Extensive Reading & Language Study- II	6	3	40	60	100
III	Core III	21UBAC21	Organisational Behaviour	5	4	40	60	100
	Core IV	21UBAC22	Business Statistics	5	4	40	60	100
	Allied II	21UBAA21	Business Ethics and Corporate Social Responsibility	4	4	40	60	100
	Skill Enhancement Course - II	21UBAPE2	Professional English for Management – II	2	2	20	30	50
IV	Ability Enhancement Course	21UAEV21	Environmental Studies	2	2	20	30	50
Total				30	22			

Semester III

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil	21ULTA31	nghJj;jkpo; jhs; 3 : fhg;gpaq;fSk; rpw;wpyf;fpaq;fSk; (nra;As;> ,yf;fzk>; ,yf;fpa tuyhW> ciueil> Gjpdk;)	6	4	40	60	100
II	General English	21UGEN31	Poetry, Prose, Extensive Reading and Communicative English- III	6	4	40	60	100
III	Core V	21UBAC31	Business Economics	6	4	40	60	100

	Allied III	21UBAA31	Banking Practices	4	4	40	60	100
	Core SB	21UBAS31	Logistics Management	4	4	40	60	100
	NME I	21UBAN31	Introduction to Management	2	2	40	60	100
						40	60	100
IV	Ability Enhancement Course	21UAWS31	Women's Synergy	2	2	20	30	50
	Self-Study / Online Course/ Internship (Compulsory)	21UBASS1	Personality Development		2			
Total				30	28			600

Semester IV

Part	Components	Sub. Code	Title of the Paper	Hrs/Week	Credits	Max.Marks		
						CIA	ESE	Total
I	Tamil	21ULTA41	nghJj;jkpo; jhs; 4: rq;f ,yf;fpak;; (nra;As;> ,yf;fzk;> ,yf;fpa tuyhW> ciueil> ehlfk;)	6	4	40	60	100
II	General English	21UGEN41	Poetry, Prose, Extensive Reading and Communicative English –IV	6	4	40	60	100
III	Core VI	21UBAC41	Quantitative Techniques for Managers	6	4	40	60	100
	Allied IV	21UBAA41	International Business	4	4	40	60	100
	Core SB	21UBAS41	Office Automation	4	4	40	60	100
	NME II	21UBAN41	Entrepreneurship	2	2	40	60	100
IV	Ability Enhancement Course	21UAYM41	Yoga & Meditation	2	2	20	30	50

	Self Study / On-line Course Internship (Optional)	21UBASS2	Business Leadership Skills		+2			
V	NCC,NSS& Sports				1			
	Extension Activities CDP				+1			
Total				30	27+3			

Semester V

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

Semester VI

Part	Components	Sub. Code	Title of the Paper	Hrs/ Week	Credits	Max.Marks		
						CIA	ESE	Total
III	Core XI	21UBAC61	Financial Management	6	4	40	60	100
	Core XII	21UBAC62	Law for Managers	6	4	40	60	100
	Core XIII	21UBAC63	Foreign Trade – Import and Export Procedure	6	4	40	60	100

	Core XIV	21UBAC64	Production and Operations Management	6	4	40	60	100
IV	Core XV/	21UBAC65	Contemporary issues in management	6	4	40	60	100
	Project	21UBAP61	Project					
Total				30	20			
Total				180	140+5			

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

Courses	Number of Courses	Hours / week	Credits	Extra Credits
Language	2	12	8	--
English	2	12	8	--
Core	15+1 (Optional for project)	109 (103+6)	79 (75+4)	--
Core Skill Based	2	8	8	--
Core Elective	1	5	4	--
Group Project / Core	1	6	4	--
Allied	4	16	16	--
NME	2	4	4	--
Skill Enhancement Course	2	4	4	
Ability Enhancement Course	4	8	8	--

Common Skill Based	1	2	2	--
NCC, NSS & Sports		--	1	
Extension Activities		--		1
Self Study / On-line Course Internship (Optional)	2	--		4
Self Study Papers (Compulsory)	1	--	2	--
Total		180	140	5

ghlj;jpl;l;j;jpd; Nehf;fq;fs;

1. midj;Jj; Jiw khzth;fSk; gad;ngWk; tifapy; ghlj;jpl;l;k; tiuaiw
nra;ag;gl;Ls;sl.
 2. jkpo; ,yf;fpaf; fy;tpia vspikAld; Mokhf;fpf; fw;gpf;Fk; tpjkhf ,f;fhy ,yf;fpak; njhlq;fp rq;f ,yf;fpak; tiu
fw;gpj;jy;.
 3. jkpo; nkhopapy; gpioapd;wpf; fw;Fk; tpjkhf vOj;J> nrhy;> nghUs;> ahg;G> mzp vd ,yf;fzj;ijg;
gapw;Wtpj;jy;.
 4. khzth;fspd; eyd; fUjp ,yf;fpa tuyhw;Wg; gFjpahdJ nra;As; mikg;gpwNfw;g
tifg;gLj;jg;gl;Lf; fw;gpf;fg;gLjy;.
 5. rq;fk; itj;Jj; jkpoha;e;j kd;dh;> Gyth;> kf;fs; ,th;fspd; tho;tpay;
mwq;fisf; fz;lwpth;.
 6. gz;ghl;Lr; rpwg;gpjdnkhopapd; top mwpe;J jk; tho;tpy; filg;gpbg;gh;
 7. Ntiy tha;g;gpwf;hd Njh;Tfspy; jpwikAld; gq;Nfw;gh.
 8. xOf;fj;jpd; Nkd;ikapid topAWj;jy; gad;fs;
1. fhye;NjhWk; tsh;e;JtUk ;jkpo;f; ftpijfspd; tbtpidAk;> fUj;Njhl;l;j;jpidAk; khztpah; mwpe;Jnfhs;th;.
 2. jkpo; nkhopiag; gpioapd;wp vOjTk; NgrTk; KbAk;.
 3. jd;dk;gpf;if cUthFk;
 4. jfty; njhlh;Gr; rhjdq;fs; jkpo ;tsh;rr;pf;Fg; gad;gLtij mwpe;Jnfhs;th;.

5. gilg;ghw;wiy tsh;j;Jf; nfhs;th;.

6. jkpo; ,yf;fpaq;fs; md;W Kjy; ,d;Wtiu ngw;WtUk ;rpwg;ig czh;th;. 7. ,yf;fpa tuyhw;wpd; top nkhopapd; tsh;rr;piaAk; fhye;NjhWk; khwptUk ;,yf;fpaq;fspd; gy;NtW tiffisAk; njhpe;J nfhs;th;.

8. JiwNjhWk; jkpo ;nkhopapd; tsh;rr;pia mwpth;.

SEMESTER - 1			
Part – 1 nghJj;jkpo; jhs; - 1 ,f;fhy ,yf;fpak; (nra;As;> ,yf;fzk;> ,yf;fpa tuyhW> ciueil> rpWfij)			
Course Code: 21ULTA11	Hrs/Week:6	Hrs/Semester: 90	Credits: 3

Objectives:

- khztpaUf;F ey;y kjpg;gPLfisf; fw;gpj;J tho;tpy; mtw;iwg; gpd;gw;w toptFj;jy;.
- ,yf;fpa khe;jhpd; tho;f;if mDgtq;fs; %yk; tho;tpy; gpur;ridfisvjph;nfhs;Sk; jpwk;> jd;dk;gpf;if> MSikj;jpwk;> nkhopmwpT ,tw;iw cUthf;Fjy;.

Course Outcome:

CO.NO	,g;ghlj;jpl;lk; khztpaUf;F	mwpTrhh; kjpg;gPL
CO-1	ngz; rhh;e;j tpLjij> nghJikr; rpe;jid czh;itAk; tsh;f;fpwJ	tsh;rr;p
CO-2	,aw;ifiag; NgZjwF;k ;tho;tpd; tsh;rr;p epiyia Nkk;gLj;jpf; nfhs;Sjw;Fk; cjTfpwJ.	eilKiwg;gLj;Jjy;
CO-3	rka ey;ypzf;fk;> xw;Wik czh;T> ,iw ek;gpf;if ,tw;iw cUthf;FfpwJ.	cUthf;fk;
CO-4	nkhopiag; gpioapd;wp NgrTk; vOjTk; cjTfpwJ.	Ghpjy; jpwd; Nkk;ghL
CO-5	jdpkdpj tho;f;if; rpf;fy;fs;> rKjhag; gpur;ridfs; vjph;nfhs;Sk; jpwid vLj;Jiuf;fpwJ.	eilKiwg;gLj;Jjy;
CO-6	Nghl;bj; Njh;TfSf;Fg; gad;gLk; tifapy; gilg;ghf;fj; jpwid tsh;f;f cjTfpwJ.	gilg;ghw;wy; jpwd; Nkk;ghL

SEMESTER - 1

Part – 1 nghJj;jkpo; jhs; - 1 ,f;fhy ,yf;fpak;
(nra;As>; ,yf;fzk;> ,yf;fpa tuyhW> ciueil> rpWfij)

Course Code: 21ULTA11	Hrs/Week: 6	Hrs/Semester: 90	Credits: 3
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myF – 1 nra;As; - 2 kzp

1. jkpo;nkhop tho;j;J – ghujpahh;
2. GJikg; ngz; - ghujpahh;
3. Gjpa cyF nraN;thk; - ghujpjhrd;
4. cyif khw;WNthk; - ftpauR Kbaurd;
5. fz;zPhpd; ,ufrpak; - mg;Jy; uFkhd;
6. kuq;fs; - K.Nkj;jh
7. fhy tpj;jpahrk; - ituKj;J
8. itaj;ij ntw;wp nfhs;s - rp.rptukzp
9. ftpijg; G+q;fhL – gh.tp[a;
10. ngz; ,dNk – ikj;Nuap
11. i`f;\$ ftpijfs;
12. ehl;lhh; ghly;fs;

m. jhyhl;Lg; ghly;

M. kPdth; ghly; myF - 2 ,yf;fzk; - 1

kzp vOj;J

1. vOj;J - tpsf;fk;>
2. KjnyOj;Jfs> rhh;ngOj;Jfs;
3. Rl;nloj;Jfs> tpdh vOj;Jfs;
4. nkhop Kjy; vOj;Jfs;> nkhop ,Wjp vOj;Jfs;

5. ty;ypdk; kpFk; ,lq;fs;> ty;ypdk; kpfh ,lq;fs; 6. nkhopg;gapw;rp : GJf;ftpij>
 rpWfij> gj;jphpiff;Fr; nra;jp mDg;Gjy;
- myF - 3 ,yf;fpa tuyhW - 1 kzp
1. GJf;ftpij Njhw;wKk; tsh;rr;pAk;
 2. rpWfij Njhw;wKk; tsh;rr;pAk;
 3. ciueil Njhw;wKk; tsh;rr;pAk; 4. ehl;Lg;Gw ,ay; mwpKfk; myF - 4 ciueil - 1 kzp ePNa
 nty;tha; - f.g.mwthzd;

- myF – 5 rpWfij - 1 kzp
1. Nfjhhpapd; jhahh; - fy;fp
 2. tpbAkh? - F.g.uh[Nfhghyd;
 3. fhYDk ;fpotpAk; - GJikg;gpj;jd;
 4. fUg;gz;zrhkp Nahrpf;fpwhh; - mwpQh; mz;zh
 5. ehw;fhyp - fp.uh[ehuhazd;
 6. uh[h te;jpUf;fpwhh; - mofphp rhkp
 7. N[hbg; nghUj;jk; - n[aujp mf];bd;

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

Objectives

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

To provide ample knowledge and opportunities to induce and ignite the independent learning capacity.

To familiarize with commercial terms.

Course Outcomes

CO	At the end of this course, the students will be able to	CL
1.	make initial conversation in French	Un
2.	understand the basic sentence structures	Un, Re
3.	remember the commercial terms in French and use them in translation	Re, Ap

4.	understand and analyse the civilisation of the French	Un, An
5.	apply the grammatical knowledge to do grammar exercises	Un, Re, Ap
6.	understand the French and francophonic lifestyle	Un, Ev

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

Unit 1 – La France et la Francophonie

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

Unit 2 - Bonjour ça va ?

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

Unit 3 - Qui est-ce ?

- 3.1 – Qui est-ce ?
- 3.2 – Dans mon sac, j’ai...
- 3.3 – Demander et répondre poliment
- 3.4 – Demander des informations personnelles

3.5 – Le top des personnalités francophones **Unit**

4 - Il est comment ?

4.1 – Il est comment ?

4.2 – Allo ?

4.3 – Décrire l'aspect physique et le caractère

4.4 – Parler au téléphone

4.5 – Le pays des vacances

Unit 5 – Les termes

5.1 – Les termes commerciaux

5.2 – Les termes informatiques

Prescribed Textbook :

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

Books, Journals and Learning Resources

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

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

Objectives:

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

CO. No.	Upon completion of this course, students will be able to	PSO Addressed	Cognitive Level
CO- 1	understand and extend their listening and writing skills.	1	Un
CO- 2	apply and incorporate basic grammar and mechanics in writing.	3	Ap
CO- 3	understand literary texts in its socio-cultural contexts	2, 4	Un, Ap

CO- 4	communicate in English with confidence for employability.	3	Ap
CO- 5	appreciate and imbibe ethical and moral values through the study of the literary pieces.	5	Ap, Ev
CO- 6	construct simple sentences and short paragraphs in response to reading and writing.	8	Cr

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

Unit I –Poetry

Rabindranath Tagore – Leave This Chanting

W.W. Gibson – The Stone

Ted Hughes – Hawk Roosting

Unit II – Prose

Stephen Leacock – My Lost Dollar

J.B. Priestley – On Doing Nothing

Robin Sharma – Your Commitment to Self- Mastery: Kaizen

Unit III – Short Story

Oscar Wilde – The Model Millionaire

Leo Tolstoy – Three Questions

K.A. Abbas – The Refugee

Unit IV – Grammar

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

Unit V- Communication Skills

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

Text Books:

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

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

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

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

Objectives:

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

Course Outcomes:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
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CO-1	understand the basic principles, nature and levels of management.	1,4	Un
CO-2	understand the scientific approaches of management	4	Un
CO-3	know the importance of planning, its procedures and limitations.	1	Cr
CO-4	analyze the organizational structure and span of control with power and authority.	2,3,5	An
CO-5	understand the steps in staffing and directing and controlling.	1,8	Un
CO-6	identify the difference between power and authority.	7	Re
Semester I			
Core – I Principles of Management			
Course Code: 21UBAC11		Hrs/Week: 5	Hrs/Semester: 75
			Credits:4

UNIT – I Introduction of Management: (15 hours)

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

UNIT- II Planning & Organizing: (15 hours)

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

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

UNIT – III Delegation of Authority & Decentralisation (15 hours)

Authority – Definition – Characteristics – Sources of authority.

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

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

UNIT-IV Staffing and Directing: (15 hours)

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

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

UNIT-V Co-ordination and Controlling: (15 hours)

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

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

Text Book:

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

Books for Reference:

1. C.B.Gupta - *Management Theory & practice*, New Delhi, Sultan Chand & Sons, 5th Edition 2017
2. P.C. Tripathi& P.N Reddy - *Principles of Management*, New Delhi, Tata McGraw Hill, 6th Edition 2010.
3. Wehrich and Koontz – *Management, A Global Perspective.*, New Delhi, Tata McGraw Hill, 14th Edition 2019.

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

Objectives:

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

Course Outcomes:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	apply cost accounting methods, and gain knowledge in preparation of books of accounts.	2,6	Ap,Cr

CO-2	have an effective understanding of analysis of depreciation and to apply the knowledge to prepare the final accounts of sole trader	1, 9	Cr, Ap, An
CO-3	understand the knowledge of material and labour cost.	1	Un
CO-4	employ critical thinking and skills to analyze financial data.	9	Re
CO-5	prepare cash and fund flow statement of accounts.	1, 9	Ap, Ev
CO-6	find the method of sharing gains in productivity with workers by rewarding them financially	5	An, Re

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

UNIT –I Book Keeping and Accounting:

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

(15 hours) UNIT – II Depreciation Accounting:

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

(15 hours) UNIT – III Cost Accounting and Material Control:

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

Material Control–EOQ -BinCard –LIFO –FIFO

(15 hours) UNIT – IV Overheads

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

(15 hours)

UNIT – V Marginal Costing and Cash/Fund Flow Statement

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

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

(15 hours) **Note:**Theory – 40% , Problem – 60%

Text Book:

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

Books for Reference:

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

2. S.P.Jain & K.L.Narang - *Advanced Accountancy*, New Delhi: Kalyani Publishers, 18th Edition 2014.
3. R.L.Gupta & Radhasamy.M - *Advanced Accountancy*, New Delhi: Sultan Chand & Sons, 8th Edition 2014

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

Objectives:

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

Course Outcomes:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the concept and levels of business environment	1,3	Un
CO-2	gain knowledge on business economic system	1, 4	Un, An

CO-3	have an effective knowledge on socio and cultural environment	1,3,4	Un, An
CO-4	observe knowledge on legal business environment	3	An, Cr
CO-5	inculcate the information of privatizations and impart information on private & public sector	3,7	Un
CO-6	inculcate knowledge on globalization	3, 5	Un, An

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

Unit I: Business Environment and factors

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

(12 hours) Unit II: Economic & socio cultural environment

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

(12 hours) Unit III: Political & legal Environment

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

(12 hours) Unit IV: Organisational Environment

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

Unit V: Internalisation

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

(12 hours)

Text Book:

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

Books for Reference:

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

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

Objectives

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

Course Outcomes:

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

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

Unit I – Communication

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

(6 hours)

Unit II – English for Effective Communication I

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

(6 hours)

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

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

(6 hours)

Unit IV – Reading & Writing Skills

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

(6 hours)

Unit V – Critical Thinking Skills

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

(6 hours)

TextBook:

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

Books for Reference:

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

SEMESTER - I

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

Unit I: Introduction to Value Education

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

Unit II: Human Values

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

Unit III: Social Values

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

Unit IV: Spiritual Values

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

Unit V: Values for Life Enrichment

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

Books for Reference:

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

2017

6. Arumugam, N. S. Mohana, Lr.Palkani, *Value Based Education*, Saras Publication 2014

SEMESTER - II			
Part -1 nghJj;jkpo; - jhs; 2 rka ,yf;fpaq;fSk; ePjp ,yf;fpaq;fSk; (nra;As;> ,yf;fzk>; ,yf;fpa tuyhW>ciueil> tho;f;if tuyhW)			
Course Code: 21ULTA21	Hrs/Week:6	Hrs/ Semester : 90	Credits :3

Objectives:

- tho;tpay; ed;ndwpfshd kdpjNeak;> rkj;Jtk; Nghd;wtw;iw tsh;j;Jf; nfhs;sf; fw;Wf; nfhLj;jy;
- mwnewpiaf; filg;gpbg;gNj epiyahdJk; ePbj;jkhd ed;ikiaj; jUtJ vd;gijr; rhd;Nwhhpd;
tho;f;if newpfs; %yk ;czur;nra;jy>; nkhop mwpT>
,yf;fpa mwpT ,tw;iw tsh;j;Jf; nfhs;sf; fw;Wf; nfhLj;jy;

Course Outcome

CO.No.	,g;ghlj;jpl;lk; khztpaUf;F	mwpTrhh; kjpg;gPL
CO-1	,iw Mww;iy czh;e;Jnfhs;s cjTfpwJ	kjpg;gPL
CO-2	ey;y ez;gh;fisAk; ey;y kdpjh;fisak; ,dk; fz;Lnfhs;sTk;> md;G> ,uf;fk;> ew;nrhy;> ew;nray; Nghd;w ew;gzG;fNshL thoTk; top tFf;fpwJ.	eilKiwg;gLj;Jjy;
CO-3	kdpj Nea gzG;fNshL tho;e;j rhd;Nwhhpd; mDgtq;fisg; ngw;Wf;nfhs;s cjTfpwJ	eilKiwg;gLj;Jjy;
CO-4	jdpkdpj tho;f;if; rpf;fy;fisAk; gpur;ridfisAk; vjph;nfhs;Sk; Mw;wiw cUthf;FfpwJ.	eilKiwg;gLj;Jjy;> jpwd; Nkk;ghL
CO-5	,iwtd; Kd; midtUk; rkk; vd;w rpe;jidia cUthf;FfpwJ.	kjpg;gPL
CO-6	Nghl;bj;Njh;TfSf;Fg; gad;gLk; tifapy; gilg;ghf;fj; jpwid tsh;f;f cjTfpwJ.	gilg;ghw;wy;

SEMESTER - II

Part -1 nghJj;jkpo; - jhs; 2 rka ,yf;fpaq;fSk; ePjp ,yf;fpaq;fSk;
(nra;As;> ,yf;fzk>; ,yf;fpa tuyhW>ciueil> tho;f;if tuyhW)

Course Code: 21ULTA21	Hrs/Week:6	Hrs/ Semester : 90	Credits :3
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myF - 1 nraA;s; - 2 kzp rka ,yf;fpaq;fs;
,iwtzf;fk; - jpUehTf;furh;
irtk; 1. Njthuk; - jpUQhd rk;ge;jh;> jpUehTf;furh;> Re;juu;
2. jpUthrfk; - khzpf;fthrfh;
3. jpUke;jpuk; - jpU%yh;

4. jpUg;Gfo; - mUzfphp ehjh; itztk;: 1. jpUg;ghit - Mz;lhs;
 2. jpUthan;khop- ek;kho;thh; ngsj;jk;: kzpNkfiy -
 rjP;jiy; rhj;jdhh; fpwpj;jtk;: 1. Njk;ghtzp - tPukhKdpth;
 2. ,NaR fhtpak; - ftpQh; fz;zjhrd;
 ,Ryhkpak;: Ngl;il Mk;G+h; mg;Jy; fhjph; rhfpG ghly; - rf;fwhj;J ehkh ePjp ,yf;fpaq;fs;
 1. jpUf;Fws; - Cf;fKilik
 2. ehybahh; - 1. ed;dpiyf; fz;
 2. cwq;Fk; JizaJ
 3. gonkhop ehD}W- 1. nghy;yhj nrhy;yp
 2. tUtha ;rpwpnjdpDk;
 myF - 2 ,yf;fzk; - 1 kzp
 1. nrhy;ypd; nghJ ,yf;fzk;
 2. XnuOj;J xUnkhop> nrhy;ypd; tiffs;
 3. ngah;rn;rhy; - mWtifg; ngah;fs;
 4. tpidr;nrhy; - tiffs;- Kw;W> vr;rk;> Vty;> tpaq;Nfhs;> nra;tpid> nrag;ghl;Ltpid> jd;tpid>
 gpwtpid
 5. ,ilr;nrhy; - Vfhu> Xfhu> ck;ik ,ilr;nrhw;fs;
 6. chpr;nrhy; - ,yf;fzk;> tiffs; nkhopg;gapw;rp-xyp NtWghL mwpjy;

- myF - 3 ,yf;fpa tuyhW – 1 kzp
 1. irt ,yf;fpaq;fs;
 2. itzt ,yf;fpaq;fs;
 3. fpwpj;jtk; jkpOf;Fr; nra;j njhz;L
 4. ,Ryhkpak; jkpOf;Fr; nra;j njhz;L
 5. gjpndz; fPo;f;fzf;F E}y;fspy; 11 mwE}y;fs;

myF - 4 ciueil - 1 kzp
 epiwthd tho;f;iff;F Neuk; xJf;Fq;fs; - N[nksu];
 (10 Kjy; 19 tiu cs;s fl;Liufs;)

myF – 5 tho;f;if tuyhW - 1 kzp
 kdpjNk Gdpjk; - Rlh;e;njO - Kidth; mUl;rNfhjhp M.khpa rhe;jp

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

Objectives

- To build upon the language skills acquired to reach a standard level of speaking and writing French.

- To give thrust on the actional approach to motivate the autonomy of the learner.

Course Outcomes

CO	At the end of this course, the students will be able to	CL
1.	demonstrate proficiency in vocabulary	Un
2.	read and write basic sentence structures in French	Un, Ap
3.	create simple sentences in French	Ev
4.	know the nuances of French commercial correspondence	An
5.	get a gist of the French literature	Un
6.	write formal business letters	Ap, Cr

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

Unit 1 – Les loisirs

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

Unit 2- Où faire ses courses ?

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

Unit 3 - Tout le monde s’amuse

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

Unit 4 - Le texte littéraire

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

Unit 5 – Les lettres et les termes

- 5.1 – Les lettres formelles
- 5.2 – Les termes informatiques

Prescribed Textbook :

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

Books, Journals and Learning Resources

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

- www.bonjourdefrance.com
- <http://french-linguistics.co.uk/glossaries/commerce>

SEMESTER-II			
Part II General English	Poetry, Prose, Extensive Reading and Communicative English –II		
Course Code 21UGEN21	Hrs/Week: 6	Hrs/Semester:90	Credits:3

Objectives

- To help students realise how life, literature and language are closely connected
- To expose students to language skills through the core subjects

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO Addressed	Cognitive Level
CO-1	enhance their vocabulary through the texts.	1	Un
CO- 2	demonstrate effective communication skills.	3	Un, Ap
CO- 3	comprehend passages and interpret on their own.	1,2	Un, Ap
CO- 4	construct paragraphs and essays, make notes and sum up passages.	8	An
CO- 5	analyse literary pieces and inculcate ethical values.	5	An
CO- 6	evaluate how language and literature are closely related to life.	5,6	Cr

SEMESTER-II			
Part II General English	Poetry, Prose, Extensive Reading and Communicative English–II		
Course Code: 21UGEN21	Hrs/Week: 6	Hrs/Semester:90	Credits:3

Unit I –Poetry

William Wordsworth	– Resolution and Independence
Henry W. Longfellow	– Psalm of Life
Toru Dutt	– The Lotus

Unit II – Prose

A.G. Gardiner	– On Courage
Desmond Morris	– A Little Bit of What You Fancy
Kalpana Chawla	– The Sky is the Limit

Unit III – Short Story

Saki	– Mrs. Packletide’s Tiger
Liam O’Flaherty	– The Sniper
Langston Hughes	– Thank You Ma’am

Unit IV – Grammar

Tenses: Present, Past and Future

Unit V- Communication Skills

Listening, Reading, Pronunciation, Key Functions, Speaking (TANSCHÉ - Module - II) **Text**

Books:

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

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

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

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

Objectives:

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

Course Outcomes:

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

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

Unit – I Introduction to Organisational Behaviour: (15 hours)

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 & Perception: (15 hours)

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

Unit- III Motivation& Leadership: (15 hours)

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

Unit-IV Foundation of Group Behaviour&Team Building: (15 hours)

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

Unit –V Organisational Conflicts and Culture: (15 hours)

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

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

Books for Reference:

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

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

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

Core IV		Business Statistics	
Course Code:21UBAC22	Hrs/Week:5	Hrs/Sem:75	Credits:4

Objectives:

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

Course Outcomes:

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

Semester II			
Core IV		Business Statistics	
CourseCode:21UBAC22	Hrs/Week:5	Hrs/Sem:75	Credits:4

Unit - I Introduction to Statistics:

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

(15 hours) Unit - II Frequency Distribution and Graphs:

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

(15 hours) Unit - III Measures of Dispersion- Skewness and Kurtosis:

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

(15 hours) Unit - IV Correlation and Regression:

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

(15 hours) Unit – V Index Number:

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

(15 hours)

Note: Theory 25%- Problems 75% Text Book:

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

Books for Reference:

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

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

Objectives:

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

Course Outcomes:

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

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

UNIT-I: Concept of Ethics and CSR

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

(12 hours) UNIT-II: Concept of Morality and Values

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

(12 hours) UNIT-III: Unethical Business Practices

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

(12 hours) UNIT-IV: Organisational Ethics

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

(12 hours) UNIT –V: CSR Legislation in India.

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

(12 hours)

Text Books:

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

Books for Reference:

2. Dr.ManuelG.Velsquez - *Business Ethics (Concepts and Cases)*, New Delhi, Prentice Hall India Learning Private Limited, 6th Edition 2006.
3. Dr.S.Sankaran-*Business Ethics& values*, Chennai, Margham Publications, Reprint Edition 2005.

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

Objectives:

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

Course Outcomes:

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

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

Unit I – Electronic Communication

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

(6 Hours)

Unit II -Business Letters I

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

(6 Hours)

Unit III – Business Letters II

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

(6 Hours)

Unit IV– Speeches

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

(6 Hours)

Unit V – Presentation Skills

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

(6 Hours)

TextBook:

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

Books for Reference:

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

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

Course Outcomes:

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

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

Unit I Environment and Ecosystem

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

Unit II Natural Resources:

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

Unit III Environmental Pollution

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

Unit IV Human Population and Environment

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

Unit V Disaster Management

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

SEMESTER – III			
Part-I nghJj;jkpo; - jhs; 3 fhg;gpa ,yf;fpaq;fSk; rpw;wpyf;fpaq;fSk; (nra;As;> ,yf;fzk;> ,yf;fpa tuyhW> ciueil> GjpdK;>)			
Course Code: 21ULTA31	Hrs / Week:6	Hrs / Semester: 90	Credits: 4

Objectives:

- khztpah; ,iw ek;gpf;ifapYk;> ew;gz;GfspYk; tsh;e;J> ,yf;fpa mwptpYk; nkhopj;jpwpdYk; rpwe;J tpsq;f topfhI;ly;.
- fhg;gpa khe;jhpd; tho;f;ifapd; %ykhf fITs; ekg;pf;if> ey;y cwTfs;> ,aw;ifia Nerpj;jy;> nkhopmwpt Nghd;wtw;iw tsur; nra;jy;.

Course Outcome:

CO.No.	,g;ghlj;jpl;lk; khztpaUf;F	mwpTrhh; kjpg;gPL
CO-1	ngz;fspd; rl;lq;fs; chpikfs;> Ntiytha;g;G gww;pa tpguq;fis mwp;e;J nfhs;s cJTfpwJ.	eilKiwg;gLj;jy;
CO-2	murpay; #or;;rp> ,dk;> rhjp Fwpj;j ghFghL ,tw;wpypUe;J tPLjiy ngWk; toptiffisf; fw;Wf;nfhLf;fpwJ.	eilKiwg;gLj;jy;
CO-3	,yf;fpa mwptpid tsh;f;> fhg;gpar; Rit czh;e;J Ritf;f thag;;gspf;fpwJ.	eilKiwg;gLj;jy;
CO-4	jdpkdpj tho;f;ifr; rpf;fy;fis vjpHnfhs;Sk; epiyia cUthf;FfpwJ	eilKiwg;gLj;jy;
CO-5	,g;gFjpapy; thOk; mbj;jl;L kf;fspd; tho;T epiyia mwpe;J nfhs;s cJTfpwJ. ngz;fs; ePjpf;Fg; NghuhLk; czHit tsh;f;fpwJ.	eilKiwg;gLj;jy;> jpwd; Nkk;ghL
CO-6	NghI;bj; NjHTfSf;Fg; gad;gLk; tifapy; gilg;ghf;fj; jpwid tsHf;f cJTfpwJ.	gilg;ghw;wy;>jpwd; Nkk;ghL

SEMESTER – III

Part-I nghJj;jkpo; - jhs; 3 fhg;gpa ,yf;fpaq;fSk; rpw;wpyf;fpaq;fSk; (nra;As;> ,yf;fzk;> ,yf;fpa tuyhW> ciueil> Gjpdk;>)

Course Code: 21ULTA31

Hrs / Week:6

Hrs / Semester: 90

Credits: 4

myF - 1 nraA;s; - 2 kzp fhg;gpaq;fs;

1. rpyg;gjpfhuk; - milf;fyf; fhij : 11 – 94 ghlybfs;
2. kzpNkfiy – MGj;jpud; jpwd; mwptpj;j fhij : 1 Kjy; 56 ghlybfs; 3. nghpaGuhzk; - fz;zg;g ehadhh; Guhzk;. (ghly;fs;: 757 - 762> 67> 74> 81> 84>85> 804> 05> 06> 12> 14> 18> 19> 825 – 832> 834.
4. fk;guhkhazk; - el;Gf;Nfhl; glyk.;
5. rwPhg;Guhzk; - fs;tiu ejp kwpp;j glyk.;
6. Njk;ghtzp - tsd; rdpj;j glyk.;- 9 Kjy; 31 ghly;fs;.

rpw;wpyf;fpak;

1. jpUf;Fw;whyf; FwtQr;p. IV FwtQr;p ehlfk;. 8. vq;fs; kiyNa.

myF -2 ,yf;fzk; - 1 kzp nghUs; ,yf;fzk;

1. mfg;nghUs; : vOjpiz tpsf;fk; - Kjy;> fU> chpg;nghUs;
2. Gwg;nghUs; : ntl;rpj;jpiz Kjy; ghlhz;jpiz tiu tpsf;fk; kl;Lk; ahg;G ,yf;fzk;
1. ahg;G cWg;Gfs;. (vOj;J> mir> rPh;> jis> mb> njhil)

myF - 3 ,yf;fpa tuyhW - 1 kzp

1. lk;ngUq;fhg;gpq;fs;
2. lQr;pWfhg;gpaq;fs;
3. rpw;wpyf;fpaj;jpd; Njhw;wKk; tsh;rr;pAk;> gps;isj;jkpo>; fykg;fk;> FwtQr;p> guzp.
4. Gjpdk; Njhw;wKk; tsh;rr;pAk;..

myF - 4 ciueil - 1kzp ,g;nghOJ ,ts; - g. jpUkiy.

myF - 5 Gjpdk; - 1 kzp

Njhpahazk; (r%f ehty;) - fz;zFkhu tp];t&gd;.

SEMESTER – III			
Course Title : PART – I French Paper – III Advanced French Language			
Course Code : 21ULFA31	Hrs/week : 6	Hrs/ Sem : 90	Credits : 4

Objectives

To enhance the acquisition of all the four competencies of language learning.

To create the independent capability of the learner to respond and tackle the various situations of communication when the learner is in the native country of the target language

Course Outcomes

CO	At the end of this course, the students will be able to	CL
1.	analyse and Interpret French realities	Un, Ap
2.	understand and analyse the various components of French life	Un, An
3.	evaluate French civilisation , appreciate the differences between eastern and western civilisation	Ev
4.	understand grammar and apply the acquired grammatical knowledge to do the grammar exercises	Re, Un, Ap
5.	create passages on her own civilisation in the target language	Un, Cr
6.	comprehend French literature	Un

SEMESTER – III
Course Title : PART – I French Paper – III Advanced French Language

Course Code : 21ULFA31	Hrs/week : 6	Hrs/ Sem : 90	Credits : 4
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Unit 1 – Pas de chance !

- 1.1 – Se plaindre / plaindre quelqu'un
- 1.2 – Donner une explication
- 1.3 – Exprimer une émotion négative
- 1.4 – Demander et dire le poids et la taille
- 1.5 – Chance et malchance

Unit 2 – Beau travail ?

- 2.1 – Comprendre un programme d'échange universitaire
- 2.2 – Exprimer le but, le souhait et un projet professionnel
- 2.3 – Exprimer une capacité, une compétence
- 2.4 – Comprendre des tâches professionnelles
- 2.5 – Universités 2.0

Unit 3 – Au grand air

- 3.1 – Comprendre une BD sur un changement de vie
- 3.2 – Exprimer son insatisfaction
- 3.3 – Exprimer un choix de vie
- 3.4 – Décrire son mode de vie
- 3.5 – Je cultive mon jardin

Unit 4 – C'était bien ?

- 4.1 – Parler de ses difficultés
- 4.2 – Encourager, rassurer
- 4.3 – Parler d'un projet
- 4.4 – Exprimer son accord, son désaccord et intérêt
- 4.5 – Les Français en chanson

Unit 5 – Le texte littéraire

- 5.1 – Demain dès l'aube - Victor Hugo
- 5.2 – La Laitière Et Le Pot Au Lait - Jean De La Fontaine

Prescribed Textbook :

Céline Braud, Aurélien Calvez, Guillaume Cornuau, Anne Jacob, Sandrine Vidal, Cécile Pinson, Marion Alcaraz. *Edito AIMéthode de français*. Paris : Didier, 2016.

Céline Braud, Aurélien Calvez, Guillaume Cornuau, Anne Jacob, Sandrine Vidal, Cécile Pinson, Marion Alcaraz. *Edito AI Cahier d'exercices*. Paris : Didier, 2016.

Books, Journals and Learning Resources

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

SEMESTER – III			
Part II English Poetry, Prose, Extensive Reading and Communicative English - III			
Course Code: 21UGEN31	Hrs/ Week: 6	Hrs/ Semester: 90	Credits: 4

Objectives:

- To acquaint students with literary art and writings of universal appeal.
- To strengthen the proficiency of communicative English through literary based study.

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO Addressed	CL
CO-1	understand the language and literary components of texts	1	Un
CO-2	develop interest and appreciate literary texts	2	Un, Ev
CO-3	comprehend aspects of grammar and its application	6	Un
CO-4	evaluate perspectives and human values for life	4, 5	Ev
CO-5	adopt appropriate technique to enhance communication and writing	3, 7	Ap, Cr
CO-6	enrich vocabulary and develop skills of formal writing and communication	7, 8	Ap, Cr

SEMESTER – III			
Part II General English Poetry, Prose, Extensive Reading and Communicative English - III			
Course Code: 21UGEN31	Hrs/ Week: 6	Hrs/ Semester: 90	Credits: 4

Unit I –Poetry

- William Shakespeare – All the World’s a Stage
Dylan Thomas – Do not go gentle into that good night
Sri Aurobindo Ghosh – The Divine Worker

Unit II – Prose

- Bertrand Russell – How to Avoid Foolish Opinions
Virginia Woolf – Men and Women
M.K. Gandhi – At School

Unit III – Fiction

- Charlotte Bronte –*Jane Eyre* (Abridged Version)

Unit IV – Grammar

Active and Passive Voice, Direct and Indirect Speech

Unit V –Communication Skills

Listening Comprehension, Close Reading, Conversational English, Formal Writing

Text Books:

Units I – III – Compiled by the Research Department of English.

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

Unit V – CLIL (Content & Language Integrated Learning) – Module IV by TANSICHE.

SEMESTER III	
Core V	Business Economics

Course Code : 21UBAC31	Hrs/Week : 6	Hrs/Sem : 90	Credits : 4
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Objectives

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

Course Outcomes:

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the concept of economics	1,3,5	Un
CO-2	learn about the concept of production and cost function	5	Un
CO-3	an awareness of market structure and competition	8	Ap
CO-4	evaluate the elements of money and inflation and national income	1,2,3	Ev
CO-5	exhibit ability to perfect competition	9	Un, Ap
CO-6	gain a knowledge of fundamentals of economics	1,5	Ap

SEMESTER III			
Core V		Business Economics	
Course Code : 21UBAC31	Hrs/Week : 6	Hrs/Sem : 90	Credits : 4

Unit –I Fundamentals of Economics

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

(18 hours)

Unit –II Demand and Supply Analysis

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

(18 hours)

Unit – III Theory of Production and Cost Function

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

(18 hours)

Unit – IV Market Structure and Competition

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

(18 hours)

Unit –V Introduction to Macro Economics

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

(18 hours)

Text Book

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

Books for Reference

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

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

Objectives:

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

Course Outcomes:

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

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 and to study the electronic banking.	2, 5	Un, Cr
CO - 5	understand the different modes of charging security and to study the benefits and constraints of banking.	2, 5	Un, Ap
CO - 6	understand the basic concepts of electronic banking.	1, 5	Un

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

Unit I – Banker and Customer

Origin of Banking – Banker – Customer – the relationship between Banker and a Customer:

General Special – A banker’s Duty to maintain secrecy of customer’s account. Bank customers – special types – classification.

(12 hours) Unit II – Deposits

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

(12 hours) Unit III – Financial Instruments

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

(12 hours) Unit IV– Loans and advances and Modes of security

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

(12 hours)

Unit V – E - Banking

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

(12 hours)

Text Book:

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

Books for Reference:

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

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

Objectives

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

Course outcomes:

CO.No.	Upon completion of this courses, students will be able to	PSO addressed	CL
CO - 1	understand the concept of logistics management and its evolution	1	Un

CO – 2	impart the knowledge on logistics transportation	7	Un
CO – 3	understand the importance of logistics to the economy	2	Re
CO – 4	gain knowledge on performance measurement and logistics audit	5	Un,Cr
CO – 5	provide knowledge on types of inventory among global logistics	3, 5, 7	Cr, Re
CO – 6	know about supply chain management	2,4	Cr

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

Unit I Introduction to Logistics management

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

(12 hours)

Unit II Logistics Delivery and Fulfilment

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

(12 hours)

Unit III Costs and Performance Measurements

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

(12 hours)

Unit IV Logistics Strategy and Supply Chain Management

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

(12 hours)

Unit V Global Logistics

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

(12 hours)

Text Book:

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

Books for Reference:

2. Martin Christopher *Logistics and Supply Chain Management* Mumbai, FT Publishing international 5th edition.
3. Paul A Myerson *Lean Supply Chain and Logistics Management* New Delhi, MCGraw Hill, 1st Edition.
4. Doughan Lambert, *Fundamentals of logistics management* New Delhi, Mc Graw Hill, 1998

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

Objectives:

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

Course Outcomes:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	understand the meaning, nature and basic concepts of management.	1	Un
CO-2	understand the evolution of management	2	Un
CO-3	describe the diversity of management	4, 6	An
CO-4	understand the classical management theories of management and its functions	1,2, 4, 7	Un, Ap

CO-5	understand the behavioural and modern management theory and to study the qualities of managers	1,2, 4, 7	Un, An, Ap
CO-6	understand the functions performed by management	1,4,7	Ap

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

Unit I Basics in Management

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

(6 hours)

Unit II Diversity in Management

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

(6 hours)

Unit III Contribution of Management

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

(6 hours)

Unit IV Functions of Management

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

(6 hours)

Unit V Role of Manager

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

(6 hours)

Text Book:

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

Books for Reference:

2. C.B.Gupta - *Management Theory & practice*, NewDelhi, Sultan Chand & Sons, 5th Edition 2017
3. P.C. Tripathi& P.N Reddy - *Principles of Management*, NewDelhi, Tata McGraw Hill, 6th Edition 2010.
4. Weihrich and Koontz – *Management, AGlobalPerspective.*, NewDelhi, Tata McGraw Hill 14th Edition 2019.
5. N.Premavathy - *Principles of Management*, Chennai,Sri Vishnu Publication, 7th Edition 2003.

Semester – II I			
Women’s Syne rgy			
Code : 21UAWS31	Hrs/ Week : 2	Hrs/Sem:30	Credits : 2

Unit I - Physical Health

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

Unit II – Psychological Health

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

Unit III – Women and Legal Awareness

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

Unit IV – Women and Finance

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

Unit V – Women’s Empowerment in Various Domain

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

SEMESTER III

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

Objectives:

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

Course Outcomes:

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

SEMESTE R III

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

Unit -I Personality

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

Unit-II Self Monitoring

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

Unit-III Team Building

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

Unit-IV Communication

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

Unit-V Social Graces

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

Text Book:

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

Books for Reference:

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

SEMESTER – IV

Part-1 nghJj;jkpo; - jhs; 4 rq;f ,yf;fpak;
(nraA;s;> ,yf;fzk;> ,yf;fpa tuyhW> ciueil> ehlfk;)

Course Code: 21ULTA41	Hrs / Week:6	Hrs / Semester: 90	Credits: 4
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Objectives:

- khztpaUf;F ey;y kjpg;gPLfisf; fw;gpj;J> tho;tpy; mtw;iwg; gpd;gw;wtoptFj;jy;.
- ,yf;fpakhe;jhpd; %yk ;ey;ytho;f;if mDgtq;fisg; ngwr; nra;J jd;dk;gpf;if> MSikj; jpwk;> nkhop mwpT ,tw;iw cUthf;Fjy;.

Course Outcome:

CO.No.	,g;ghlj;jpl;lk; khztpaUf;F	mwpTrhh; kjpg;gPL
CO-1	mDgt mwpit tsh;f;fpwJ.	eilKiwg;gLj;jy;
CO-2	goe;jkpoh; tho;tpay; Kiwfis fw;W gadila cjTfpwJ.	eilKiwg;gLj;jy;
CO-3	kdpjNeak;> ,iwek;gpf;if ,tw;iw cUthf;FfpwJ.	cUthf;fk;
CO-4	jdpkdpj tho;f;if; rpf;fy;fis vjpHnfhs;Sk; epiyia cUthf;FfpwJ	eilKiwg;gLj;jy;> cUthf;fk;
CO-5	rKjha gpur;rpidfis vjpHnfhs;Sk; jpwk; fpilf;fpwJ.	eilKiwg;gLj;jy;> jpwd; Nkk;ghL
CO-6	Nghl;b; NjHTfSf;Fg; gad;gLk; tifapy; gilg;ghf;fj; jpwid tsHf;f cjTfpwJ.	gilg;ghw;wy;> jpwd; Nkk;ghL

SEMESTER – IV

Part-1 nghJj;jkpo; - jhs; 4 rq;f ,yf;fpak;
(nraA;s;> ,yf;fzk;> ,yf;fpa tuyhW> ciueil> ehl fk;)

Course Code: 21ULTA41	Hrs / Week:6	Hrs / Semester: 90	Credits: 4
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myF - 1 nraA;s; - 2 kzp vl;Lj;njhif

1. ew;wpiz - ghly;fs; : 64> 318
 2. FWe;njhif - ghly;fs; : 3> 20> 75
 3. lq;FEW}W - nryT mOq;Ftpj;jg; gj;J - ghly;fs; : 304> 307> 308> 309
 4. gjpwW;g;gj;J - ghly; : 25
 5. ghpggly; - ghly; 6 (1-10 mbfs;)
 5. fypj;njhif - ghly; : 51
 6. mfehD}W - ghly;fs; : 20> 194
 7. GwehD}W - ghly;fs; : 191> 204
- gj;Jgg;hl;L
kIuif;fhQr;p - 63 thpfs;

myF -2 ,yf;fzk; - 1 kzp

1. ghtiffs; - ntz;gh>Mrphpag;gh nghJ ,yf;fzk;
2. mzp ,yf;fzk; - ctik>cUtkf;> Ntw;Wik> tQ;rgG;fo;r;rp> rpNyil> jw;Fwpg;Ngww;k
3. thf;fpa tiffs ;
4. gpwnkhopr ;nrhw;fisePf;fpvOJjy;
m. Mq;fpyr; nrhw;fs;
M. tlnkhopr; nrhw;fs;
,. njYq;Fr; nrhw;fs;

myF 3 ,yf;fpatuyhW - 1 kzp

1. vl;Lj;njhif E}y;fs;
2. gj;Jgg;hl;L E}y;fs;
3. rq;f ,yf;fpaj;jpd; jdpr;rpwg;Gfs;
4. ehlfk; - Njhw;wKk; tsh;rr;pAk;

myF - 4 ciueil - 1kzp

,yf;fpaj; njd;wy; - jkpo;j;Jiw - fl;Liu; njhFg;G>

J}a khpad;idfy;Y}hp (jd;dhl;rp)> J}j;Jf;Fb

myF -5 ehlfk; - 1 kzp

Mapuk; G+f;fs; kyul;Lk; - fPo;f;Fsk; tpy;ytd

SEMESTER – IV

Course Title : PART – I French Paper – IV French Course and Literature

Course Code : 21ULFA41 Hrs/week : 6 Hrs/ Sem : 90 Credits : 4

Objectives

To create and develop the taste for literary readings in the target language.

To motivate students to appreciate the French literature.

Course Outcomes

CO	At the end of this course, the students will be able to	CL
1.	reflect upon the author's ideas and transform their own personality	Un
2.	explore a literary text, with the perspective of analyzing the content and manner of writing	Un, An
3.	create critical appreciations	Ev
4.	evaluate the literary piece in comparison with any other of another language	An, Ap
5.	identify grammar rules in literary text and apply the grammatical knowledge to do grammar exercises	Re, Un, Ap
6.	discover, interrogate and reflect on the humanistic value	An

SEMESTER – IV

Course Title : PART – I French Paper – IV French Course and Literature

Course Code : 21ULFA41 Hrs/week : 6 Hrs/ Sem : 90 Credits : 4

Unit 1 – XVII^esiècle

- 1.1 – Le Corbeau et le Renard - Jean de la Fontaine
- 1.2 – Le Petit Chaperon Rouge - Charles Perrault
- 1.3 – Le Passe Composé

Unit 2 – XVIII^esiècle

- 2.1 – Zadig : La danse - Voltaire
- 2.2 – La Révolution française
- 2.3 – L'imparfait

Unit 3 – IX^esiècle

- 3.1 – Chansons d'automne - Paul Verlaine
- 3.2 – Le Père Goriot (*extrait*) - Honoré de Balzac
- 3.3 – Les Pronoms relatifs

Unit 4 – XX^esiècle

- 4.1 – Le Pont Mirabeau - Guillaume
Apollinaire
- 4.2 – L'Etranger (*extrait*) - Albert Camus
- 4.3 – Les Indicateurs temporels

Unit 5 – La littérature francophone

- 5.1 – Le Grand Cahier (*extrait*) - Agota Kristof
- 5.2 – Le fils à la recherche de sa mère- Pape Faye

5.3 – Le Futur proche et le futur simple

Books, Journals and Learning Resources

- K. Madanagobalane, N.C.Mirakamal.*Le Francais par les Textes*. Chennai :Samhita Publications, 2019.
- Blondeau Nicole, Allouache Ferroud jà, Ne Marie-Françoise.*Littérature Progressive du Français*.Paris : CLE International,2004.
- Carlo Catherine, Causa Mariella.*Civilisation Progressive du Français – I*. Paris : CLE International, 2003.
- Akyuz Anne,Bazelle-Shahmaei Bernadette, Bonenfant Joelle, GliemannMarie-Francoise.*Les 500 exercices de grammaire*. Paris : Hachette livre,2005
- Grégoire Maria.*Grammaire Progressive du français*. Paris :CLE International,2002.
- Sirejols Evelyne, TempestaGiovanna,Grammaire. *Le Nouvel Entraînez-vous avec 450 Nouveaux Exercices*. Paris : CLE International, 2002
- www.francaisfacile.com/exercices/
- www.bonjourdefrance.com
- <https://www.conte-moi.net/node/120>

SEMESTER – IV			
Part II English Poetry, Prose, Extensive Reading and Communicative English - IV			
Course Code 21UGEN41	Hrs/ Week: 6	Hrs/ Semester: 90	Credits: 4

Objectives:

- To advance students’ understanding of literary art and writings of universal appeal.
- To further the proficiency of communicative English through literary studies.

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO Addressed	CL
CO-1	comprehend better the language and literary components of texts	1	Un
CO-2	gain deeper insight into literary experience and expressions of writers	2	Un
CO-3	be competent in conversational and functional English	3	Ap

CO-4	employ nuances of verbal and non-verbal techniques in communication	5, 6	Ap
CO-5	adopt right perspectives of human values for life	4, 5	Ap
CO-6	face interviews and competitive exams with confidence	7	Ap

Unit	SEMESTER - IV		
I –	Part II English Poetry, Prose, Extensive Reading and Communicative English - IV		
	Course Code :21UGEN41	Hrs/ Week: 6	Hrs/ Semester: 90
			Credits: 4

Poetry

John Keats – Bright star, would I were steadfast

E.E. Cummings – I carry your heart with me

Jayanta Mahapatra – Relationship

Unit II – Prose

Helen Keller – Three Days to See

Jerzy Kosinski – TV as a Baby Sitter

Bhabani Bhattacharya – Names are not Labels

Unit III – Fiction

Thomas Hardy – *Tess of the d' Urbervilles* (Abridged Version)

Unit IV – Grammar

Types of Sentences, Transformation of Sentences

Unit V – Communication Skills

Verbal and Non-Verbal Communication, Interview, CV- Resume, Presentation Skills

Text Books:

Units I – III – Compiled by the Research Department of English.

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

Unit V – CLIL (Content & Language Integrated Learning) – Module IV by TANSICHE.

SEMESTER IV			
Core – VI		Quantitative Techniques for Managers	
Course Code:21UBAC41	Hrs/Week:6	Hrs/Semester: 90	Credits:4

Objectives:

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

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	understand the meaning, nature and methods of data collection.	1	Un
CO-2	determine the approximate location of transportations problems.	6	An

CO-3	determine the graphical solutions to maximize the problem	4, 6	Ap
CO-4	determine the models in operation research	1, 6	An
CO-5	determine the applications operation research	6	An
CO-6	know about the techniques in probability	4, 6	Ap

SEMESTER IV			
Core – VI		Quantitative Techniques for Managers	
Course Code:21UBAC41	Hrs/Week:6	Hrs/Semester: 90	Credits:4

Unit I Simulation:

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

Unit II Transportation Problem:

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

Unit III Linear Programming

Introduction - Definitions - Graphical Solution Methods of LP Problems - Extreme Point Solution Method - Maximization LP Problem - Minimization LP Problem - Mixed Constraints

LP - Alternative (or Multiple) Optimal Solutions - Unbounded Solution - Infeasible Solution – Redundancy

Unit IV Operations Research

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

Unit V Probability

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

Text Book:

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

Books for Reference:

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

Semester IV			
Allied IV	International Business		
Code : 21UBAA41	Hrs/Week: 4	Hrs/Sem:60	Credit : 4

Objectives:

- To give international perspective to learners as to establishment of business and running of business in the era of Globalization.
- To enable students to have an adequate knowledge on international business.

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	communicate the nature theories and competitive advantages of international business.	3, 4	Un
CO-2	describing the modes of entering into international business-licensing, franchising, exporting and key projects.	4, 6	An

CO-3	elaborate the detailed study on MNC'S-growth, structure, merits and demerits.	5, 8	Ap
CO-4	impart the international marketing Intelligencesources, characteristics and process of IMI'S	3, 6, 8	An
CO-5	identify the financing foreign Trade-functions of ECGC,EXIM.	1, 4, 8	An
CO-6	elaborate the procedure to be implemented for STC,AEPC,TTCI	3, 8	Ap

Semester IV			
Allied IV		International Business	
Code : 21UBAA41	Hrs/Week: 4	Hrs/Sem:60	Credit : 4

Unit – I Nature Theories and Competitive Advantage:

Evolution – nature of international business – reasons and stages of internationalization – approaches and theories of international business – comparative advantages and problems of international business.

Unit – II Modes of Entering International Business

International business analysis – modes of entry – exporting – licensing – franchising – contract manufacturing – turn key projects – foreign direct investment modes of entry.

Unit – III Multinational Corporations

Meaning of MNC, international companies, global company, and transnational corporation – Factors for the growth of MNCs – organizational design and structure of MNCs – merits and demerits of the MNCs – role of MNCs in India.

Unit – IV International Marketing Intelligence

Meaning – information required – sources of information – characteristics of sounds IMIs – meaning of marketing research – scope and process of marketing research.

Unit – V Promotion and Financing Foreign Trade

Functions of ECGC, EXIM bank , STC, TTCIL, ITPO, AEPC.

Text Book

- Introduction to International Business – P.Subha Rao [Himalaya publishing House]

Reference Books

- Cherunilam Francis, Internatioanl Trade and Export Management - Himalaya Publishing House - Mumbai.
- T.T. Sethi, Money Banking & International Trade - S.Chand & Co., - Delhi.
- Robert J.Carbaugh, International Economics - Thomson Information Publishing Group –

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

Objectives

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

Course Outcome:

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the basic nature, scope, duties and responsibilities of office management	1,4	Un
CO-2	understand scientific approach of office management	4	Un

CO-3	know the importance of Office system procedures and effective communication process	1	Cr
CO-4	analyze the office forms, design, management and control and to identify the difference between Electronic Records and Paper Analog	2,3,5, 7	Re, An
CO-5	understand office environment and building accommodation, layout and environment	1,5, 8	Un, Re, Ev
CO-6	evaluate modern tendencies in concept of office records management	5	Ev

SEMESTER IV

Core SB		Office Automation	
Course Code: 21UBAS41	Hrs/Week : 4	Hrs/Sem : 60	Credits : 4

Unit - I Introduction to Office management

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

Unit – II Office Systems

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

Unit – III Forms, Design, Management and Control

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

Unit –IV Office Accommodation, Layout and Environment

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

Unit – V Office Records Management

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

Text Book

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

Books for Reference

2. S.P. Arora, *Office Organisation and Management* New Delhi, Vikas Publishing House Private Limited, 2018.
3. R.K.Chopra *Office Organisation and Management* Himalaya Publishing House, 2009.

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

Objectives:

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

Course Outcome:

CO No.	Upon completion of this course, students will be able to	PSO addressed	Cognitive Level
CO-1	know the basic meaning of entrepreneur.	1	Un
CO-2	gain knowledge on classifications of entrepreneurs	1,3	Ap

CO-3	understand about starting a business	3,6	Un
CO-4	familiarize with project appraisal and to gain knowledge on project report	1,3, 6	Un, Ap
CO-5	understand about the functions of DIC and to study the importance and challenges of women entrepreneurship.	1, 3,4, 5	Un, An
CO-8	know the challenges faced by women entrepreneur	1,6	Un

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

Unit I Introduction to Entrepreneurship:

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

Unit II Business start-up:

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

Unit III Institutional support for Entrepreneurship development:

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

Unit IV Project report:

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

Unit V Women entrepreneurship:

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

Text Book:

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

Books for Reference:

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

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

Course Outcome:

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

Unit I: Meditation

(6 Hrs)

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

Unit II: Self-Awareness

(6 Hrs)

Awareness – Self-awareness – Importance of self-awareness – Shades of self-awareness – Difference between Awareness and Concentration – Power of concentration – Levels of concentration – How to increase concentration? – Beauty of living here and now – Ways to develop your presence – Selfawareness and Ecology: interconnectedness **Exercises:** Body Scan exercise – Self-Witnessing exercise – Eating Raisin with full awareness

Unit III: Yoga

(6 Hrs)

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

Exercises:Practicing basic Asanas – Doing Sun Salutation

Unit IV: Mindfulness

(6 Hrs)

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

Unit V: Heartfulness

(6 Hrs)

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

Exercises: Practice Loving-Kindness meditation– Doing compassionate actions

Text Book:

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

Books References:

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

Assessment

Internal Assessment :

Class Exercises (Unit wise exercises as given in syllabus)	5x10	50
Homework (Assignment, Charts, Aids, creative works, etc)	5x 5	25

External Assessment

Objective Type Questions	5x10	25
Total		100

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

Objectives:

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

Course Outcomes:

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

SEMESTER IV

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

Unit I Nature of Management

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

Unit II Planning and Decision making

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

Unit III Characteristics of Leadership

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

Unit IV Values in Management

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

Unit V Corporate Social Responsibility

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

1. Harold Koontz, Heinz Weihrich, *Essentials of Management – An International Perspective*, New Delhi, TATA McGraw Hill., 7th Edition, 2009 **Books for Reference:**
2. Hellriegel and Slocum, *Management: A competency based approach*, United Kingdom, Thomson Learning, 4th Edition, 2015
3. Marianne M. Jennings, *Cases in Business ethics*, Boston CA, Cengage Learning, 6th Edition, 2009

Semester – V

Core VII (Common Core) Human Resource Management			
Course Code:21UMCC51	Hrs/Week: 6	Hrs/Sem: 90	Credit :3

Objectives:

- To enable students to understand the basic concepts in HRM □
- To familiarize students on the various aspects of HRM

Course Outcome:

CO No.	Upon completion of this course. students will be able to:	PSO addressed	CL
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 HR.	1.2.3	Un
CO - 3	know the importance of training and development in HR.	2.3.4	Ap
CO -4	gain knowledge on compensation methods and transfer policies	3.4	An
CO -5	know about the significance and problems in performance appraisal.	3.4.5	Ap
CO - 6	know about the methods of performance appraisal	3.4.5	Ap

Semester – V			
Common Core VII Human Resource Management			
Course Code:21UMCC51	Hrs/Week: 6	Hrs/Sem: 90	Credit :3

UNIT-I: Introduction 15 Hrs

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

Unit-II: Human Resource Planning, Recruitment and Selection 20 Hrs

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

UNIT-III: Training and Development 20 Hrs

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 15 Hrs

Transfer: Objective – Procedure of Transfer -Transfer Policy - Promotion: Purpose – Types of Promotion -Promotion Policy – Demotion –Causes of Demotion – Dismissal- Compensation: Objective – Principles – Separations – Absenteeism – Labour Turnover- Impact of Labour Turnover

UNIT-V: Performance Appraisal 20 Hrs

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*. New Delhi: Ane Books Pvt., Third Edition. 2016.

Books for Reference:

1. Dr. C. B. Gupta. *Human Resource Management*. New Delhi: Sultan Chand & Sons. Thirteenth Edition. 2018.
2. C. P. Memoria. *Personnel Management*. New Delhi: Himalaya Publishing House. Third Edition. 2011
3. L. M. Prasad. *Human Resources Management*. New Delhi: Sultan Chand & Sons. Fifth Edition. 2014.
4. Gary Dessler. *Human Resource Management*. New Delhi: Prentice Hall. First Edition. 2013.

5. Michael Armstrong. *A Handbook of Human Resource Management Practice*. New Delhi: Kogan Page. Third Edition. 2012.

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

Objectives:

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

Course Outcomes:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	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 and to construct the questionnaires and interview schedule.	2,5	Un, Cr
CO-4	gain insights in the interpretation of data and report writing.	4	Re, Cr
CO-5	conduct pre-test for doing research.	1,4	Re
CO-6	understand and undertake pilot study and to write research report.	3,6	Cr, Re

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

Unit I: Meaning and Process of Research

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

(18 hours)

Unit II: Identification and testing of Research Problem

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

(18 hours) **Unit III: Sampling methods**

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

(18 hours) **Unit IV: Processing of data**

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

Unit V: Report Writing

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

(18 hours)

Text Book:

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

Books for Reference:

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

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

Objectives:

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

Course Outcomes:

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

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

Unit - I Introduction:

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

(18 hours) Unit – II Women Entrepreneur:

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

(18 hours) Unit – III Schemes for Entrepreneurs:

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

(18 hours)

Unit – IV Small Industries

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

(18 hours) Unit – V Project Identification:

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

(18 hours)

TextBook:

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

Books for Reference:

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

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

Objectives:

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

Course Outcomes:

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

SEMESTER V

Core X	Case Study	sis	
Analy			
Course Code:21UBAC53	Hrs/Week: 5	Hrs/Sem: 75	Credits:4

CASE ANALYSIS

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

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

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

Objectives

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

Course Outcomes:

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the concept of information Technology	1	Un
CO-2	apply spell and grammar check in Ms Office and to Create word documents with formatting features	3,4,5	Ev,Cr

CO-3	know about Ms Excel in detail for calculations	5	An
CO-4	know about Ms Power Point for presenting company data	5	An
CO-5	gain knowledge in internet applications	6	Cr
CO-6	understand the history and basic concepts of computers	1	Un

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

Unit – I Basics of Information technology

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

(15 hours) Unit

– II Microsoft Word

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

Editing the Document

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

(15 hours) Unit

– III Microsoft Excel

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

Working in Excel

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

(15 hours)

Unit – IV Microsoft PowerPoint

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

Microsoft Access

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

(15 hours)

Unit - V Internet

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

(15 hours)

Text Book:

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

Books for Reference:

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

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

Course Outcome

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

Unit I: Fundamentals of Computers:

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

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

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

Unit III: Social Media:

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

Unit IV: Introduction to Soft Skills:

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

Unit V: Understanding Self and Team Building:

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

Books for Reference:

1. Peter Norton, Introduction to Computers 6th Edition
2. Charles P Pfleeger, Shari Lawrence Pfleeger, Security in Computing, I
Edition, Pearson Education, 2003.
3. E.Balagurusamy, Fundamentals of Computers, McGraw Hill
4. Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang ,
E-Commerce fundamentals and applications, Wiley Student edition
5. Benita Bhatia Dua, DeepaJeyaraman, Profit with Social Media, CNBC
6. Dr.K.Alex, Soft Skills, S.Chand & Co
7. <http://www.digitalindia.gov.in/content/social-media-analytics>
8. <https://www.researchgate.net/publication/307878962> Introduction to E-
Governance
9. <http://www.ijqr.net/journal/v10>
10. <https://www.researchgate.net/publication/258339295> FUNDAMENTALS OF
COMPUTER STUDIES

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

Objectives

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

Course Outcomes:

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

CO – 6	learn the theories of post purchase evaluation	3	Un
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SEMESTER V	
SELF STUDY PAPER	CONSUMER BEHAVIOUR
Course Code :21UBASS3	Credits :2

Unit I Introduction

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

Unit II Environmental Influences on Consumer Behavior

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

Unit III Buying Behavior

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

Unit IV Customer Satisfaction

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

Unit V Consumerism

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

Text Book:

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

Books for Reference:

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

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

Objectives

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

Course Outcomes:

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the concept and different categories of digital marketing	1,3	Un
CO-2	gain knowledge on digital retail business model	1,4	Un, An
CO-3	effective knowledge on E-Payment system	1,3,4	Un, An
CO-4	know the difference between hacking and cracking	1,5	Ap

CO-5	understand the importance of mobile banking applications	1,5,8	Ap
CO-6	apply digital marketing plans to successful companies	6	Ap

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

Unit –I Introduction to Digital Marketing

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

(18 hours) Unit –II E- Digital Business Models and Mobile Technology

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

(18 hours)

Unit –III Digital Display and Business Applications

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

(18 hours) Unit –IV E-Payment System

E-Payment System – Meaning – Definition – Benefits to buyer and Seller –E-Payment System in Credit card – Mobile Payment – smart card cash payment system – micro payment system – ECash

– Process – Issues in E-Cash - E-Wallets – Types of E-Wallets – Mobile Wallet Vs E-Wallet - E-Cheque – Advantages and Disadvantages of E-Cheque – Types of E-Cheque -Digital cards – Types digital cards– Stored value card

(18 hours) Unit –V Security, Legal Privacy Issues

Cyber Security – Cyber crimes – Introduction – Types of cyber crime -Difference between Hacking and Cracking – Types of Hackers – E-mail crimes – Social Networking Crimes – Financial /Banking Frauds – Mobile Phone Technology Crime **(18 hours)**

Text Book:

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

Books for Reference:

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

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

Objectives:

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

Course Outcomes:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	know the value proposition used in knowledge management	2	Un, Re
CO-2	construct the knowledge strategy	2	Un, Cr
CO-3	gain knowledge of strategic dimensions	5	Un, Cr
CO-4	implementation of knowledge management system	4	Re, Cr
CO-5	describe the tools and techniques in knowledge management	1,4	Un

CO-6	evaluate the measures of knowledge management in global era	6	An, Re
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SEMESTER VI			
Core – XII		Knowledge Management	
Course Code:21UBAC62	Hrs/Week:6	Hrs/Sem: 75	Credits:5

Unit I Introduction to Knowledge Management

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

(18 hours)

Unit II Dimensions of Knowledge Management

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

(18 hours) Unit III Process and System of Knowledge Management

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

(18 hours) Unit IV Tools and techniques of Knowledge Management

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

(18 hours)

Unit V Knowledge Management in Global Era

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

(18 hours) Text Book:

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

Books for Reference:

2. Fernandez A C, *Knowledge Management*, New Delhi, Pearson Education, 2nd Edition.

3. Anu Singh Lather, Anil K Saini and Sanjay Dhingra Ed., *Knowledge Management*, New Delhi, Macmillan, 4th Edition.

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

Objectives

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

Course Outcomes:

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

Unit I Introduction

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

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

(18 hours) Unit II Exchange Control and Tax

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

(18 hours) Unit III Techniques In Financing

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

(18 hours)

Unit IV Payment Terms and Procedures

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

(18 hours) Unit V Regulation and Formalities

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

(18 hours) Text

book:

1. Justin Paul, Rajiv Aserkar *Export Import Management* New Delhi, Oxford Publication, 2013
2. Dr.Swapnapillai *Export and Import procedure and documentation* Mumbai, Sahitya Bhawan publication 2020.
3. Sultan Ahmad MadhurimaLall *Export Import: Procedure and Documentation* New Delhi, Sultan Chand Publications 2021.

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

Objectives:

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

Course Outcomes:

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

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

Unit I Information System:

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

(18 hours) Unit II Automation System

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

(18 hours) Unit III Decision Support System

Decision Support System: Decision Making Process – DSS Components – The Structure of Decision Support Systems – Fundamental DSS Program Structure - What if Analysis – Sensitivity Analysis – Goal Seeking Analysis – Artificial Intelligence Technologies in Business: Neural Networks – Fuzzy Logic Systems – Genetic Algorithms – Expert Systems – On – Line Analytical Processing – Data Warehousing - Data Mining – Business Intelligence Tools in Supporting Management Decision Making. **(18 hours)**

Unit IV Managing information technology:

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

(18 hours)

Unit V Challenges in handling information technology:

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

(18 hours)

Text Book:

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

Books for Reference:

2. Kenneth C. Laudon, and Jane P.Laudon, *Management Information Systems – Managing the Digital Firm, Prentice* –New Delhi, Prentice Hall, Tenth Edition, 2008.
3. Hitesh Gupta, —*Management Information System – An Insight*,New Delhi, International Book House Pvt. Ltd., Revised Edition, 2013.
4. Waman S.Jawadekar, —*Management Information Systems – Text and Cases*, New Delhi, Tata McGraw – Hill Publishing Company Limited, Third Edition, 2008.
5. C.S.V. Murthy, —*Management Information Systems – Text & Applications*, Mumbai, Himalaya Publishing House, Reprint, 2010.

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

Objectives

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

Course Outcomes:

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the concept of management issues	1	Un
CO-2	evaluate the recent trends in management	4	Ev
CO-3	know about challenges faced by management and financial innovations	5	An
CO-4	create problem solving skill	3,5	Cr
CO-5	know about human resource issues in workplace	1,5	Un
CO-6	understand the psychological problems of workers	1	Un

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

Unit I Macro Economic & Entrepreneurial Issues

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

(18 hours) Unit II Finance Issues

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

(18 hours) Unit III Human Resource Issues

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

(18 hours) Unit IV Marketing Issues

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

(18 hours)

Unit V: Psychological issues

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

(18 hours) Text

Book:

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

Books for Reference:

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

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

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

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

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