VELLALAR COLLEGE FOR WOMEN (Autonomous), ERODE

DEPARTMENT OF BUSINESS ADMINISTRATION
WITH COMPUTER APPLICATIONS

UG Course: B.B.A. (C.A.)

COURSE CONTENT, SCHEME OF EXAMINATIONS, CREDITS, SYLLABUS AND QUESTION PAPER PATTERN
[CHOICE BASED CREDIT SYSTEM (CBCS) PATTERN]

2018 - 2019 ONWARDS

DEPARTMENT OF
BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS
VISION

To establish, maintain and promote the department as a Centre of Excellence in management education, thereby producing socially responsible entrepreneurs and enterprising business professionals.

MISSION

- To become a Centre of Excellence in management education
- To empower women from all walks of life through managerial opportunities, training and education
- To create innovative entrepreneurs for industrial development and economic growth
- To promote citizenship behavior towards nation building

PROGRAMME EDUCATIONAL OBJECTIVES

- To transform and empower women graduates to meet global challenges through holistic education in terms of recent Teaching-Learning methodologies
- To groom the graduates towards excellence through building communication skills, handling leadership challenges and negotiating career path ways
- To heighten the conscious of the graduates on socio-economic concern and to inculcate moral and ethical values to chisel them as better human being
- To prepare the students to explore and exploit the opportunities and meet the challenges of the dynamic business environment
- To produce professionals with managerial skills, entrepreneurial talents and research acumen

PROGRAMME SPECIFIC OUTCOMES

- To understand and apply the concepts of management in the corporate arena.
- To demonstrate the precise efficiency in MS-Office, Tally, Internet and Web Designing, Visual Basic, Photoshop, Flash, 3DMax and Sound Forge.

- To develop a flair for communication, analytical and decision making ability to excel in their profession.
- To empower the students with entrepreneurial skills for career development and future prospects.
- To explore the managerial skills through institutional training and project work.
- To inculcate business ethics and to familiarise the students with corporate social responsibilities to become sociopreneurs.

PROGRAMME OUTCOMES

The programme aids the graduates to

PO1   Emerge with competency in the subject of Business Administration and apply knowledge to cater to the needs of Society / Employer / Institution / Own Business Enterprise

PO2   Imbibe analytical/critical/logical/innovative thinking skills in the field of Business, Management and Computer Applications

PO3   Acquire distinct traits and ethics with high professionalism to gain a broader insight into the domain concerned for nation building

PO4   Apply the management knowledge in all areas of business operation to ensure organizational success

PO5   Explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment

❖ **ELIGIBILITY FOR ADMISSION TO THE COURSE**

Candidates for admission to the first year of the BBA (CA) degree course shall be required to have passed the Higher Secondary Examination (Academic or Vocational) which is conducted by the Government of Tamilnadu or any other examination accepted as equivalent thereto by the Syndicate.

❖ **DURATION OF THE COURSE**

The course shall extend over a period of 3 years comprising of six semesters (two semesters per year).

❖ **COURSE OF THE STUDY**

The course of study for the BBA (CA) degree shall consist of the following:

a) Part I   - Tamil or Hindi

b) Part II   - English

The subjects of Part I and Part II shall be offered during the first two semesters with one examination at the end of each semester.

c) Part III   - Core, Allied and Electives.

d) Part IV   - 1. Tamil/ Advanced Tamil/ Non-Major Elective Papers

2. Environment Studies

3. Skill Based Subjects:

I - Entrepreneurial Skill Development

II - Multi-skill Development Paper

III - Mental Aptitude Development

IV - Concepts in Retailing

4. Value Education

e) Part V   - Extension activity

❖ **NON-MAJOR ELECTIVE PAPERS**

The students have to undergo two Non-Major Elective papers under Part IV offered by other departments. Only internal evaluation for Part IV (1) – Tamil.

❖ **SKILL-BASED SUBJECTS**

The Skill-based subjects I, III and IV are offered to all students under cafeteria system across majors and the Skill-based subject II is offered to the students of BBA(CA).

❖ **CERTIFICATE COURSE**

A Certificate course on "Personality Empowerment" is offered to all the final year BBA (CA) students. For this purpose, a MoU is signed with Pheonix Training Academy, Erode.

❖ **MEDIUM OF INSTRUCTION AND EXAMINATIONS**

The medium of instruction and examination for the papers of Part I and II shall be the language concerned. For Part III subjects the medium of instruction and examination shall be English. Examinations shall be conducted at the end of every semester for the respective subjects.

❖ **PASSING MINIMUM**

a) A candidate shall be declared to have passed in a paper, if she obtains not less than 40 per cent of marks in that paper (External-30). She shall be declared to

have passed the whole examination, i.e., Part I, II, III, IV&V, if she passes in all the papers.

b) A candidate failing to secure the minimum marks prescribed shall be required to reappear for the examination in that paper and obtain not less than the minimum marks required for the passing of the paper.

❖ **OTHER REQUIREMENTS**

Institutional training for a period of one month in various industrial establishments is to be completed within the three years of the course followed by submission of report and the award as good/ commended by the respective faculty.

❖ **SELF LEARNING PAPER - OPTIONAL**

- Business Ethics
- General Awareness(Optional)

❖ **TOTAL CREDITS**

A student will secure a total of 140 credits if she passes the whole examination. Besides, she can secure additional credits as follows:

- Self learning paper – 5 credits for each paper (One paper in each group can be opted every year, examination will be conducted during April/May every year)
- UGC-ADD-ON   - 20 Credits
- University approved certificate courses-3 papers   - 15 Credits
- Certificate courses with two papers   - 10 Credits
- College offered certificate courses   - 5 Credits
- Advanced Learners Course   - 5 Credits

QUESTION PAPER PATTERN

Part III Papers (without Practicals)　　　**Maximum Marks – 75 Marks**

Section – A　(10 x 1 =10 Marks)

　　　Multiple Choice Pattern - Q.No. 1 to 10 (Two from each unit)

Section – B (5 x 5 = 25 Marks)

5 Questions – 'Either' or 'Or' Pattern

　　　Q.No.11 (a & b) – Unit I

　　　Q.No.12 (a & b) – Unit II

　　　Q.No.13 (a & b) – Unit III

　　　Q.No.14 (a & b) – Unit IV

　　　Q.No.15 (a & b) – Unit V

Section – C (5 x 8 = 40 Marks)

　　　Open Choice - 5 out of 8 questions – (One question from each unit

subject to a maximum of 2)

Part III Papers (without Practicals)Maximum Marks – 40 Marks

Section – A (10 x 1/2 =5 Marks)

Multiple Choice Patterns - Q.No. 1 to 10 (Two from each unit)

Section – B (5 x 2 = 10 Marks)

5 Questions – 'Either' or 'Or' Pattern

　　　Q.No.11 (a & b) – Unit I

　　　Q.No.12 (a & b) – Unit II

　　　Q.No.13 (a & b) – Unit III

　　　Q.No.14 (a & b) – Unit IV

　　　Q.No.15 (a & b) – Unit V

Section – C (5 x 5 = 25 Marks)

　　　Open Choice - 5 out of 8 questions – (One question from each unit

subject to a maximum of 2)

Part III - Practical paper   **Maximum Marks – 30 Marks**

Algorithm   :   10 Marks (for two programs)

Output   :   15 Marks

Record   :   5 Marks

Part III - Practical paper   **Maximum Marks – 60 Marks**

Algorithm   :   20 Marks (for two programs)

Output   :   30 Marks

Record   :   10 Marks

Part IV Papers

* Non-Major Elective Papers (5 * 20 = 100 Marks)

  Open Choice - 5 out of 8 Questions; One Question from each unit subject to a maximum of 2.

* **Skill-Based Subject I** (Practicals) – 60 Marks

   Procedure – 20, Record – 10 & Output and Presentation – 30

* Skill-Based Subject II (60 Marks)

  Online Examination – 60 * 1 = 60 Marks

* Skill-Based Subject III (75 * 1 = 75 Marks)

  Objective type pattern - Multiple choice questions.

* Skill-Based Subject IV (5 * 15 = 75 Marks)

  Open Choice - 5 out of 8 Questions , One Question from each unit subject to a maximum of 2.

* Foundation Course: (5 * 20=100 Marks)

   Environmental Studies and Value Education : Open choice- 5 out of 8 questions, One
   question from each unit subject to a maximum of 2.

*For Project Work (100 Marks) Internal: 40 Marks, External: 60 Marks.

*Self-Learning Paper (5 * 20 = 100 Marks)

  Open Choice - 5 out of 8 Questions, One Question from each unit subject to a maximum of 2 .

*Online Examination for General Awareness (60 * 1=60 Marks) Duration : 1 Hour

***Advanced Learners Course** (Either or Choice 5*5 = 25 Marks; Open Choice - 5 out of 8
Questions 5*15=75 Marks; Total Marks : 100)

CONTINUOUS INTERNAL ASSESSMENT (CIA)

Maximum 25 marks

   Two tests (Avg.) :10 marks

Maximum 10 marks

   Assignment   : 5 marks

   Model test   : 10 marks

Maximum 40 marks (Practical)

   Two tests (Avg.) : 10 marks

   Observation   : 10 marks

   Model test   : 20 marks

Maximum 10 marks

 Two tests (Avg.) : 4 marks

   Assignment   : 2 marks

   Model test   : 4 marks

Maximum 20 marks (Practical)

   Two tests (Avg.) : 5 marks

   Observation   : 5 marks

   Model test   :10 marks

Maximum 40 marks (SBS Practical)

Two tests (Avg.) : 10 marks

   Assignment   : 10 Marks

   Model Test   : 20 Marks

Maximum 40 marks (MSD)

   Two tests (Avg.) : 10 marks

   Assignment   : 10 marks

   Model test   : 20 marks

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Question Paper Pattern

CORE, ALLIED AND ELECTIVE PAPERS

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Duration:3.00Hrs   **Marks:75**

Section - A   **(10 *1 = 10)**

Multiple Choice Questions - 10 (Two from each unit)   (Q.No 1-10)

Section - B   **(5 * 5 = 25)**

Answer all the questions (Either or pattern)

One question from each unit   (Q.No 11-15)

Section – C(5 * 8 = 40)

Answer **Five** out of **Eight** Questions

Atleast**One** Question from each unit   (Q.No 16-23)

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CORE PAPERS

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Duration: 3.00 hrs Marks: 40

Section - A   **(10 * 1/2 = 5)**

Mutiple Choice Questions - 10 (Two from each unit)   (Q.No 1-10)

Section - B (5 * 2 = 10)

Answer all the questions (Either or pattern)

One question from each unit   (Q.No 11-15)

Section - C   **(5 * 5 = 25)**

Answer **Five** out of **Eight** Question

Atleast**One**Question from each unit   (Q.No 16-23)

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SKILL BASED SUBJECTS

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Skill Based Subjects II - Online Examination - 60 Marks   (60 * 1 = 60)

Skill Based Subjects III - Multiple choice questions - 75 Marks   (75 * 1 = 75)

Skill Based Subjects IV - **Five** Questions out of **Eight** - 75 Marks (5 * 15 = 75)

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SELF LEARNING PAPERS AND NON MAJOR ELECTIVE

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Five questions out of **Eight** (5 * 20 =100)

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ADVANCED LEARNERS COURSE

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Duration:3.00 Hrs   **Marks:100**

Section – A   (5*5 = 25)

Answer all the questions (Either or pattern)

Section – B   (5*15 = 75)

Answer **Five** out of **Eight** Question

VELLALAR COLLEGE FOR WOMEN (Autonomous), ERODE – 12									
BACHELOR OF BUSINESS ADMINISTRATION WITH CA									
COURSE CONTENT AND SCHEME OF EXAMINATIONS (CBCS & OBE PATTERN)									
2018-2019 and onwards									
(Applicable to students admitted during the academic year 2018-19 and onwards)									
SEMESTER I									
PART	**STUDY COMPONENTS**	**SUB. CODE**	**TITLE OF THE PAPER**	**INST. HRS./ WEEK**	**EXAM DUR. HRS.**	**MAX. MARKS**			**CREDITS**
						CIA	**ESE**	**TOTAL**	
I	Language I	18TAMU101 / 18HINU101	Tamil / Hindi	6	3	25	75	100	3
II	Language II	18ENHU101	English	6	3	25	75	100	3
III	Core	18BAUC101	Principles of Mgt. & Business Organisation	6	3	25	75	100	4
		18BAUC102	Introduction to Information Technology	5	3	25	75	100	3
	Allied – I	18BAUA101	Mathematics for Mgt.	5	3	25	75	100	5
IV	Foundation Course A	18FOCU1ES	Environmental Studies	2	3	-	100	100	2
						Total		**600**	**20**
SEMESTER II									
PART	**STUDY COMPONENTS**	**SUB. CODE**	**TITLE OF THE PAPER**	**INST. HRS./ WEEK**	**EXAM DUR. HRS.**	**MAX. MARKS**			**CREDITS**
						CIA	**ESE**	**TOTAL**	
I	Language I	18TAMU202 / 18HINU202	Tamil / Hindi	6	3	25	75	100	3
II	Language II	18ENHU202	English	6	3	25	75	100	3
III	Core	18BAUC203	Financial Accounting	5	3	25	75	100	3
	Core Practicals – I	18BAUCP01	PC Software (MS Office) – Practical	5	3	40	60	100	4
	Allied – II	18BAUA202	Managerial Economics	6	3	25	75	100	5
IV	Foundation Course B	18VEDU2HR	Value Education and Human Rights	2	3	-	100	100	2
						Total		**600**	**20**

VELLALAR COLLEGE FOR WOMEN (Autonomous), ERODE – 12
BACHELOR OF BUSINESS ADMINISTRATION WITH CA
COURSE CONTENT AND SCHEME OF EXAMINATIONS (CBCS & OBE PATTERN)
2018-2019 and onwards
(Applicable to students admitted during the academic year 2018-19 and onwards)

SEMESTER III

PART	STUDY COMPONENTS	SUB. CODE	TITLE OF THE PAPER	INST. HRS./ WEEK	EXAM DUR. HRS.	CIA	ESE	TOTAL	CREDITS
III	Core	18BAUC304	Production and Materials Management	5	3	25	75	100	4
		18BAUC305	Marketing Management	5	3	25	75	100	4
		18BAUC306	Organizational Behaviour	5	3	25	75	100	4
	Core Practicals II	18BAUCP02	Tally 9.0 (Programming Lab)	5	3	40	60	100	4
	Allied III	18BAUA303	Taxation Law and Practice	5	3	25	75	100	5
IV	Skill Based Practical I	18BAUSP01	Entrepreneurial Skill Development	3	3	40	60	100	3
	Basic Tamil					100			
	Advanced Tamil			2	3	25	75	100	2
	Non Major Elective I				3		100		
			Total					**700**	**26**

SEMESTER IV

PART	STUDY COMPONENTS	SUB. CODE	TITLE OF THE PAPER	INST. HRS./ WEEK	EXAM DUR. HRS.	CIA	ESE	TOTAL	CREDITS
III	Core	18BAUC407	Human Resource Management	5	3	25	75	100	4
		18BAUC408	Financial Management	5	3	25	75	100	4
		18BAUC409	Internet & Web Designing (Theory)	2	3	10	40	50	2
		18BAUC410	Strategic Management	5	3	25	75	100	4
	Core Practicals III	18BAUCP03	Internet & Web Designing(Programming Lab)	3	3	20	30	50	2
	Allied IV	18BAUA404	Business Communication	5	3	25	75	100	5
IV	Skill Based Subject II	18BAUS402	Multi Skill Development Paper	3	1	40	60	100	3
	Basic Tamil					100			
	Advanced Tamil			2	3	25	75	100	2
	Non Major Elective II				3		100		
			Total					**700**	**26**

Institutional Training: Four weeks institutional training to be undergone during IV semester holidays and the report to be submitted on or before 31st July during V semester. The same are to be duly evaluated by the staff in charge and the name list to be submitted to Controller of Examination.

SEMESTER V

PART	STUDY COMPONENTS	SUB. CODE	TITLE OF THE PAPER	INST. HRS./ WEEK	EXAM DUR. HRS.	CIA	ESE	TOTAL	CREDITS
III	Core	18BAUC511	Banking and Insurance Services	6	3	25	75	100	4
		18BAUC512	Research Methods for Management	5	3	25	75	100	4
		18BAUC513	Entrepreneurial Development & Project Mgt.	5	3	25	75	100	3
		18BAUC514	VisualBasic(Theory)	3	3	10	40	50	2
	Core Practicals IV	18BAUCP04	VisualBasic (ProgrammingLab)	3	3	20	30	50	2
	Elective I	18BAUE501	Quantitative Techniques for Management	5	3	25	75	100	5
IV	Skill Based Subject III	18BAUS503	Mental Aptitude Development	3	3	25	75	100	3
			Total					**600**	**23**

SEMESTER VI

PART	STUDY COMPONENTS	SUB. CODE	TITLE OF THE PAPER	INST. HRS./ WEEK	EXAM DUR. HRS.	CIA	ESE	TOTAL	CREDITS
III	Core	18BAUC615	Promotion Management	5	3	25	75	100	3
		18BAUC616	Cost and Mgt. Accounting	5	3	25	75	100	3
		18BAUC617	Legal Aspects of Business	4	3	25	75	100	3
	Core Practicals V	18BAUCP05	Multimedia (ProgrammingLab)	3	3	40	60	100	2
	Elective II	18BAUE602	Investment Management	5	3	25	75	100	5
	Elective Project	18BAUE6PV	Project Work & Viva Voce	5	-	40	60	100	5
IV	Skill Based Subject IV	18BAUS604	Concepts in Retailing	3	3	25	75	100	3
V	Extension Activity		NSS/NCC/ Physical Education /YRC/Green Society / Citizen Consumer Club /Entrepreneurship Development Programme					100	1
			Total					**800**	**25**

SKILL-BASED SUBJECTS

S.No.	Subject Code	Title of the Paper
1	18BAUSP01	Entrepreneurial Skill Development (Cafeteria System)
2	18BAUS402	Multi-Skill Development paper
3	18BAUS503	Mental Aptitude Development (Cafeteria System)
4	18BAUS604	Concepts in Retailing
BASIC TAMIL/ADVANCED TAMIL/NON MAJOR ELECTIVE PAPERS		
1	18TMLU301	
	18TMLU402	Basic Tamil*
2	18ADTU301	
	18ADTU402	Advanced Tamil**
3	18BAUN301	Soft Skill Development
4	18BAUN402	Basic Promotional Techniques

*For students whose Part I in Secondary Education is not Tamil

**For students whose Part I in Higher Secondary Education is not Tamil

		SELF-LEARNING PAPER(OPTIONAL)
1	17BAUSL03	Business Ethics
2	13AUGSL05	General Awareness (Online Examination)

ADVANCED LEARNERS COURSE (OPTIONAL)		
Eligibility : The students secured 70% and above are eligible to opt the course and have to appear for examination in the fifth semester		
1	18BAUAL01	International Business Environment

MOOCs Non-ranking Compulsory Credit Course will be introduced in Part V for UG from the Academic Year 2019-20 and Onwards.

Bloom's Taxonomy Based Assessment Pattern
Components of CIA Marks

Tests (I & II)	Assignment / Seminar / Subject Viva	Model Examination	Total
10	5	10	25

CIA (Theory)

Bloom's Category	Section	Choice	Marks	Total
K1	A	Compulsory - Multiple Choice Question	4 x 1 = 4	30
K1, K2	B	Either / Or	2 x 5 = 10	
K2, K3	C	Open Choice (2 out of 3)	2 x 8 = 16	

Model and End Semester Examination (Theory)

Bloom's Category	Section	Choice	Marks	Total
K1	A	Compulsory- Multiple Choice Question	10 x 1 = 10	75
K1, K2	B	Either / Or	5 x 5 = 25	
K2, K3	C	Open Choice (5 out of 8)	5 x 8 = 40	

For Internet and Web Designing – Theory Paper only

Bloom's Taxonomy Based Assessment Pattern
Components of CIA Marks

Tests (I & II)	Assignment / Seminar / Subject Viva	Model Examination	Total
4	2	4	10

CIA (Theory)

Bloom's Category	Section	Choice	Marks	Total
K1	A	Compulsory – Multiple Choice Questions	4x 1/2 = 2	16
K1, K2	B	Either / Or	2 x 2 = 4	
K2, K3	C	Open Choice (2 out of 3)	2 x 5= 10	

Model and End Semester Examination (Theory)

Bloom's Category	Section	Choice	Marks	Total
K1	A	Compulsory – Multiple Choice Questions	10 x 1/2 = 5	40
K1, K2	B	Either / Or	5 x 2= 10	
K2, K3	C	Open Choice (5 out of 8)	5 x 5= 25	

For Financial Accounting & Cost and Management Accounting Only

Bloom's Taxonomy Based Assessment Pattern
Components of CIA Marks

Tests (I & II)	Assignment / Seminar / Subject Viva	Model Examination	Total
10	5	10	25

CIA (Theory)

Bloom's Category	Section	Choice	Marks	Total
K1	A	Compulsory - Multiple Choice Questions	4 x 1 = 4	30
K1, K2	B	Either / Or	2 x6 = 12	
K2, K3	C	Open Choice (1 out of 2)	1 x 14 = 14	

Model and End Semester Examination

Course Code	Course Name	Bloom's Category	Section	Choice	Marks	Total
18BAUC203	Financial Accounting& Cost and Management Accounting	K1	A	Compulsory (MCQ – 10)	10 x 1 = 10	75
		K1,K2	B	Either / or	5 x 4 = 20	
		K2,K3	C	Open Choice (3 out of 5)	3 x 15 = 45	

Question Paper Pattern for Self Learning Paper

Course Code	Course Name	Section	Choice	Marks	Total
17BAUSL03	Business Ethics	A	Open Choice (5 out of 8)	5 x 20 = 100	100

Question Paper Pattern for Advanced Learners Course

Course Code	Course Name	Section	Choice	Marks	Total
18BAUAL01	International Business Environment	A	Either or	5 x 5 = 25	100
		B	Open Choice (5 out of 8)	5 x 15 = 75	

CODE	COURSE TITLE
18BAUC101	PRINCIPLES OF MANAGEMENT AND BUSINESS ORGANISATION

Category	CIA	ESE	L	T	P	Credit
Core	25	75	70	5	-	3

Preamble

To enable the students to acquire knowledge on the various forms of business organization, different principles & functions of management and to enhance their managerial skills to effectively implement various managerial functions.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Interpret and design the different forms of organisation	K2
CO2	Demonstrate social responsibility and ethical issues involved in business situations and organizations	K2
CO3	Integrate management principles in real time situations	K3
CO4	Apply the managerial functions in different business setup	K3
CO5	Implement decisions to ensure organisational effectiveness	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	L	S	S
CO2	S	M	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	M
CO5	S	S	M	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT I (20 hrs.)
Business: Meaning – Business and Profession – *Requisites of a Successful Business*. **Business Organisation:** Meaning – Importance – Forms - Sole Proprietorship – Partnership - Joint Hindu Family Firm – Joint Stock Companies – Cooperative Organisations.

UNIT II (15 hrs.)
Business Combinations: Meaning – *Types*– Forms. Public utilities and Public enterprises. Social Responsibilities of business.

UNIT III (20 hrs.)
Management: Meaning – Definition – Importance – POSDCORB – General Principles – *Management: A Science or an Art?* – Major Contributors to Management – Levels of Management.

UNIT IV (20 hrs.)

Planning: Meaning – Importance – Steps – Types of Plans – MBO – MBE – Decision Making – *Types of Decisions.***Organisation Structure:** Meaning – Definition – Characteristics – Importance – Types.

UNIT V (15 hrs.)

Span of Supervision – Decentralization - Delegation of Authority. **Directing** – Nature and Purpose. **Controlling:** Meaning – Process – *Control Devices.*

Note : *Italics* **denotes Self Study Topics**

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Sharma R.K., ShashiK.Gupta	Principles of Management	Kalyani Publishers, Chennai	1stEdition, 2015.
2.	Bhushan Y.K.	Fundamentals of Business Organisation and Management	Sultan Chand & Sons, New Delhi	19th Revised Edition, 2013.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	L.M.Prasad	Principles and Practice of Management	Sultan Chand & Sons, New Delhi	8th Edition 2012, Reprint 2014
2.	DinkarPagare	Principles of Management	Sultan Chand & Sons, New Delhi	5th Edition, 2013.
3.	KarminduGhuman &Aswathappa K.	Management-Concepts, Practice and Case	Tata Mc.Graw Hill, New Delhi	Edition 2010, Reprint 2012
4.	Reddy.P.N.	Principles of Business Organization and Management	Eurasia Publishing House, New Delhi	6th Edition, 2009.

Web Resources

- http://home.snu.edu/~jsmith/library/body/v20.pdf
- https://www.managementstudyguide.com/examples-of-corporate-social-responsibility.htm
- http://www.yourarticlelibrary.com/business/8-pre-requisites-of-the-success-of-business/42014/
- https://www.cleverism.com/management-exception-guide/

Pedagogy

Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar, Brain Storming, Case study and Role

play.

Question Paper Pattern

Section	Choice	Marks	Total
A	Compulsory – Multiple Choice Questions	10 x 1 = 10	75
B	Either / Or	5 x 5 = 25	
C	Open Choice (5 out of 8)	5 x 8 = 40	

CODE	COURSE TITLE
18BAUC102	INTRODUCTION TO INFORMATION TECHNOLOGY

Category	CIA	ESE	L	T	P	Credit
Core	25	75	70	5	-	3

Preamble

To ensure that the students acquire knowledge on the components of computer system, operating systems, networking technologies, MIS and its applications and also to provide the knowledge of contemporary IT areas (software and its applications) and equip them with required job skills.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Acquire ICT skills and knowledge in diverse contexts	K3
CO2	Analyze the knowledge of various ICT components and social networking	K4
CO3	Demonstrate the understanding of basic principles, concepts and information about database	K2
CO4	Implement the basic concepts of computer applications in real situations	K3
CO5	Optimize the hardware, software, networks and internet in the workplace	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	M
CO2	M	M	M	S	M
CO3	M	M	M	M	S
CO4	M	M	S	S	S
CO5	S	M	M	S	M

S- Strong; M-Medium; L-Low

Syllabus

UNIT I (15 hrs.)

Information Technology: Meaning and Concept – Importance of Computers in Business – Data and Information – Data Processing – Data Storage and Data Retrieval Capabilities – *Computer Applications in various areas of Business* .

UNIT II (15 hrs.)

Operating system: DOS – Windows – UNIX - Windows NT – Windows 198 – Flow chart and programme flow charts, E- commerce – Models - Internet – Intranet – *Email- its uses and importance*, WWW and Net Working - LAN - WAN – Social Networking. **Computer Viruses:** Bombs, Worms –

Types of Viruses – Worm, Trojan horse and logic bombs – Categories of Viruses – Boot viruses, program viruses, macro viruses and antivirus software.

UNIT III (15 hrs.)
MIS: Introduction - Definition – *Features* - MIS Structures - MIS as Competitive Advantage-MIS support for Planning - Organising - Controlling – MIS for specific Functions –Introduction to DBMS - Models.

UNIT IV (15 hrs.)
Types of Computer Systems: Micro, Mini, Main Frame and Super Computers – Analogue, Digital and Hybrid Computers – Business and Scientific Computer Systems – *Generation of Computers* – Laptop or Note Book Computers – Data Processing Systems – Types - Multi Programming and Multi Processing Systems.

UNIT V (15 hrs.)
Hardware: *Components of Computer System* – Input, Output and Storage Devices. **Software:** System Software and Application Software Programming Language Machine Language – Assembly Language – High Level Language.

Note : *Italics* denotes Self Study Topics

Text Book

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Amman Jindal	Management Information System	Kalyani Publishers, Mumbai	2nd Edition, 2006, Reprint 2017.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	RenuVashisth and NeeruMundra	Introduction to Information Technology	Himalaya Publishing House, New Delhi	1st Edition, 2011
2.	Mohamed Azam	Fundamentals of Management Information System	Vijay Nicole Imprints Private Limited, Chennai	1stEdition, 2015.
3.	A.K. Gupta	Management Information System	S. Chand and Company Private Limited, New Delhi.	1st Edition, 2013.
4.	James O.Brien	Management Information System	Tata McGrawhill, New Delhi	6th Edition , 2017.
5.	Dr. P. Rizwan Ahmed	Introduction to Information Technology	Margham Publications	2ndRevised and Enlarged Edition, 2017

Web Resources

- https://www.lifewire.com/what -is-antivirus-software-152947

- https://www.lucidchart.com/pages/database-diagram/database-models
- https://www.kartrocket.com>blog

Pedagogy
- Lecture, PPT, Quiz, Assignment, Seminar and Case study

Question Paper Pattern

Section	Choice	Marks	Total
A	Compulsory – Multiple Choice Questions	10 x 1 = 10	
B	Either / Or	5 x 5 = 25	75
C	Open Choice (5 out of 8)	5 x 8 = 40	

CODE	COURSE TITLE
18BAUA101	MATHEMATICS FOR MANAGEMENT

Category	CIA	ESE	L	T	P	Credit
Allied	25	75	70	5	-	5

Preamble

To equip the students with mathematical concepts and operations research and their applications in business/industrial problems.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Acquire mathematical skills to analyze and solve the problems with set operations and matrices	K2
CO2	Apply mathematics to solve financial problems at varying levels	K3
CO3	Construct appropriate models in LPP and interpret the results generated	K3
CO4	Implement OR techniques to obtain optimal solutions	K3
CO5	Analyze and solve variety of business problems using network models	K4

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	S
CO5	S	S	M	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT I (15 hrs.)
Sets and Set Operations: Venn Diagrams. **Matrices -** Fundamental Ideas about Matrices and their *Operational Rules* – Matrix Multiplication – Inversion of Square Matrices of Not More than 3rd Order.

UNIT II (15 hrs.)

Mathematics of Finance: Simple and Compound Interest – Discounts and *Present Values.*

UNIT III (15 hrs.)
Operation Research: Meaning – Scope – Models –*Applications in Management Decision Making* - Limitations. **Linear Programming problems:** Mathematical Formulation (Graphical and Simplex Methods Only). **Queuing Theory**.

UNIT IV (15 hrs.)
Transportation – *Assignment Problem***.** Game Theory. (Simple Problems Only).

UNIT V (15 hrs.)
Network Analysis: PERT - CPM – Construction of Network for Projects – Time Scale Analysis – Probability of *Completion of Project.*
Distribution of Marks: 20 % Theory, 80 % Problems

Note : *Italics* **denotes Self Study Topics**

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Navaneetham P.A.	Business Mathematics and Statistics	Jai Publications, Trichy	5th Edition, 2015.
2.	KantiSwarup, GuptaP.K.Manmohan	Operations Research	Sultan Chand & Sons, New Delhi	14th Edition, 2010.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Vittal P.R.	Business Mathematics and Statistics	Margham Publications, Chennai	6th Edition, 2012.
2.	DharaniVenkatakrishnanS.	Operation Research	Sultan Chand & Sons, New Delhi	7th Edition, 2010.

Web Resources
- https://www.google.co.in/url?sa=t&source=web&rct=j&url=http://ncert.nic.in/ncerts/l/le mh206.pdf&ved=2ahUKEwj5w8zxuvaAhXLQY8KHQkaCUsQFjACegQIBhAB&usg= AOvVaw0JP56jvDa0Jjr1ivcnq-X_
- https://www.google.co.in/url?sa=t&source=web&rct=j&url=http://www.math.upatras.gr/ ~tsantas/DownLoadFiles/Hillier%26Lieberman_7thedition_Chapter10.pdf&ved=2ahUK EwiSpa67veva hXCuI8KHToWAGoQFjAAegQICRAB&usg=AOvVaw0KdY03HyHapIfWCIj3k73z

Pedagogy

- Lecture, PPT, Quiz, Assignment, Seminar and Case study

Question Paper Pattern

Section	Choice	Marks	Total
A	Compulsory – Multiple Choice Questions	10 x 1 = 10	75
B	Either / Or	5 x 5 = 25	
C	Open Choice (5 out of 8)	5 x 8 = 40	

Foundation Course - A

Environmental Studies

Instructional Hrs: 30   **Sub. Code: 18FOCU1ES**

Max. Marks: ESE - 100   **Credits: 2**

Objective: To enable the students to know about the Natural Resources, Pollution, Biodiversity and to create awareness on various environmental issues and to help students understand the fundamental environmental concepts .

UNIT – I   **(10 Hrs.)**

The Multidisciplinary Nature of Environmental Studies: Definition , Scope and Importance - *Need for Public Awareness* - Natural Resources and associated problems – Forest Resources, Water Resources, Mineral Resources, Food Resources, Energy Resources, Role of an Individual in Conservation of Natural Resources, Equitable Use of Resources for Sustainable Lifestyles.

UNIT – II   **(5 Hrs.)**

Ecosystem: Concept of an Ecosystem, Structure and Function of an Ecosystem – *Producers, Consumers and Decomposers*. Energy Flow in the Ecosystem – Food Chain, Food Webs and Ecological Pyramids, Ecological Successions.

UNIT – III   **(5 Hrs.)**

Biodiversity and Its Conservation: Introduction – Definitions, Genetic, Species and Ecosystem Diversity. *Conservation of Biodiversity* – In – Situ and Ex – Situ Conservation of Biodiversity.

UNIT – IV   **(5 Hrs.)**

Pollution: Definition, Causes, Effects and Control Measures of Air Pollution, Water Pollution, Soil Pollution*, Noise Pollution* and Thermal Pollution. **Disaster Management**: Floods, Earthquake, Cyclone and Landslides.

UNIT – V   **(5 Hrs.)**

Social Issues: Global Warming, Ozone Layer Depletion, Acid Rain, Nuclear Accidents and Holocaust (Case Studies). *Consumerism and Waste Products*.**EnvironmentalProtection Act**: Air, Water, Wildlife, Forest, Issues involved in Enforcement of Environmental Legislation and Public Awareness.

Field work

- Visit to a Local Area to Document Environmental Assets – River / Forest / Grass Land/ Hill/ Mountain.
- Visit to a Local Polluted Site – Urban / Rural / Industrial/Agricultural.
- Study of Common Plants, Insects, Birds.
- Study of Simple Ecosystems – Pond, River, Hill Slope, Etc.

Note: *Italics* **denotes Self Study Topics**

REFERENCE BOOKS

1.**Bharathiar University,** *Environmental studies*, Published by Bharathiar University, Coimbatore.

2.**Sharma.R.C, GurbirSangha**, *Environmental Studies*, Kalyani Publishers, Ludhiana, Reprint 2009.

3. **Mishra,D.D**, *Fundamental concepts in Environmental studies,* S.Chand& Company Ltd, New Delhi, Reprint 2010.

4. **Rajah.G.**, *Basis Environmental studies,* MaragathamPathipagam, Chennai, 1st Edition, 2015.

5. **Benney Joseph,** *Environmental Studies,* Tata Mc.GRAW Hill, New Delhi, 1st Edition, 2006.

CODE	COURSE TITLE
18BAUC203	FINANCIAL ACCOUNTING

Category	CIA	ESE	L	T	P	Credit
Core	25	75	70	5	-	3

Preamble

To impart knowledge and skills to apply the fundamental principles and concepts of financial accounting system in the preparation of financial statements and accounts for various kinds of business transactions.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Journalize and post business transactions using fundamental accounting concepts and conventions	K3
CO2	Prepare the trial balance and rectify the errors	K3
CO3	Compute gross profit, net profit to arrive at the financial position of a business	K3
CO4	Project the Non - trading accounts and apply the various methods of depreciation	K3
CO5	Apply net worth and conversion method to derive the true profit from the incomplete records	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	M
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	S
CO5	S	S	M	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT I (15 hrs.)

Book-keeping: Meaning – Systems of Book Keeping. **Accountancy:** Meaning – Accounting Concepts and Conventions – Recording Business Transactions – Kinds of Accounts – Journalizing Rules – *Subsidiary Books* – Ledger Postings.

UNIT II (14 hrs.)

Trial Balance:*Errors* – Verification of Errors. **Bank Reconciliation Statement.**

UNIT III (15 hrs.)

Final Accounts: Trading, Profit and Loss Account and Balance Sheet – *Manufacturing Account* – Adjusted Entries.

UNIT IV (16 hrs.)
Accounting for Non – Trading Concerns: Depreciation with Adjusted Entries.

UNIT V (15 hrs.)
Accounts from Incomplete Records: Defects – *Ascertainment of Profit* – Conversion into Double Entry.
Distribution of Marks: 20% Theory, 80 % Problems

Note : *Italics* denotes Self Study Topics

Text Book

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Reddy T.S & Murthy A.	Financial Accounting	Margham Publications, Chennai	7th Edition, Reprint, 2016.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Gupta R.L. andRadhasamyM.	Advanced Accountancy	Sultan Chand & Company Ltd., New Delhi	16thEdition, 2014.
2.	Jain S.P. &Narang K.L.	Financial Accounting	Kalyani Publishers, Ludhiana	3rd Edition, 2014.
3.	Nagarajan K.L., Vinayagam N &P.L.Mani	Financial Accounting	Sultan Chand & Sons, New Delhi	1st Edition, 2016

Web Resources

- https://www.google.co.in/url?sa=t&source=web&rct=j&url=http://www.ddegjust.ac.in/studymaterial/mba/cp-104.pdf&ved=2ahUKEwjPncPptevaAhUeSY8KHeluBxsQfjAAegQICRAB&usg=AOvVaw3HcV1ZvtEioe8lozMUDM8
- https://www.google.co.in/url?sa=t&source=web&rct=j&url=http://www.accounting formanagement.org/what-are-non-trading-concerns/&ved=2ahUKEwj4gqent-vaAhVDMO8KHUwcAYw4ChAWMAR6BAgJEA0 &usg=AOvVaw20eEbln4B5NrPPHZXDB8G_

Pedagogy

- Lecture, PPT, Quiz, Assignment and Seminar

CODE	COURSE TITLE
18BAUCP01	PC SOFTWARE (MS OFFICE) – PRACTICAL

Category	CIA	ESE	L	T	P	Credit
Core Practical	40	60	-	-	75	4

Preamble

To equip the students with various MS Office applications such as word processing, spreadsheet presentations and database.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Acquire basic skills on shortcuts and keyboard techniques to enhance productivity	K2
CO2	Customize the file management procedures using MS Word	K3
CO3	Develop spreadsheets for general office use	K3
CO4	Develop effective presentations to communicate to the target audience	K3
CO5	Apply relational database using SQL statements	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	M	M
CO2	S	M	M	M	M
CO3	S	S	M	M	M
CO4	S	M	M	M	M
CO5	S	S	M	M	M

S- Strong; M-Medium; L-Low

Syllabus

MS WORD   (**25 hrs.)**
Introduction to MSWord - Shortcuts - Document types - Working with Documents - Opening Files New & Existing - Saving Files - Formatting page and Setting Margins - Converting files to different formats - Importing - Exporting - Sending files to others Editing text documents - Inserting - Deleting – Cut, Copy, paste - Undo, Redo - Find, Search, Replace Formatting Documents - Setting Font Styles – Font selection – style, size, color etc., - Type font – Bold, Italic, Underline - Case settings - Highlighting - Special symbols Setting Paragraph style - Alignments - Indents - Line space - Margins - Bullets and Numbering Setting Page Style - Formatting - Border & Shading - Columns - Header & footer - Setting

Footnotes Inserting Clip arts, pictures, and other files - Page Numbering, data &Time, Author etc., Creating Tables - Table settings - Borders - Alignments - Insertion, deletion - Merging - Splitting — Sorting Drawing Pictures - formatting & Editing pictures Tools - Word Completion - Spell Checks — Mail merge (Setting up the mail merge - Creating a main document - Building the data source - Placing the merge fields) Printing Documents

MS EXCEL   (**20 hrs.**)

Introduction - Spreadsheet & its Applications - Opening spreadsheet - Shortcuts Working with Spreadsheets - Opening a File - Saving Files - Converting files to different formats - Importing, Exporting and Sending files to others Entering and Editing Data - Entering Data - Find, Search & Replace - Filling continuous rows, columns - Inserting - Data, cells, column, rows & sheets Computing data — Setting Formula - Finding total in a column or row - Mathematical operations (Addition, Subtraction, Multiplication, Division, Exponentiation) - Using other Formulas Formatting Spreadsheets - Formatting – Cell, row, column & Sheet - Alignment, Font, Border &shading - Highlighting values - Hiding/Locking Cells Worksheet - Sheet Name - Row & Column Headers - Row Height, Column Width Formatting – worksheet - Sheet Formatting & style - background, color , Borders & shading - Anchoring objects — Formatting layout for Graphics, Clipart etc., Creating Charts - Selecting charts - Formatting charts, label, scaling etc., and Printing worksheet.

MS ACCESS   (**10 hrs.**)

Introduction - Database concepts - Tables - Queries - Forms - Reports Opening and saving database files — Creating Tables - Table Design - Indexing - Entering data - Importing data Creating Queries - SQL statements — Setting relationship - Using wizards Creating Forms for data entry and printing reports

MS POWER POINT   (**20 hrs.**)

Introduction - Opening new Presentation - Different presentation templates - Setting backgrounds - Selecting presentation layouts Creating a presentation - Setting presentation style - Adding Text to the presentation Formatting a presentation - Adding style - Color and gradient fills - Arranging objects - Adding Header & Footer - Slide Background - Slide layout Adding Graphics to the presentation - Inserting pictures, movies, tables, etc into the presentation - Drawing Pictures using Draw Adding effects to the presentation - Setting Animation & transition effects - Adding audio and video Printing Handouts and generating standalone presentation viewer

Note: Question paper for practical purposes need to be designed keeping three hours of practical duration and the broad areas as given hereunder. The composition of the question should be equitably loaded with at least one exercise in MS Word and the other one from any of the other three components MS Excel, PowerPoint and Access. The questions are to be exhaustive and trying to test the skill level acquired by the students. A few model questions are appended for guide lining purposes.

Model QP Questions

1) Set the paper size to A4, the Top, Bottom, Left, Right margins set to 2 cm — Set the line spacing to one and half — Insert a header that reads ―Microsoft Word Test‖, and a footer that reads ―PC Quotation‖ —Set the font type of the entire document to Arial and the font size to 12 — Read the following passage and type the required letter: Research laboratory head needs the following items to be purchased from M/S Raj InfoTech Ltd, a) Samsung make TFT 17‖ Monitor, qty 15, Rs 10000/- each as per quotation b) Hard Disk (SATA) 160 GB, qty 15, Rs 6000/- each c) Logitech Make Web Cam, qty 15, Rs 1000/- each. In this quotation M/S Raj InfoTech Ltd has ensured 5 % discount on total bill amount. The sales tax is 2%. Full payment is made at the time of placing the order. All the items should a carry a

warranty of three years from the date of purchase order. — Prepare purchase order containing item details, condition mentioned.

2) Type the following matter and carry out the below-listed tasks on the same

The Fairy Tales we deserve: The Disney Stories that enchant us today are drawn from ancient, worldwide folk tradition. Some folklorists believe that "Cinderella" in its most basic form—neglected youngest child is tested, found worthy, rewarded with mate – dates back to the Old Stone Age. Cinderella: Folk versions of "Cinderella" were related in hundreds of societies. In these stories, the "test" for the unfortunate child is different. Our familiar Cinderella is beautiful and has tiny feet. By contrast, the Japanese Cinderella gets her Prince by writing a prize-winning poem. Other fairytales include: ☐ Little Red Riding Hood ☐ Three Little Pigs ☐ Beauty and the BeastSplit paragraph two into two columns Insert a border around paragraph one Change the alignment of the first paragraph to right align Indent the first line of paragraph three with tab spacing set at 1cm Change the font colour of the third paragraph to Red Change the font to Comic Sans Ms, outline bold, 16 point Use WordArt to place the heading ―Word Processing‖ at the top of the document Use the word count tool and type this number at the end of the document

3) Type the following matter and carry out the below-listed tasks on the same

The history of the concept of "engineering" stems from the earliest times when humans began to make clever inventions, such as the pulley, lever, or wheel, etc. The exact etymology of the word engineer, however, is a person occupationally connected with the study, design, and implementation of engines. The word "engine", derives from the Latin ingenium (c. 1250), meaning "innate quality, especially mental power, hence a clever invention." Hence, an engineer, essentially, is someone who makes useful or practical inventions. From another perspective, a now obsolete meaning of engineer, dating from 1325, is "a constructor of military engines". Engineering was originally divided into military engineering, which included construction of fortifications as well as military engines, and civil engineering, non-military construction of such as bridges. The first electrical engineer is considered to be William Gilbert, with his 1600 publication of De Magnete, who was the originator of the term "electricity". Tasks to be performed Type the heading ―Engineering at the top of the Document. Use wordart to do this. Justify all the text Format the last paragraph so that they have a hanging indent Place a border around the full page Format the document with 1.5 Line Spacing
Change the Heading to upper case Change the page layout to landscape Count the number of words and place it in a text box at the bottom of the page Insert an appropriate picture somewhere on this document Find all instances of the word ―engineer‖ and replace it with – designer

4) Perform the following calculations in MS-Excel.

Places	Target	Production	Achievement	Grade
Coimbatore	4800	6000	125%	??
Erode	5000	4500	??	??
Pollachi	5000	5000	??	??

Ooty	4933.33	5166.67	??	??

SEMESTER - II

CODE	COURSE TITLE
18BAUA202	MANAGERIAL ECONOMICS

Category	CIA	ESE	L	T	P	Credit
Allied	25	75	85	5	-	5

Preamble

To familiarize the students with the fundamental micro and macroeconomic principles and apply the concepts in business decision making.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand demand, supply, equilibrium and their determinants	K2
CO2	Demonstrate the application of production function in business settings	K2
CO3	Differentiate the four basic market structures	K2
CO4	Interpret the causes and consequences of business cycle	K2
CO5	Compare and contrast the different components of macro economic conditions	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT I (20 hrs.)

Business Economics: Concept – Importance – Scope - Methods – Micro – Macro - Objectives of Business Firm. **Demand and Supply**: Law of Demand – Elasticity of Demand.

UNIT II **(15 hrs.)**
Production Function: Factors of Production – Laws of Returns – Returns to Scale and Law of Variable Proportions – *Economies of Scale* – Mixed Economy.

UNIT III **(25hrs.)**
Market Structure: Perfect Competition – Monopoly – *Monopolistic Competition* – Oligopoly and Duopoly.**Pricing:** Pricing and Output decisions in different markets – Price discrimination – Pricing methods - Cost plus, target, marginal, going –rate, customary and differential.

UNIT IV **(15 hrs.)**
Business Cycle: Characteristics – Phases – Control of Trade Cycle. **Inflation**: Definition – Characteristics – Types – Effects – *Anti-Inflationary Measures*.**Deflation**: Effects – Control.

UNIT V **(15 hrs.)**
National Income: GDP - GNP – NNP - Per Capita Income - Balance of Trade - *Balance of Payment*.

Note : *Italics* **denotes Self Study Topics**

Text Book

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Sankaran.S	Managerial Economics	Margham Publications, Chennai	5thEdition, Reprint, 2015.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Ahuja H.L.	Managerial Economics	Sultan Chand & Sons Company Limited, New Delhi	4th Revised Edition, 2010
2.	Geetika, PiyatiGhosh, Purba Roy Choudhury	Managerial Economics	Tata McGraw Hill Education, New Delhi	2nd Edition 2015
3.	MankarV.G.	Business Economics	Macmillan, New Delhi	1st Edition, Reprint 2009.
4.	SundharamK.P.M., SundharamE.N.	Business Economics	Sultan Chand & Sons Company Limited, New Delhi	5th Revised Edition, 2010

Web Resources

- https://www.colorado.edu/Economics/courses/boileau/4999/sec1.PDF
- https://www.tutor2u.net/_legacy/assets/samples/qa-ocrf582.pdf
- http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001405/M022225/ET/1504610552Module-39.pdf
- http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001405/M022214/ET/1504609898Module-18.pdf

Pedagogy
- Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar, Case study and Debate.

SEMESTER – II

Foundation Course - B

Value Education and Human Rights

Instructional Hours: 30   **Sub. Code: 18VEDU2HR**

Max. Marks: ESE - 100   **Credits: 2**

Objective: On successful completion of the course, the students should have understood the significance of human values and the rights.

UNIT – I   **(5 Hrs.)**

Aim of Value Education – Concept of human values – Types of values – Components of value education – Personal development: *Character formation towards Positive Personality* - National values.

UNIT – II   **(5 Hrs.)**

Concept and Theories of Human Rights – *Classification of human rights* – Universal declaration of human rights – International covenant on civil and political rights – International covenant on economics, social and cultural rights.

UNIT – III   **(5 Hrs.)**

Rights Guaranteed by Indian Constitution – Constitutional vision of freedom: Fundamental rights: *Fundamental duties:* Constitutional vision of justice – Directive principles of state policy.

UNIT – IV   **(10 Hrs.)**

Human Rights Issues: Gender discrimination – Women's rights issue – *Domestic violence* – Child labour – Bonded labour.

UNIT – V   **(5 Hrs.)**

Human Right Enforcements: National human rights commission – State right commission – Human right courts – Role of NGO's: Amnesty international, Asia watch – *People's Union for liberties* (PUCL), People's Union for Democratic Rights (PUDR).

Note: *Italics* **denotes Self Study Topics**
TEXT BOOK : Study materials provided by History Department.

REFERENCE BOOKS
1. **MugammadNaqi,** *Modern Value Education*, Anmol Publications Pvt. Ltd., New Delhi, 1st Edition,2007.
2. **Acharya. N.K,** *The Constitution of India*, Asia Law House, Hyderabad, 1st Edition, 2011.
3. **Misra R.,** *Human Rights, Sumit Enterprises*, New Delhi, First Edition, 2005.
4. **Mehartaj Begum, S.(EDI)** *Human Rights in India*, A.P.H. Publishing Corporation, New Delhi, 1st Edition 2010.
5. **Brij Kishore Sharma,** *Universal Declaration of Human Rights and Indian Law,* PHI Learning Pvt.Ltd.,New Delhi, 1st Edition , 2010.

CODE	COURSE TITLE
18BAUC304	PRODUCTION AND MATERIALS MANAGEMENT

Category	CIA	ESE	L	T	P	Credit
Core	25	75	70	5	-	4

Preamble

To enable the students to acquire the basic concepts of production and materials management and to impart knowledge and skills required to plan and control the production activities in the industry.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	Understand the basic concepts of production management and implement production planning and control techniques for cost reduction.	K2
CO2.	Develop the selection criteria for material handling equipments and recommend cost effective maintenance system for the concern.	K3
CO3.	Examine the various methods of purchasing and develop vendor relationship.	K4
CO4.	Interpret inventory control techniques and the functions of store keeping.	K3
CO5.	Explain the quality control systems such as TQM, six sigma and bench marking.	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1.	S	M	S	S	S
CO2.	S	S	M	S	S
CO3.	S	S	S	S	S

CO4.	S	S	S	M	S
CO5.	S	S	S	S	S

S- Strong; M-Medium; L-Low

UNIT I (20 hrs.)

Production Management: Functions – Scope – Plant location – Factors – Site location – Plant layout-Principles – Types. Production planning & control: Meaning – Objectives – Elements - Routing – *Scheduling*–Dispatching–Control.

UNIT II (15 hrs.)

Materials Handling : Importance – Principles – Criteria for selection of material handling equipments – Maintenance – Types – Breakdown – Preventive – Routine. Work study - Method study – Motion study–*Time study*.

UNIT III (15 hrs.)

Organisation of Materials Management : Principles – Structure – *Integrated materials management* – Purchasing – Procedure – Principles – Just – in – time. Purchasing - Requirements - Import substitution and import purchase procedure – Vendor rating – Vendor development.

UNIT IV (15hrs.)

Inventory Control : Importance – Tools – ABC, VED, FSN analysis – EOQ – Reorder point – Safety stock – Lead time analysis – Store keeping – Functions – Store keeper – Duties – Responsibilities – *Location of store* – Stores ledger – Bin card.

UNIT V (10 hrs.)

Quality Control: Types of inspection – *Centralized and decentralized*. **TQM** – Meaning – Objectives – Elements – Benefits - Six sigma.

Bench Marking: Meaning – Objectives – Advantages – ISO – Procedure –Advantages.

Note: *Italics* **denotes Self Study Topics**

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	P.Saravanavel&S.Sumathi	Production & Materials Management	Margham Publications, Chennai	3rd Edition Reprint 2018

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Aswathappa.K	Essentials of Production Management	Himalaya Publications, Mumbai	1st Edition Reprint 2011
2.	Saxena.J.P	Production and Operations Management	Tata McGraw Hill Education Private Limited	2nd Edition Reprint 2010

3.	Ganga Deep Sharma, MandeepMehendru	Production and Materials Management	Kalyani Publishers	1st Edition 2011

Web Resources

- https://www.wisdomjobs.com/e-university/production-and-operations-management-tutorial-295/scheduling-9619.html
- https://www.referenceforbusiness.com/management/Tr-Z/Vendor-Rating.html
- https://www.citeman.com/7856-location-and-layouts-of-the-stores.html

Pedagogy

- Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar, Case Study

SEMESTER - III

CODE	COURSE TITLE
18BAUC305	MARKETING MANAGEMENT

Category	CIA	ESE	L	T	P	Credit
Core	25	75	70	5	-	4

Preamble

To enable the students to acquire knowledge on the marketing concepts, strategies and buyer behaviour and to impart knowledge on pricing and branding decisions.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	Understand marketing concepts, functions and comparing social and non – profit marketing	K2
CO2.	Identifying buyerbehaviour and channels involved in marketing.	K3
CO3.	Interpret product lifecycle and identify marketing risks.	K3
CO4.	Apply pricing functions in different marketing setup.	K3
CO5.	Compare the various aspects in branding decision.	K4

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1.	S	S	S	S	S
CO2.	S	M	S	S	S
CO3.	S	S	M	S	S
CO4.	S	M	S	S	M
CO5.	M	S	S	M	L

S- Strong; M-Medium; L-Low

Syllabus

UNIT – I   **(15 Hrs.)**

Definition of Marketing – **Marketing Management** : Marketing Concepts – Meaning – Importance

– *Importance of Marketing in Developing Countries* – Functions of Marketing - **Marketing**

Environment : Various Environmental factors affecting the marketing functions. Concept of social

and Non-profit marketing.

UNIT – II   **(15 Hrs.)**

Buyer Behaviour: Buying Motives - Market Segmentation on Different Bases – Marketing Strategy –

Market Structure.

Channel of Distribution – Definition and Types of Channel – Channel Selection and *Problems*.

UNIT – III   **(15 Hrs.)**

Marketing Mix : The Product: Marketing Characteristics – Consumer Goods – FMCG -Industrial

Goods – Production Policy – Product Life Cycle (PLC) – Product Mix – Modification and Elimination

– Developing New Products – *Strategies.***Marketing Risks.**

UNIT – IV   **(15 Hrs.)**

Pricing: Meaning to Buyer & Seller – Policies – Objectives – Factors influencing Pricing Decisions –

Types of Pricing - Multi Product Pricing – *Competitors reaction to Price Changes.*

 Physical Distribution – Transportation – Warehousing – Logistics.

UNIT – V   **(15 Hrs.)**

Branding Decision: Brand – Brand Image – Brand Loyalty – Brand Positioning – Brand Equity –

Brand identity – Brand personality – *Packaging – C*ase studies [only internal assessment]**.**

Note: *Italics* **denotes Self Study Topics**

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Pillai&Bhagavati	Marketing Management	Sultan Chand & Sons, New Delhi	1stEdition, Reprint, 2014.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Bansal.S.P.	Marketing Management	KalyaniPublishers,Mumbai	8th Edition, 2015
2.	Sontakki.C.N , Neeti Gupta,	Marketing Management	Kalyani Publishers, Ludhiana	1st Edition, Reprint 2016.

| 3. | Philip Kotler, Kevin Lane | Marketing Management | Pearson Publisher | 2014 |

Web Sources

- https://www.marketing91.com/concepts-of-marketing/
- https://en.wikipedia.org/wiki/Distribution_(marketing)
- https://en.wikipedia.org/wiki/Consumer_behaviour
- http://productlifecyclestages.com/
- https://en.wikipedia.org/wiki/Brand

Pedagogy

- Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar

SEMESTER - III

CODE	COURSE TITLE
18BAUC306	ORGANISATIONAL BEHAVIOUR

Category	CIA	ESE	L	T	P	Credit
Core	25	75	70	5	-	4

Preamble

To enable the students to understand contemporary organizational behavior theories and to demonstrate group behavior to be applied in an organizational setup.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the importance of organisational behavior and acquire knowledge about Learning, Perception and Personality.	K2
CO2	Implement various motivational theories and techniques.	K3
CO3	Evaluate theemployees morale, job satisfaction and compare it with the employee productivity.	K4
CO4	Outline the group dynamics,group norms, Conflict and the methods to resolve group conflict.	K2
CO5	Apply the various leadership theories and counseling methods in an organization.	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S

CO2	S	M	S	S	S
CO3	S	M	M	S	S
CO4	S	S	M	S	M
CO5	S	S	L	M	S

S- Strong; M-Medium; L-Low

UNIT I   **(10 hrs.)**
Organizational Behaviour: *Importance* and Scope of Organizational Behaviour – Hawthorne Experiment – Individual Differences – Learning – Perception – Personality tests – nature – types and uses.

UNIT II   **(15 hrs.)**
Motivation: Maslow's, Herzberg, McGregor& ERG Theory – Financial and Non – Financial Motivation – *Techniques of Motivation*. Transactional analysis.

UNIT III   **(20 hrs.)**
Job Satisfaction: Meaning – Factors – Management of Job Satisfaction – Morale – *Importance* – Employee Attitude and Behaviour and their Significance to Employee Productivity – Job Enrichment – Job Enlargement.

UNIT IV   **(10 hrs.)**
Group Dynamics: Cohesiveness – Competition – Cooperation.
Conflict: Types of Conflict – Resolution of Conflict – Sociometry – *Group Norms* – Role – Status.

UNIT V   **(20 hrs.)**
Leadership: Types – Trait, Managerial Grid and Fielder's Contingency Theory activities. Organizational Climate – Organizational Effectiveness – Organizational Development.
Counseling and Guidance: Importance of Counselor – Types of Counseling – *Merits of Counseling*.
Note: *Italics* **denotes Self Study Topics**

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Prasad.L.M.	*OrganisationalBehaviour*	Sultan Chand and Sons, Education Publishers, New Delhi	Reprint 2018

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1	**Ghosh.P.K.,Ghorpade.M.B.**	*Industrial Psychology*	Himalaya Publishing House, Mumbai	4th Edition, Reprint 2010
2	**Keith Davis**	*Human behaviour at works; OrganisationalBehaviour*,	Tata Mcgraw-Hill, New Delhi	6th Edition, 2005.
3	**Khanka.S.S.**	*OrganisationalBehaviour*	S.Chand and Company Ltd, New Delhi	4th Revised Edition, 2010.

Web Resources

- https://www.myorganisationalbehaviour.com/theories/

- https://accountlearning.com/important-concepts-organisational-behaviour/
- https://www.nbrii.com/employee-survey-white-papers/managing-job-satisfaction/
- https://www.managers.org.uk/knowledge-bank/conflict-management
- http://www.teach-nology.com/edleadership/counseling/organizations/

Pedagogy

Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar, Brain Storming, Case study and Role play.

SEMESTER – III

CODE	COURSE TITLE
18BAUCP02	TALLY 9.0 - PROGRAMMING LAB

Category	CIA	ESE	L	T	P	Credit
Core Practicals – II	40	60	-	-	75	4

Preamble

To acquire the basic knowledge of TALLY.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Create a new company in Tally and configure all needed features	K4
CO2	Develop an income statement to ascertain gross profit and net profit.	K3
CO3	Demonstrate the various other reports like day book , books of accounts etc.,	K3
CO4	Integrate various inventory information	K3
CO5	Enable GST and evaluate payroll system	K4

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	M	S	S
CO3	S	S	S	S	S
CO4	S	S	S	M	S

CO5	S	S	S	S	S

S- Strong; M-Medium; L-Low

List of Programs:

Following is the broad guideline to take financial accounting task digitally using the licensed software. Utmost care need to be given with proper examples and with sufficient hypothetical entries. Question paper need to be designed for practical examination and to be sent to colleges.
At the end of this practical course the learner is expected to have operational skills in doing financial accounting tasks using computer – creation, updating and reporting related tasks.

1. Create a new company – name and other relevant details and configure the company

2. Journalizing

3. Posting into ledger (with and without predefined groups)

4. Configuring, creating, displaying, altering and cancellation of Vouchers

5. Trail balance

6. Final accounts- trading account- profit and loss account and balance sheet

7. Final accounts with adjustments

8. Rectification of error

9. Show the cash, bank and other subsidiary books of the company.

10. Show the Day Book.

11. Integrate stock and inventory details (stock groups/ categories/measurement units)

12. Stock summary

13. Bank reconciliation statement

14. Enable GST in Tally and GST Computation report

15. Integrate pay-roll system

Note
- A detailed question paper (containing detailed problems) based on the above guidelines should be prepared and distributed for the purpose of examination.
- Model questions (only two questions appended as a sample); Practical question paper need to set question papers bases on the above exercises with hypothetical and real-life figures.

1) Create a Company as ―Vasavi Industries Ltd.‖ in Tally with inventory management. Pass the following Entries :-
(i) Siva started ―Vasavi Industries Ltd.‖ by bringing Capital Rs.3,00,000/- Cash.
(ii) He deposited Rs.1,00,000/- cash at ICICI bank.
(iii) He paid electricity bill for Rs.1,200/- by cash.
(iv) He withdrawn Rs.10,000/- cash for his personal use.
(v) He purchased the following item from Computer Lab. Ltd. on credit with GST (a) Computer - 10 Nos. - @20000/- each
(vi) He sold the following item to Somnath Traders in cash with GST. (a) Computer - 5 Nos. - @27500/- each

(vii) He received Rs.6,000/- as commission from Rohit by cash.
(viii) He paid House Rent for Rs.5,000/- by cash.
(ix) He withdrawn Rs.25,000/- cash from ICICI Bank.
(x) He purchased furniture for Rs.25,000/- by cash for office use.
Show the Trial Balance and Balance Sheet of ―Vasavi Industries Ltd.‖ Show the GST Computation report of the above company.
Show the Cash Book & Bank Book of the company.
Show the Day Book.

2) From the following prepare accounts in Tally. Balance sheet of Dream Home Appliances as on 1-1-2011
Capital   10, 00,000
Reserves   600,000
Creditors: Bismi Ltd. Bill no P/100, 28-12-10 – 30 days credit 2,00,000
Total   18, 00,000
Land and Building 5,00,000
Furniture and Equipments 2,00,000
Stock:- 10 Refrigerators @ Rs 8000 (LG) 80,000
*   Washing machine: 5 semi automatic (LG) @ 7000 35000*
*   5 fully automatic (LG) @ 14000 70,000*
*   10 T.V sets sony @ Rs 10,000 100,000*
Debtors: (Both 45 days credit) KEEN Bill No. S/ 1001 dt. 30/12/10 50,000 Best Home Bill No.S/ 2010 dt. 22/12/10 60,000 Bank current account with SBT 600,000
Cash in hand 105,000
Total 18, 00,000
Create company with address - Cochin-5 Income Tax No. PNR/ 1234000 N GST TIN no. K GST/ L50006 Inter state sales tax no. I/L1001
Provide other assumed details for the company 5/1/11 Purchased for cash :- 3 Refrigerators @ Rs 9500 from a stockist viz Kottayam Home Appliances and issued a cheque
GST   and   carriages-Rs   750   for   the   above   purchase.
10/1 /11Sales made on credit:- QRS 5 Fridges @ Rs 11,500 S/ 1100 - 30 days credit. at 2% discount, GST.

Show Trial Balance, List of vouchers, P&L Account, Balance sheet with percentages and GST computation report

CODE	COURSE TITLE
18BAUA303	TAXATION-LAW AND PRACTICE

Category	CIA	ESE	L	T	P	Credit
Core	25	75	70	5	-	5

Preamble
To acquaint the students with legal framework of taxation affecting business plans, profits and liabilit
of business and tax on the individual's salary and house property   and to gain the   knowledge of ba
principles underlying the substantial provisions of GST and its applications.

Course Outcomes
On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Acquire the principles of taxation and understand the direct taxes	K2
CO2	Analyze and compute the income from salary and house property	K4
CO3	Demonstrate the other heads of income and assessment procedures and powers of authorities	K2
CO4	Implement and interpret the provisions of GST	K3
CO5	Optimize the components and levy of customs duty	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	M
CO2	M	M	M	S	M
CO3	M	M	L	M	S
CO4	M	M	S	S	S

CO5	S	M	M	S	M

S- Strong; M-Medium; L-Low

UNIT - I (Theory only)   **(15 hrs.)**

General principles of taxation: Objectives, System distinction between direct and indirect taxes - Cannons of taxation - *Tax evasion*-avoidance-cause-remedies. **Direct taxes:** Income tax Act 1961- Important definitions - Residential status - Gross Total Income [GTI] - *specimen* - **Heads of income.**

UNIT - II (Theory and Problems)   **(15 hrs.)**

Income from salary - **Income from house property.**

UNIT - III (Theory only)   **(15 hrs.)**

Profits and gains of business or profession: Definition - Expressly admissible deductions -General deductions - Expenses expressly disallowed - Computation of professional income. **Income from capitalgains:** Scope of charge – Types of capital gains - Tax on capital gains. **Income from other sources:** General Income - Specific Income - Tax treatment - *Types of assessment procedures* - Powers of IT authorities

UNIT - IV (Theory only)   **(15 hrs.)**

Indirect taxes: GST – Basic Concepts – Features and Objectives – Components – Levy of GST - Provisions relating to registration - Exemptions from GST – *Authorities & their powers*.

UNIT - V (Theory only)   **(15 hrs.)**

Customs duty: Concept, Types, Components of the Law of Customs and Appointment of officers – Important definitions - Restrictions on import and export of goods - Levy of Customs duty - *Exemptions*.

Note: *Italics* **denotes Self Study Topics.**

Text Book

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Dingare Pagare	Business Taxation,(Indirect taxes)	Sultan Chand & Sons Educational Publishers, New Delhi	12th Edition, 2012
2.	Gaur V.P, Narang D.B, Puja Ghai& Rajeev Puri	Income tax Law & Practices	Kalyani Publishers,Ludhiana	47th Edition, 2018.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and

				Edition
1.	Parameshwaran.R,	Principles of Taxation,	Prasanna Publishers, Chennai,	4th Edition, 2009.
2.	Rakesh Kumar	Goods and Services Tax	Diamond Books , New Delhi.	1st Edition, 2017.
3.	Dr. Vinod K.Singhania & Dr. Monica Singhania	Students' Guide to Income Tax including GST	Taxmann Publications, New Delhi.	59th Edition , 2018
4.	Radha and Parameshwaran	*Indirect Taxation*	Prasanna publishers, Chennai	3rd Edition, 2009
5.	Senthil Kumar.D, Senthil Rajan.A,	*Business Taxation*	Himalaya Publishing House, Mumbai	4th Edition, 2010

Web Resources

- https://www.paisabazaar.com/tax/goods-and-services-tax-gst/
- https://www.britannica.com/topic/taxation
- http://economicsconcepts.com/direct_tax_and_indirect_tax.html

Pedagogy

- Lecture, PPT, Quiz, Assignment, Seminar and Case study

CODE	COURSE TITLE
18BAUSP01	SKILL - BASED PRACTICALS I – ENTREPRENEURIAL SKILL DEVELOPMENT

Category	CIA	ESE	L	T	P	Credit
Core	40	60	5	-	40	3

Preamble

To provide knowledge and training on various activities of small scale business to promote entrepreneurship.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Define the meaning and functions of MSME and associated organizations.	K2
CO2	Demonstrate the making of toy using fur.	K4
CO3	Acquire the skills in making of fashion jewelry using beads and terracotta.	K4
CO4	Develop Jute products like bags, purses and pouches.	K4
CO5	Making of paper products, keychain, pen stand and incense sticks	K4

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	M	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	M
CO5	S	S	M	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT-I (5 hrs.)

MSME: Meaning of Micro, Small and Medium Enterprises – Associated Organisations. Formation of SHGs. Preparation of Business Plan – Simple Marketing Techniques.
(Only internal assessment)

UNIT-II (10 hrs.)

Toy using Fur – Rugs using Fabric.

UNIT-III (10 hrs.)

Fashion Jewelry: Using Beads - Using Terracotta.

UNIT-IV (10 hrs.)

Jute products: Bags, purses and pouches.

UNIT-V (10 hrs.)

Paper Products: Envelopes, Gift bags and Binding process. **Others:** Pen-stands, Key-chains and Incense sticks

Web Resources

- http://msme.gov.in > know -about-msme
- http://www.yourarticlelibrary.com/india-2/self-help-group-of-india-meaning-need-and-objectives/66718 and https://en.m.wikipedia.org/wiki/Business_plan
- https://www.businessknowhow.com/marketing/5marktech.htm

CODE	COURSE TITLE
18BAUN301	SOFT SKILL DEVELOPMENT

Category	CIA	ESE	L	T	P	Credit
Core	-	100	25	5	-	2

Preamble

To impart knowledge, abilities and training on various soft skill sets to enhance the students' personality and career prospects.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Analyze self by SWOT and Johari window and goal setting.	K2
CO2	Acquire skills on creativity techniques.	K2
CO3	Demonstrate stress management techniques.	K3
CO4	Develop body language tips for job interviews.	K3
CO5	Apply management games for team building.	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	L	S	S
CO2	S	M	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	M
CO5	S	S	M	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT I (5 Hrs.)
Knowing Thyself: Significance – Process – Self Analysis through SWOT &Johari Window.
Goal Setting: Significance – Ten Commandments – Steps to achieve goals

UNIT II (5 Hrs.)
Creativity: Concepts - Characteristics of creative person – Process of creativity –Mental blocks
 and Block – busting techniques – Creative methods – Creative tools and techniques –
Brainstorming.

UNIT III (5 Hrs.)
Stress Management: Introduction – Classification – Teen stress – Causes of stress – Specific
stress factors – The negative stress cycle – Techniques to manage stress.

UNIT IV (5 Hrs.)
Body Language: Types of non-verbal communication – Positive body language to adopt –
Negative body language to avoid – Body language tips for job interview.

UNIT V (10 Hrs.)
Team building: Meaning – Aspects – Skills – Process – Characteristics of an effective team –
Simple Management games.
Interpersonal Skills: Meaning – Tips for improvement.

Text Book:
Study materials provided by the department.

Reference Books				
Sl.No.	**Author Name**	**Title of the Book**	**Publisher**	**Year and Edition**
1.	B.N.Ghosh	Managing Soft Skills for Personality Development	Tata McGraw Hill Education Pvt.Ltd.	1st Edition 2012.
2.	Jeff Butterfield	Soft Skills for everyone	CenageLearning , New Delhi.	1st Edition, 2011.
3.	Grossman, Rodgers & Moore	Unlocking Creativity in the Workplace	Jaico Publishing House, Mumbai	5th Edition, 2009.
4.	S.Ramachander	Creativity at Work	Sage Publications Ltd., New Delhi	5th Edition, 2010.
5.	Hedwig Lewis	Body Language – A Guide for Professionals	Sage Publications Ltd., New Delhi	21st Edition, 2009.
6.	Dr.K.Alex	Soft Sills-Know Yourself and Know the World	S.Chand& Company Ltd., New Delhi.	3rd Edition 2014.
7.	M.S.Rao	Soft Skills-Enhance Employability	International Publication House Pvt.	1st Edition 2010.

		Connecting Campus with Corporate	Ltd., New Delhi.	

Web Resource

- http://stocklogos.com/topic/creative-thinking-methods-and-techniques
- https://en.wikipedia.org./wiki/creativity_techniques
- www.businessballs.com/management games/
- www.mbacrystalball.com/management games/

Pedagogy

Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar, Brain Storming, Case study and Role play

SEMESTER-IV

CODE	COURSE TITLE
18BAUC407	HUMAN RESOURCE MANAGEMENT

Category	CIA	ESE	L	T	P	Credit
Core	25	75	70	5	-	4

Preamble

To enable the students to acquire the knowledge and skills of human resource management and to develop efficient manpower for the emerging needs of the organization and the society.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the basic concepts of human resource management and the applications of E-HRM.	K2
CO2	Interpret the elements of human resource management such as recruitment, selection, training and development.	K2
CO3	Develop and administer an ideal performance appraisal system in the organization.	K3
CO4	Construct a compensation plan in accordance with organizational goals, mission, values and labour market.	K3
CO5	Explain the core issues, policies and procedures surrounding industrial relations.	K2

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1.	S	M	S	S	M
CO2.	S	M	S	S	S
CO3.	S	S	M	S	S
CO4.	S	S	S	S	M
CO5.	S	S	S	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT I   **(15 hrs.)**
Human Resource Management : Meaning - Nature, Scope and Objectives – Functions of HR Department – *The Role of HR Manager* – Organisation of HR Department – HR Policies and Procedures.E-HRM–Concept–Scope.
UNIT II   **(15 hrs.)**
Man Power Planning : Job Description – *Job Analysis* – Job Design – Job Specification – Recruitment and Selection – Training and Development - Case Studies[only internal assessment].

UNIT III   **(15 hrs.)**
Performance Appraisal : Job Evaluation and Merit Rating – *Promotion* – Transfer and Separations – Human Relations – Approaches to Good Human Relations.

UNIT IV   **(15 hrs.)**
Wages and Salary Administration: Incentive System – Labour Welfare – *Retirement Benefits to Employees.*

UNIT V   **(15 hrs.)**
Industrial Relations : Nature – Trade Union – Disputes and their Resolution – Nature of Disputes – Causes for Disputes – *Settlement of Disputes* – Collective bargaining.
Note: Italic denotes self study topics

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Khanka.S.S	Human Resource Management (Text and Cases)	S.Chand& Company Pvt. Ltd.	1st Edition, Reprint 2016

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Aswathappa .K	Human Resource Management Text and cases	Tata McGraw Hill, New Delhi	9th Edition, Reprint 2015

2.	BiswajeetPattanayak	Human Resource Management	PHI Learning Private Limited	5th Edition, Reprint 2018
3.	P.R.N Sinha, S.P.Shekhar, IndhuBala	Human Resource Management	Cengage Learning	5th Edition, 2016

Web Resources

- http://file.scirp.org/Html/9-1760460_55377.htm
- https://www.managementstudyguide.com/systems-view-of-training.htm
- https://businessjargons.com/performance-appraisal.html
- http://hrcouncil.ca/hr-toolkit/compensation-employee.cfm

Pedagogy

Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar, Brain Storming, Activity and Case Study

SEMESTER– IV

CODE	COURSE TITLE
18BAUC408	FINANCIAL MANAGEMENT

Category	CIA	ESE	L	T	P	Credit
Core	25	75	70	5	-	4

Preamble

To familiarize the students with the principles and practices of financial management for their effective application in managerial decision making.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Define and identify the scope and objectives of financial management.	K2
CO2	Demonstrate the cost of sources of capital and the capital structure.	K2
CO3	Interpret the dividend policy and the factors influencing the dividend policy.	K2
CO4	Acquire knowledge in cash and receivables management	K3
CO5	Analyze the methods of capital budgeting and leverage	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	M	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	M
CO5	S	S	M	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT I   **(15 hrs.)**

Finance Functions: Meaning- Definition and *Scope of Finance Functions* – Objectives of Financial Management – Profit Maximization and Wealth Maximization.
Sources of Finance: Short Term and Long Term.

UNIT II   **(15 hrs.)**

Cost of Capital : Cost of specific sourcesof capital **–** Equity – Preferred stock – Debt – Reserves – Weighted Average cost of capital.
Capital Structure: Factors influencing Capital Structure – *Optimal Capital Structure.*

UNIT III   **(15 hrs.)**

Dividend : Meaning, Classification – Sources – Dividend Policy – *Factors influencing Dividend policy.*
Working Capital Management : Concepts – Importance – Determinants of Working Capital.

UNIT IV   **(15 hrs.)**

Cash Management: Motives for holding cash – *Objectives* – Strategies of Cash Management.
Receivables Management : Objectives – Cost and Benefits of Credit Extension – Crucial decisions in Credit Extension. – Factoring services.

UNIT V   **(15 hrs.)**

Capital Budgeting : Meaning – *Importance* – Appraisal methods.
Leverage : Operating and Financial Leverage.

Note: *Italics* **denotes Self Study Topics**

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Sharma R.K., ShashiK.Gupta, Neeti Gupta	Financial Management	Kalyani Publishers, Ludhiana	Revised Edition, 2017.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Khan.M.Y., Jain.P.K.	Basic Financial Management	Tata Mc.Graw Hill, New Delhi	3rd Edition, 2013
2.	Pandey.I.M	Financial Management	Vikash Publishing House, New Delhi	11th Edition, 2015
3.	Periyasamy.P	Financial Management	Vijay Nicole Imprints, Chennai	3rd Edition, 2011

Web Resources

- http://wikifinancepedia.com/finance/finanacialmanagement
- https://www.managementstudyguide.com/financial-management.htm
- http://www.myaccountingcourse.com-dictionary/capitalstructure

- https://hemantmore.org.in/management/financial-management/12254/

Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar, Brain Storming, Case study and Role play.

SEMESTER– IV

CODE	COURSE TITLE
18BAUC409	INTERNET AND WEB DESIGNING (THEORY)

Category	CIA	ESE	L	T	P	Credit
Core Paper	10	40	20	10	-	2

Preamble

To enable the students to acquire knowledge on Internet, HTML ,DHTML and Hyperlink and raise employability.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Define the principles and the basics in Internet	K2
CO2	Analyse the working with E-Mail and managing them	K3
CO3	Visualize the basic concept of HTML and Recognize the elements of HTML.	K3
CO4	Develop the creation of web page by adding graphics	K4
CO5	Introduce the basic concept of CSS with DHTML	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	L
CO2	M	S	S	M	M
CO3	S	S	S	S	M
CO4	S	M	M	S	S
CO5	S	S	M	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT – I (6 Hrs.)

Internet basics : Internet Address – Domain Names – Browsers – Search Engine – Connecting to the internet – installing and configuring a modem – creating a connection profile – *changing the default connection.*

UNIT – II (6 Hrs.)

Working with E-Mail: Running an email program – sending, reading, replying, deleting and exiting mail – *sending files via email* - attaching a signature – managing an address book.

UNIT – III (6 Hrs.)

Introduction to HTML: Information file creation – *web server* – web client / browser – HTML – commands – title – footer – paragraph breaks – line breaks – heading style – spacing – centering – Font size and color.

UNIT – IV (6 Hrs.)

Adding graphics to HTML document : List – Types of list —– Using width, height, alignment and alternative attributes – tables – header rows – data rows – caption tags – cell spacing - BG color – rows span – cpl span attributes – Links – internal and external document reference – *Images as hyper links*.

UNIT – V (6 Hrs.)

Introduction to DHTML: Cascading style sheets – color and background attributes – text attributes – border attributes – *marginal related attributes* – list attributes – class – external style sheet.

Note: *Italics* **denotes Self Study Topics**

Text Book

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Maureen Adams	Internet Complete	BPB Publications, New Delhi	1st Edition, 2013
2.	Ivan Bayeross	Web Enabled Commercial Application Development Using HTML, DHTML, Java Script , Perl CGI	BPB Publications, New Delhi	3rd Revised Edition, 2012.
3.	Douglas.E. Comer	Internet Working with TCP/IP – Principles, Protocols and Architecture	Prentice Hall of India, New Delhi	4th Edition,2005
4.	K.L.James	The Internet-A User's Guide	Prentice Hall of India, New Delhi	2nd Edition, 2010

Web Resources

- https://www.tutorialspoint.com/html/
- https://www.w3.org/standards/webdesign/htmlcss
- https://www.tutorialspoint.com/internet_technologies/website_designing.htm

Pedagogy

- Lecture, PPT, Assignment and Seminar

CODE	COURSE TITLE
18BAUC410	STRATEGIC MANAGEMENT

Category	CIA	ESE	L	T	P	Credit
Core	25	75	70	5	-	4

Preamble

To enable the students to understand the significance of setting goals and objectives & strategy formulation, implementation and evaluation.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Demonstrate the concepts of strategic management benefits received by the organisation.	K2
CO2	Acquire knowledge on guidelines to formulate mission, goals and objectives.	K2
CO3	Implement the knowledge gained in strategy selection.	K3
CO4	Analyse the factors and approaches to implement the strategy.	K4
CO5	Understand the importance and criteria for strategic evaluation and control.	K2

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S

CO3	S	S	S	M	S
CO4	M	S	S	S	M
CO5	S	M	M	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT - I (15 Hrs.)
Strategic Management: Concepts - Difference between strategy and tactics - Three levels of strategy, Strategic Management Process - Benefits, TQM and strategic management process, *Social responsibility,* Social audit.

UNIT - II
(15Hrs.)Strategic Formulation: Corporate Mission: Need – Formulation, Objectives: Classification - Guidelines, Goals: Features - Types, Environmental Scanning - Need – Approaches - *SWOT analysis* - ETOP - Value chain analysis.

UNIT - III (15 Hrs.)
Choice of strategy: *BCG matrix* - The GE nine cell planning grid - Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies.

UNIT - IV (15 Hrs.)
Strategic Implementation: *Role of top management*-Process - Approaches, Resource allocation -Factors - Approaches, Mckinsey's 7's framework, Strategic Positioning - Four routes to competitive advantage.

UNIT - V (15 Hrs.)
Strategic Evaluation: Importance - Criteria - Quantitative and Qualitative factors, Strategic control: Process - Criteria - *Types*, Essential features of effective evaluation and control systems.

Note: Italics denotes self study topics

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Francis Cherunillam	Strategic Management	Himalaya Publishing House, Mumbai	4th Edition,Reprint,2015.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	BiswanthGhosh	Strategic Management: An Assessment	Sterling Publishers, New Delhi	1st Edition, Reprint 2012
2.	NitinBalwani	Strategic	Tata McGraw Hill	7th Reprint,

| | | Management | Education Private Ltd, New Delhi | 2010 |

Pedagogy

Lecture, PPT, Quiz, Assignment, Group Discussion

SEMESTER – IV

CODE	COURSE TITLE
18BAUCP03	INTERNET AND WEB DESIGNING (PROGRAMMING LAB)

Category	CIA	ESE	L	T	P	Credit
Core Practical-III	20	30	-	-	45	2

Preamble

To develop the skill and knowledge of Internet, HTML, DHTML and Web designing

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Acquire the knowledge of internet and its usage	K3
CO2	Create electronic mail and learn its usage	K4
CO3	Develop a model web page for creating password and username and adding and removing items and scrolling	K3
CO4	Construct the web page using HTML tags	K3
CO5	Outline the web pages using DHTML Tags and add graphics to them	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	M	S	S	S
CO3	S	S	S	M	S

CO4	S	S	S	S	M
CO5	S	S	S	S	S

S- Strong; M-Medium; L-Low

List of programs:-
1. Install a modem in your system.
2. Connect internet using an account in your system.
3. Search a particular topic in using internet search engines.
4. Create a new mail ID using any available service providers.
5. Send an email to another person's email ID.
6. Send an email to more than one users at the same time.
7. Send an email to a person with an attachment.
8. Send a greeting to a person using internet.
9. Develop a HTML page to check username and password.
10. Develop a HTML page to add and remove item from list box.
11. Develop a HTML page to link other web page.
12. Develop a HTML page to scroll text from left to right.
13. Develop a HTML page to display an advertisement.
14. Develop a static HTML page for a college information.
15. Develop a HTML page to input information to create a mail ID.
16. Develop a HTML page to conduct auction.
17. Develop a HTML page to input student information.
18. Develop a HTML page to display students results for a given roll number.
19. Develop a DHTML page to sell a product to users.
20. Develop a DHTML page to display product information for a given product ID.

CODE	COURSE TITLE
18BAUA404	BUSINESS COMMUNICATION

Category	CIA	ESE	L	T	P	Credit
Allied	25	75	70	5	-	5

Preamble

To enable the students to acquire knowledge of communication in business and to develop the oral and written communication skills for business situations.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Outline the communication, its principles, process and devices in detail	K2
CO2	Identifying various business offers and executing it	K2
CO3	Construct the complaints letter in business situations	K3
CO4	Draft various kinds of reports and speeches	K3
CO5	Dealing with secretarial correspondences, agenda and minutes preparation	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	S	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	M
CO5	S	S	L	S	S

S- Strong; M-Medium; L-Low

UNIT I (15 hrs.)
Introduction to Communication: Importance – *Elements* – Communication Process – Methods & Media of Communication – Barriers – Principles of Communication.
Devices in Communication: Intercom, Telephone, Fax, Internet, E-Mail – Video Conferencing – Tele-Conferencing – Data Conferencing.

UNIT II (15 hrs.)
Trade Correspondence : Inquires – Offers and Quotations Orders –Execution and *Cancellation* – Claims, Adjustment and Settlement of Accounts.

UNIT III (15 hrs.)
Complaints Letter : Collection Letter – Letters relating to Agencies, *Credit and Status Enquiry-*– Banking & Insurance Correspondence.

UNIT IV (15 hrs.)
Communication Through Reports : Drafting Methods and Procedure –Importance, Types & Characteristics of Reports – Reports by Individual and Committees – Annual Report – *Press Report*.
Oral Communication: Drafting of Speeches – *Methods and Procedures.*

UNIT V (15 hrs.)
Secretarial Correspondence :(A) Internal Correspondence – Memo –Circulars – Notices- – Explanations to Superiors. (B) Correspondence with Share Holders, Directors and Other Government Departments. *Agenda and Minutes Preparation.*

Note: *Italics* **denotes Self Study Topics.**

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Rajendra Pal	*Essentials of Business Communication*	Sultan Chand & Sons, New Delhi	13th Revised and Enlarged Edition, Reprint 2013.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	AshaKaul	*Effective Business Communication*	Prentice – Hall of India, New Delhi	1st Edition, 2006.
2.	UrmilaRai&Rai S.M	*Business Communication*	Himalaya Publishing House, New Delhi	2nd Revised Edition, 2018.
3.	Varinder Kumar & Bodh Raj	*Business Communication*	Kalyani Publishers, Ludhiana	1st Edition, 2003

Web Resources

- https://www.techwalla.com/articles/types-of-communication-devices

- http://old.nios.ac.in/Secbuscour/cc14.pdf
- http://www.aquinas.qld.edu.au/About%20Us/Library/Documents/Writing_a_report_-_Guidelines.pdf
- http://foundersguide.com/5-common-types-of-business-correspondence/
- https://www.managementstudyguide.com/business_communication.htm

Pedagogy

Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar, Brain Storming, Case study and Role play.

SEMESTER-IV

CODE	COURSE TITLE
18BAUS402	MULTI - SKILL DEVELOPMENT

Category	CIA	ESE	L	T	P	Credit
SBS-II	40	60	25	5	-	3

Preamble

To equip the students with the knowledge on communication, numerical aptitude, critical, analytical and verbal reasoning for the brilliant success in the competitive examinations and to prepare the students boldly face interviews.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Demonstrate understanding of basic grammatical structure and vocabulary.	K2
CO2	Develop the quantitative problems and use appropriate arithmetical methods to solve.	K3
CO3	Apply critical thinking to develop and express sound arguments from given premises to related conclusions.	K3
CO4	Construct curriculum vitae and acquire the key skills and behaviours required to facilitate a group discussion.	K3
CO5	Acquire interview skills and etiquettes for job seeking.	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	M
CO2	S	S	M	M	M
CO3	S	S	M	M	M

CO4	M	M	M	M	M
CO5	M	M	M	M	M

S- Strong; M-Medium; L-Low

UNIT I (9 hrs.)

Communication: Question tag – Gerund and Infinitives – Spotting the errors – Vocabulary –

Synonyms – Antonyms - Prepositions – Articles – One word substitution – Sentence completion.

UNIT II (9 hrs.)

Numerical Aptitude : Problems on numbers - Problems on Ages – Percentage - Profit and loss -

Ratio & Proportion - Time & Work - Time & Distance - *Simple Interest* - Compound Interest.

UNIT III (9 hrs.)

Critical Reasoning: Logical Inference Questions and Syllogism.
Analytical Reasoning: Arrangement problems – Family / Blood Relation Qualms – Sense of Directions – Age Doubts.
Verbal Reasoning: Verbal Analogy (Letter series and number series only) – Coding and Decoding.

UNIT IV (9 hrs.)

Self Introduction: Preparation of curriculum vitae – Presentation skill. Exercises.
Group Discussion: Meaning- Elements-skills- Good Etiquette.

UNIT V (9 hrs.)

Interview Skill: Meaning- Purpose- Type-Personality traits-FAQ's- Do's and Don'ts
Interview Etiquettes – Tips for Success in Interview. Exercises.
Note: *Italics* **denotes Self Study Topics**

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1	Hari Mohan Prasad & Uma Rani Sinha	Objective English for Competitive Examinations	Tata McGraw Hill Education Private Ltd. New Delhi	4th Edition, 2012
2.	Agarwal R.S.	A Modern Approach to Verbal Reasoning (Fully Solved)	S.Chand Company Limited, New Delhi	1st Edition, Reprint 2012
3.	Edgar Thorpe	Test of Reasoning for Competitive Examinations	Tata McGraw-Hill Publishing Company Limited, New Delhi.	4th Edition, 2011
4.	Agarwal R.S.	A Modern Approach to Verbal Reasoning (Fully Solved)	S.Chand Company Limited, New Delhi	1st Edition, Reprint 2012

5.	Rao M. S.	Soft Skills Enhancing Employability- Connecting Campus with Corporate	IK International Publishing House, NewDelhi	1st Edition,2010
6.	Alex.K	Soft Skills-Know Yourself and Know the World	S.Chand Company Ltd	1st Edition,2011
7.	PriyadarshiPatnaik	Group Discussion and Interview Skills	Foundation Books, Delhi	1st Edition,2011
8.	Alex K	Soft Skills Know Yourself and Know the World	S.Chand Company Limited, New Delhi	1st Edition,2011
9.	Ron Hubbard L.	Self Analysis	PustakMahal	1st Edition, 2010

Pedagogy

- Lecture, PPT, Quiz, Assignment and Class Discussion

SEMESTER – IV

CODE	COURSE TITLE
18BAUN402	BASIC PROMOTIONAL TECHNIQUES

Category	CIA	ESE	L	T	P	Credit
NME - II	-	100	25	5	-	2

Preamble

To impart the students on significance of various promotional tools and their suitability in business.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledg Level
CO1.	Understand the importance of strategies and channels involved in marketing.	K2
CO2.	Demonstrate the types and creativity in advertisements.	K2
CO3.	Apply sales promotional tools depending on its suitability	K3
CO4.	Interpret the steps related to personal selling and develop the skills of a salesman	K2 & K3
CO5.	Analyse the importance of publicity and public relation tools and apply in real business.	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1.	S	S	S	S	S
CO2.	S	S	S	S	S

CO3.	S	S	M	S	S
CO4.	S	M	S	S	M
CO5.	M	S	S	M	L

S- Strong; M-Medium; L-Low

Syllabus

UNIT I **(10 hrs)**
Promotional Mix: Meaning – Importance – Push-Pull strategy.
Direct Marketing: Meaning – Characteristics – Channels – Benefits.

UNIT II **(5 hrs)**
Advertising: Meaning – Importance – Types – Parts – Creativity in Advertisements.

UNIT III **(5 hrs)**
Sales Promotion: Meaning – Types – Tools – Suitability.

UNIT IV **(5 hrs)**
Personal Selling: Meaning – Objectives – Steps.
Salesmanship: Meaning – Features – Types – Qualities of a good salesman.

UNIT V **(5 hrs)**
Publicity: Meaning – Advantages – Suitability.
Public Relations: Meaning – Characteristics – Publics – Tools.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Philip Kotler, Kevin Lane	Marketing Management	Pearson Publisher	2014
2.	Pillai&Bhagavati	Marketing Management	Sultan Chand &Sons, New Delhi,	1st Reprint, 2014.
3.	Bansal.S.P.	Marketing Management	KalyaniPublishers,Mumbai	8th Edition, 2015
4.	Sontakki.C.N , Neeti Gupta, AnujGupta	Marketing Management	Kalyani Publishers, Ludhiana	1st Edition, Reprint 2016.

Web Sources

- https://marketingmixx.com/promotion-mix-strategies/
- https://study.com/academy/lesson/what-is-direct-marketing-definition-concepts-examples.html
- https://www.thebalancesmb.com/different-types-of-advertising-methods-38548
- http://www.yourarticlelibrary.com/sales/sales-promotion-meaning-definition-objectives-and-in promotion/25889

Pedagogy
- Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar

SEMESTER - V

CODE	COURSE TITLE
18BAUC511	BANKING AND INSURANCE SERVICES

Category	CIA	ESE	L	T	P	Credit
Core	25	75	85	5	-	4

Preamble

To enable the students to acquire knowledge on the various forms of banking, different principles& functions of insurance and to enhance their conceptual skills on real time banking and various insurance products.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Interpret the different forms of banking	K2
CO2	Demonstrate the types of bank accounts and forms of securities	K2
CO3	Construct the different types of negotiable instruments	K3
CO4	Apply insurance principles and procedures	K3
CO5	Explain Insurance organization and channels in India	K2

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	L	S	S
CO2	S	M	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	M
CO5	S	S	M	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT I (20 hrs.)

Banking: Meaning – Evolution of Banking Institutions – Functions of Banks – Types of Banking System – *Role of Banks in Economic Development* – RBI and their Functions – Rural Banking in

India.

UNIT II   **(20 hrs.)Commercial**
Banks: Types – Opening of an Account – Types of Deposit Account – *Know Your Customers.***Forms of Securities** : lien - pledge – hypothecation – mortgage.

UNIT III   **(15 hrs.)Negotiable**
Instruments: Features – Types – *Parties* – Cheque – Endorsements – Crossing.
E-Banking – Cashless Transactions - Application of IoT in Banking Sector.

Unit – IV   **(15 Hrs.)Insurance:** Meaning
– *Evolution* – Significance – Types.
Marine and Fire insurance: Principles - policies - procedure for settlement of claims.

Unit – V   **(20 Hrs.)Insurance**
Organisation in India – organizational setup -*Distribution channels* -**IRDA,1999 :**constitution - objectives - duties and powers – Ombudsmen **-** Privatization of Insurance Industry.

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	**S**.N.Maheshwari, S.K. Maheshwari	Banking Theory, Law and Practice	Kalyani Publishers, Chennai	1stEdition, 2005
2.	M.N.Mishra	Insurance principles and practices	Sultan Chand & Sons, New Delhi	1stRevised Edition 2004

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Dr. K. Nirmala Prasad, J. Chandradass	Banking Theory, Law and Practice	Himalaya Publishing House	1stEdition, 2005
2.	Sundharam and Varshney	Banking Theory, Law and Practice	Sultan Chand and Sons, New Delhi	1s Edition, Reprint 2013
3.	Kaninika Mishra	Fundamentals of life insurance: Theories and Application	PHI learning Pvt. Ltd., New Delhi	1st Edition, 2010
4.	Dr.P.Periasamy	Principles and Practice of Insurance	Himalaya Publishing House Pvt. Ltd.	2nd Revised Edition, 2009

Web Resources

- https://lecturenotes.in/materials/17266-banking-insurance-study-material/4
- https://finupdates-in/banking-and-insurance-text-book/

Pedagogy

Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar, Brain Storming, Case study and Role play.

SEMESTER - V

CODE	COURSE TITLE
18BAUC512	RESEARCH METHODS FOR MANAGEMENT

Category	CIA	ESE	L	T	P	Credit
Core	25	75	65	10	-	4

Preamble

To enable the students to understand the basic concepts of research, its application in various areas and enable them to undertake research.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Interpret about research and infer the research process	K2
CO2	Exemplify and summarise the various data used in research	K2
CO3	Demonstrate the scaling techniques to analyse and execute the hypothesis and its types	K4
CO4	Apply and organize the research reports	K3
CO5	Integrate and Implement the various application of research	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	M
CO5	S	S	M	M	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT – I (15 Hrs.)

Research: Definition – Importance – Advantages and Limitations. The Research Process – *Research Problem* – Formulation - Research Design - types.

UNIT – II (15 Hrs.)
Data Collection: Primary Vs Secondary Data – Methods – Questionnaire – Pre-Testing – Sampling - Steps – Types – Size – Errors – *Pilot Surveys.*

UNIT – III (15 Hrs.)
Scaling: Measurement Scales – Scaling Techniques – Hypothesis – Concepts – *Characteristics* – Types – Testing of Hypothesis.

UNIT – IV (15 Hrs.)
Interpretation And Report Writing: Types of reports - Steps in Writing Reports – Layout of Report, Types, Principles of Report Writing – *Graphical Representation of Results.*

UNIT – V (15 Hrs.)
Application of Research: Product Research – Price Research – Motivation Research – Promotion Research – Distribution Research – Sales Control Research – *Media Research.*

Note: *Italics* **denotes Self Study Topics**

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	**Kothari.C.R**,	*Research Methodology*	New Age International (P) Publishers, New Delhi	2nd Revised Edition, 2013

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	**Gupta.S.P**,	*Statistical Methods,*	Sultan Chand Publications, New Delhi	44th Revised Edition, 2014
2.	**Saravanavel.P**, .	*Research Methodology*,	KitabMahal Publications, Allahabad	16th Reprint, 2012
3.	**Sharma.S.P**,	*Marketing Research,*	Sultan Chand Publication, New Delhi	3rd Edition, 2002

Pedagogy

Lecture, PPT, Quiz, Assignment, Seminar and Brain Storming.

CODE	COURSE TITLE
18BAUC513	ENTREPRENEURIAL DEVELOPMENT AND PROJECT MANAGEMENT

Category	CIA	ESE	L	T	P	Credit
Core	25	75	70	5	-	3

Preamble

To enable the students to acquire knowledge on entrepreneurship and project management and help them to take up entrepreneurship.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the concepts and recent trends of entrepreneurship	K2
CO2	Demonstrate course contents and phases of entrepreneurship	K2
CO3	Acquire knowledge regarding sources of finance to entrepreneurs	K2
CO4	Develop project appraisal and prepare business plan	K3
CO5	Implement planning commission guidelines for formulating a project	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	M	S	S
CO4	S	M	S	S	M

CO5	M	S	S	M	L

S- Strong; M-Medium; L-Low

Syllabus

UNIT – I **(15 Hrs.)**

Entrepreneurship: Meaning - Characteristics – Functions and Types of Entrepreneurship – *Intrapreneurs*– Development of rural and women entrepreneurs – Recent trends: Edupreneurship&Ecopreneurship - Meaning – Features.

UNIT – II **(15 Hrs.)**

Entrepreneurship development programmes: Need – Objectives – Course contents – Phases – Evaluation -*Role of entrepreneurship in economic development.*

UNIT – III **(15 Hrs.)**

Small Scale Industries: Concept – *Importance* – Incentives and Subsidies for SSI – Steps in Starting SSI. Sources of Finance –Institutional Support to Entrepreneurs.

UNIT – IV **(15 Hrs**.)

Project Management: Concept – Categories – *Project life cycle phases* – Characteristics of a Project – Project Appraisal – Preparation of Business plan – Contents.

UNIT – V **(15 Hrs**.)

Project identification – Selection – *Project formulation* – Contents of a project report – Planning commission guidelines for formulating a project – Specimen of a project report.

Note: *Italics* **denotes Self Study Topics**

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Khanka.S.S.	Entrepreneurial Development	S.Chand& Company Ltd., New Delhi,	Revised Edition, Reprint, 2014

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1	Choudary	Project Management	Tata McGraw Hill, Education(India) Pvt. Ltd, New Delhi.	38th Reprint 2014
2	Gupta C.B., &Srinivasan.N. P	Entrepreneurial Development	Sultan Chand & sons, New Delhi.	6th Edition, Reprint 2009
3.	Prasanna Chandra	Projects, Planning analysis Selection Implementation & Review	Tata McGraw Hill Publishing Company Ltd , New Delhi.	7th Edition, 2011
4.	Prasanna Chandra	Projects- Preparation Appraisal, Budgets & Implementation	Tata McGraw Hill Publishing Company Ltd, New Delhi.	3rd Edition, 2014
5.	RenuArora	Fundamentals of Entrepreneurship and small business	Kalyani Publishers , Ludhiana	1stEdition , 2003

Pedagogy
- Lecture, PPT, Quiz, Assignment, Group Discussion and Seminar.

SEMESTER-V

CODE	COURSE TITLE
18BAUC514	VISUAL BASIC (THEORY)

Category	CIA	ESE	L	T	P	Credit
Core	10	40	40	5	-	2

Preamble

To enable the students to acquire the basic concepts of visual basic and to impart skills and knowledge required to use graphical user interfaces and applications in a windows environment.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the basic concepts of visual basic environment and explain the uses of tool bars, system controls and components	K2
CO2	Describe code window and interpret controlling program flow, repeating operation and making decisions through visual basic	K2
CO3	Make use of arrays and distinguish the various concepts of control arrays	K3
CO4	Interpret line, shapes, curves, file commands and file system controls	K3
CO5	Construct data control and structured query language	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5

CO1	S	M	S	S	S
CO2	S	S	M	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT I (10 Hrs.)
Getting started: Visual Basic Environment - Initial VB screen-Single Document Interface - Tool bars and systems control and components - Use of file, edit, view, projects, format, Run and Debug, tools, Window menu, *Properties window*, Procedures, Image controls, Message boxes and grids.

UNIT II (10 Hrs.)
Steps in programming - The Code window- Editing tools - Statements in VB - Assignment and property setting - variable, strings, numbers, constants, display information - Controlling program flow- Repeating operation - Making decisions - GOTO - String function - RND functions - Date and Time functions - Financial functions.

UNIT III (10 Hrs.)
Control arrays- Lists: One Dimensional arrays - *Arrays with more than one dimension* - Using lists functions and procedures - Passing by reference/ Passing by values - Code module - Global procedures and global variable - Document for user defined types with statements - Common dialog box - MDI forms.

UNIT IV (8 Hrs.)
Fundamentals of Graphics and files: Screen - The Line and Shapes - Graphics via codes, Lines & Boxes, Circle, Ellipse, Pie charts, Curves, Paint picture method - Graphics control - File commands - File system controls - Sequential files - Random access files - Binary files.

UNIT V (7 Hrs.)
Clip board: DDE, OLE, Data control - Programming with data control - Monitoring Changes to the data bases - SQL basics - Data Base Objects.
Note: *Italics* **denotes Self Study Topics**

Text Books
Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Gary Cornell	Visual Basic 6 from the Ground Up	Tata McGraw Hill Publishing Company Ltd, New Delhi	1st Edition, 2006, Reprint, 2013

Reference Books
Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Krishnan.N&Saravanan.N	Visual Basic 6.0 in 30 days	Scitech Publications (India) Pvt. Ltd., Chennai	3rd Edition, June 2006

2.	Steven Holzner	Visual Basic Programming Black Book	Dream tech press New Delhi	1st Edition, 2008

Web Resources

- https://docs.oracle.com/cd/B31104_02/books/VBLANG/VBLANGQuickRef12.html
- http://www.uobabylon.edu.iq/eprints/publication_3_25672_38.pdf
- https://www.hcoe.edu.np/uploads/attachments/r96oytechsacgzi4.pdf

Pedagogy

- Lecture, PPT, Quiz, Assignment and Seminar

SEMESTER - V

CODE	COURSE TITLE
18BAUCP04	VISUAL BASIC (PROGRAMMING LAB)

Category	CIA	ESE	L	T	P	Credit
Core	20	30	-	-	45	2

Preamble

To enable the students to acquire the practical knowledge to develop visual basic programs.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Develop a visual basic project for creating username and password and adding, removing and copying items	K3
CO2	Build a VB project to enter and display student information, to scroll text and to display system date and time on screen	K3
CO3	Create a VB project to find day of a week of a given date,to perform mini calculator functionsand monthly calendar using flex grid	K4
CO4	Develop a VB project to view image files, note pad and documents typing using MDI Form	K3
CO5	Construct a Visual Basic Project to perform operations in MS – Access database using DAO	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	L	S	S
CO2	S	M	S	S	S
CO3	S	S	M	S	S

| CO4 | S | S | M | S | M |
| CO5 | S | S | M | S | S |

S- Strong; M-Medium; L-Low

Syllabus

UNIT I (12 hrs)

1. Develop a VB project to check user name and Password given by USER.

2. Develop a VB project to add and remove items from List Box.

3. Develop a VB project to copy all items in a list box to combo box.

UNIT II (12 hrs)

4. Develop a VB project to enter and display student information.

5. Develop a VB project to scroll text from left to right using timer.

6. Develop a VB project to display system date and time on screen.

UNIT III (12 hrs)

7.Develop a VB project to find day of a week of a given date.

8. Develop a VB project for mini calculator functions.

9. Develop a VB project for monthly calendar using flex grid

UNIT IV (12 hrs)

10. Develop a VB project to view all image file in our system.

11. Develop a VB project for note pad.

12. Develop a VB project for documents typing using MDI Form.

UNIT V (12 hrs)

13. Develop a VB project to search a record in MS-Access database using data control.

14. Develop a VB project to delete a record from MS-Access database using data control.

15. Develop a VB project to perform following operations in MS-Access data base using DAO.

  a) Move First Record   b) Move Next Record.

16. Develop a VB project to perform following operations in MS-Access data Base using DAO.

a) Move Previous record   b) Move Last Record.

Web Resources

- https://www.scribd.com/document/277132721/Visual-Basic-Lab-Manual
- http://www.brcmcet.edu.in/visual-programming-lab.html
- https://www.itu.dk/people/slauesen/UID/AccessTutorial.pdf
- https://people.revoledu.com/kardi/tutorial/VB/lesson03/MDIForm.htm
- https://www.vbtutor.net/lesson1.html
- http://www.computing.outwood.com/NEA/vb/programming-vb.html

Pedagogy

Lecture, PPT, Quiz, Assignment and Group Discussion.

SEMESTER-V

CODE	COURSE TITLE
18 BAUE501	QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Category	CIA	ESE	L	T	P	Credit
Elective-I	25	75	70	5	-	5

Preamble

To equip the students with the concepts of statistics and also to impart knowledge of various statistical and analytical tools of research.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Explain the concepts of statistics and undertake processing operations such as coding, classification, tabulation and frequency distribution	K2
CO2	Compare mean, median, mode and summarize measures of dispersion and probability distribution	K2
CO3	Examine correlation and regression analysis	K3
CO4	Interpret hypothesis testing of means and comparing a variance to other population variance	K3
CO5	Construct parametric test and weighted average score ranking method	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S

CO2	S	S	M	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT I (12 hrs.)

Statistics: Concept – Scope – Limitations – Survey – Data Collection. Processing Operations: Editing – Coding – Classification – *Tabulation* - frequency distribution.

UNIT II (18 hrs.)

Measures of Central Tendency: *Mean* – Median - Mode. Measures of Dispersion: Range – Quartile Deviation – Mean Deviation – Standard Deviation. Probability Distribution: Binomial – Poison – Normal.

UNIT III (18 hrs.)

Correlation Analysis: Scatter Diagrams – Karl Pearson's Co-Efficient of Correlation –Spearman's Rank Correlation. Regression: Regression Lines – Regression Equations – Regression Co-Efficient – Multiple Regressions - *Difference between Correlation and Regression.*

UNIT IV (12 hrs.)

Hypothesis Testing of Means - Hypothesis Testing for Difference Between Means -   Hypothesis Testing for Comparing a Variance to Other Population Variance - *Limitations.* **SPSS**: Basic Concepts – Applications - examples.

UNIT V (15 hrs.)

Parametric Test: Likert Scaling method - Chi Square as a Parametric Test – *Conditions* – Steps - Z - Test – T-Test – F-Test - Weighted Average Score Ranking Method.

Note: Theory carry 20% of marks and problems carry 80% marks.
Note: *Italics* **denotes Self Study Topics**

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Kothari.C.R	Research Methodology	New Age International (P) Publishers, New Delhi	2nd Revised Edition, 2013

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Gupta.S.P	Statistical Methods	Sultan Chand & Sons Educational Publishers, New Delhi	44th Revised Edition, 2014
2.	Saravanavel.P	Research Methodology	KitabMahal Publication, Allahabad	16th Reprint, 2012.

| 3. | Dr.Vittal.P.R | Business Mathematics & Statistics | Margham Publications, Chennai | 3rd Edition, Reprint, 2015 |

Web Resources

- https://www.spss-tutorials.com/spss-what-is-it/
- https://www.mathsisfun.com/data/scatter-xy-plots.html
- https://www.statisticshowto.datasciencecentral.com/likert-scale-definition-and-examples/

Pedagogy

- Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar and Case Study

SEMESTER - V

CODE	COURSE TITLE
18BAUS503	MENTAL APTITUDE DEVELOPMENT

Category	CIA	ESE	L	T	P	Credit
SBS - III	25	75	20	25	-	3

Preamble

To enable the students to enhance their mental aptitude skills with the aid of verbal and non-verbal tests and help them achieve success in competitive examinations.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the statements and provide conclusions and proper course of action	K2
CO2	Examine quantitative problems	K3
CO3	Interpret solutions for data comprehension	K2
CO4	Develop critical thinking in reasoning	K3
CO5	Analyze the patterns and complete the series	K4

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	M	S	S

CO4	S	M	S	S	M
CO5	M	S	S	M	L

S- Strong; M-Medium; L-Low

UNIT I(10 hrs)
Verbal Test: Statement & Conclusion – Statement & Arguments – Statement &
Course of action – Exercises.

UNIT II(10 hrs)
Puzzle Test : Time sequence test – Number test - Exercises.

UNIT III **(5 hrs)**
Data Interpretation: Data sufficiency – Data comprehension - Exercises.

UNIT IV **(10 hrs)**
Non Verbal Test: Series, Analogy, Classification, Assertions & Reasoning – Exercises.

UNIT V **(10 hrs)**
Best Reason Test :Common sense test – Pattern completion – Series completion – Exercises.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	R.S.Agarwal	A modern approach to logical reasoning	S.Chand Publishers, New Delhi	5thReprint , 2014.
2.	Uma Kant Singh	Cracking the CSAT paper-2	ArihantPublications(India) Limited, Bangalore	Reprint 2012.
3.	P.K.Agarwal	A Handbook of Test of Reasoning & Quantitative Aptitude	S.Chand Publishing Company , New Delhi	1st Edition, Reprint 2009.
4.	Edgar Thorpe	Test of Reasoning for Competitive Examination	Tata MC Graw- Hill Publishing Company limited,New Delhi.	4th Edition,2011.
5.	Dr. Ravi Chopra	Master key to MBA- Entrance exam	Galgotia Publications Pvt.Ltd, New Delhi.	9th Revised Edition, Reprint 2004.

Web Sources

- https://www.indiabix.com/logical-reasoning/statement-and-conclusion/
- https://www.examsbook.com/reasoning-puzzle-questions-answers-test
- http://www.theonlinetestcentre.com/data-interpretation.html

- https://www.wikijob.co.uk/content/aptitude-tests/test-types/non-verbal-reasoning/
- https://www.examveda.com/competitive-reasoning/practice-mcq-question-on-best-reason-test/

Pedagogy

- Lecture, PPT, Quiz, Assignment, Group Discussion and Seminar

SEMESTER - VI

CODE	COURSE TITLE
18BAUC615	PROMOTION MANAGEMENT

Category	CIA	ESE	L	T	P	Credit
Core	25	75	70	5	-	3

Preamble

To familiarize the students with the basic principles of various promotional tools and its application in practice.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Demonstrate the understanding of the basic instruments and components of promotion	K3
CO2	Analyze the knowledge of public relations, packaging and point of purchase.	K4
CO3	Construct the understanding of basic principles and conceptsof advertising and classify the various forms of media for advertising.	K2
CO4	Implement the basic concepts of agencies , budget and appeals of advertising and create attractive ad copy	K3,K5
CO5	Carry out the importance and execute the basic components of sales force management.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	M

CO2	M	M	S	S	M
CO3	M	M	S	M	S
CO4	M	M	S	S	S
CO5	S	M	S	S	M

S- Strong; M-Medium; L-Low

Syllabus

UNIT – I (15 Hrs.)

Promotion: Meaning – Methods – *Promotional Strategy* – Promotional Instruments. **Sales Promotion:** Techniques of Sales Promotion.
Personal Selling: Objectives – Process - Publicity – Nature and management of publicity – Propaganda.

UNIT – II (15 Hrs.)

Public Relations : Scope – Importance – Developing a public relations plan.
Packaging: Meaning –*Functions* – Kinds. After sales-service – Guarantee. Point of Purchase Display – Concept – Effectiveness.

UNIT – III (15 Hrs.)

Advertising: Meaning – Importance – Objectives – Media – *Forms of Media* – Indoor Advertising – Outdoor Advertising – Net advertising**.** Advertising Layout – Design of Layout – Functions**.** Advertising Campaign: Steps in Campaign Planning.

UNIT – IV (15 Hrs.)

Advertising Agencies: Advertising Budget – Advertising Appeals – Social Effect of Advertising – Advertising Organization – Advertising Copy – Objectives – *Essentials* – Types – Elements of Copy Writing – Headlines - Body Copy – Illustration – Catch Phrases and Slogans – Identification Marks.

UNIT – V (15 Hrs.)

Sales Force Management : Importance – Types of Salesman - Sales Force Decision – Sales Force Size – Recruitment & Selection – Training – Methods – Motivating Salesman – Controlling – Compensation & Incentives – Fixing Sales Territories – Quota – Evaluation.
Note: *Italics* **denotes Self Study Topics**

Text Book

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Sontakki. C.N	*Advertising*	Kalyani Publishers, Ludhiana	3rd Revised Edition, 2006.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Chunnawalla, Kumar Sethia Subramanian Suchaki	*Marketing , Salesmanship and Advertising*	Himalaya Publishing house, Mumbai	5th Edition 2004.
2.	Philip Kotler	*Principles of Marketing*	Prentice – Hall, New Delhi	1st Edition, 2006.

3.	Ramaswamy S.M	*Marketing, Salesmanship and Advertising*	Sterling Publications, New Delhi	1st Edition, Reprint 2003.
4.	Saravanavel .P and Sumathi.S.	*Advertising and Salesmanship*	Margham Publications, Chennai	1st Edition, 2004.

Web Resources

- https://www.managementstudyguide.com/tools-of-promotion.htm
- https://www.feedough.com/what-is-public-relations-pr-functions-types-examples/
- https://www.thebalancesmb.com/different-types-of-advertising-methods-38548
- https://www.artofmarketing.org/advertisement/advertising-copy/advertising-copy-essentials-types-structure-and-testing-marketing/13619
- https://www.yourarticlelibrary.com/sales-management/sales-force-management/99720

Pedagogy

- Lecture, PPT, Quiz, Assignment, Seminar, Adzap, Product launch, Debate and Case study

SEMESTER - VI

CODE	COURSE TITLE
18BAUC616	COST AND MANAGEMENT ACCOUNTING

Category	CIA	ESE	L	T	P	Credit
Core	25	75	85	5	-	3

Preamble

To acquire knowledge and skills oncost and management accounting, computing inventory pricing, ratios and cash flow statements for effective financial decision making.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Interpret and understand different classification of cost and management accounting	K2
CO2	Construct cost sheet and applying various method of pricing stock level & labour remuneration.	K3
CO3	Analyze material, labour variances and preparation of various budgets.	K3
CO4	Develop financial statements and ratio analysis	K3
CO5	Apply different methods of cash flow analysis	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	L	S	S

CO2	S	M	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	M
CO5	S	S	M	S	S

S- Strong; M-Medium; L-Low

UNIT - I (15Hrs.)
Cost and Management Accounting: Meaning – Definition – Scope –Objectives – *Functions* –
Merits and demerits of cost and management accounting – Distinction between cost,
management and financial accounting – Elements of cost – Cost concepts and cost classification

UNIT – II (20 Hrs*.*)
Preparation of Cost sheet & Stores control: EOQ – Stock level – Methods of Pricing materials
issues – FIFO, LIFO, Average cost, Standard price – Labour cost, remuneration and incentives.

UNIT – III (20 Hrs.)
Standard costing: Variance analysis – Material and *labour variances*. Cost Volume Profit
analysis–Budgeting-Preparation of various budgets.

UNIT – IV (20 Hrs.)
Financial statement analysis: Preparation of comparative and common size statements –
Analysis and interpretation.
Ratio analysis: Classification of ratios – liquidity*, profitability*, solvency.

UNIT – V (15 Hrs.)
Fund flow analysis: Cash flow analysis: Modern Method – *Traditional Method.*

Text Books				
Sl.No.	**Author Name**	**Title of the Book**	**Publisher**	**Year and Edition**
1.	ShashiK.Gupta& Sharma .R.K	Cost and Management Accounting	Kalyani Publishers, Ludhiana	1st Edition, 2005

Reference Books				
Sl.No.	**Author Name**	**Title of the Book**	**Publisher**	**Year and Edition**
1.	Jain and Narang	Cost Accounting	Kalyani Publishers, Ludhiana	9thEdition, 2014
2.	Maheshwari.S.N.	Management Accounting	Sultan Chand and Sons, New Delhi	7th Edition, Reprint 2015
3.	Pillai.R.S.N&Bagavathi	Management Accounting	Sultan Chand and Sons, New Delhi	1st Edition, 2009

Web Resources

- https://www.scribd.com/doc/83767782/Cost-and-Management-Accounting-Notes-and-Formula

- https://www.getsmarter.com/blog/career-advice/what-is-cost-and-management-accounting/
- https://theintactone.com/2019/02/09/ggsipunew-delhi-cost-accounting-2nd-semester/
- https://www.costmanagement.eu/blog/what-is-cost-and-management-accounting

Pedagogy

- Lecture, PPT, Quiz, Assignment, Seminar and Case study

SEMESTER - VI

CODE	COURSE TITLE
18BAUC617	LEGAL ASPECTS OF BUSINESS

Category	CIA	ESE	L	T	P	Credit
Core	25	75	55	5	-	3

Preamble

To enable the students to acquire the knowledge of legal aspects of business.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the concept of Contract, Agreement, Offer, Acceptance, Consideration, Consent and Coercion.	K2
CO2	Analyze illegal issues in making business decisions and examine the discharge of contract and its remedies	K4
CO3	Conceptual understanding of the special contracts that affects business activities	K2
CO4	Critically analyze the factories act and the payment of wages act in the context of the business environment	K4
CO5	Apply the workmen's compensation and various modes of dispute resolution in the business context	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	L	S	S
CO2	S	M	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	M
CO5	S	S	M	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT I   **(12 hrs)Law of Contract** :
Contracts – Essentials and Classification – Agreement – Features and Kinds – *Difference between Agreement and Contract* - Offer – Characteristics and Types – Acceptance essentials and Legal Rules – Consideration – Essentials and Legal Rules – Consent and its factors – Coercion and its effects.

UNIT II   **(12 hrs)**
Legality of Object: Unlawful and Illegal agreements – *Effects of Illegality* – Discharge of Contract – Quasi contracts

UNIT III   **(12 hrs)**
Special Contracts: Indemnity and Guarantee – Bailment and Pledge – Sale of Goods Act – Conditions and Warranties

UNIT IV   **(12 hrs)**
Standing Orders Act, 1946: Factories Act 1948 – Objects, Provisions relating to Health, Safety, Welfare - The Payment of Wages Act, 1936 – Rules for Payment of Wages – *Deductions from wages*

UNIT V   **(12 hrs)**
The Workmen's Compensation Act, 1923 :Scope and Coverage of the Act – Rules regarding Workmen's Compensation – **The Industrial Disputes Act, 1947** – Procedure for Settlement - *Authorities under the Act.*

Note*: Italics* **denotes Self Study Topics**

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Kapoor.N.D.,	Elements of Business Law	Sultan Chand & Sons, New Delhi	25th Edition, 2008

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Gognal P.P.S	A Text book of mercantile Law	S.Chand& Company Ltd, New Delhi,	3rd Edition, 2005
2.	Sumathi.S, Saravanavel.P	Legal Aspect of Business	Emerald Publishers Chennai	Revised Edition, 2003
3.	S.S. Gulshan	Business law	Excel books New Delhi	3rd Edition, 2006

- https://smallbusiness.chron.com/notes-legal-aspects-business-elements-contracts-803
- https://lawtimesjournal.in/contract-of-bailment-and-pledge/
- https://clc.gov.in/clc/acts-rules/industrial-employment-standing-orders-act-1946
- https://www.legalbites.in/legality-of-object/https://www.lawteacher.net/free-law-essays/business-law/legal-aspects-of-a-business.

Pedagogy

Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar, Brain Storming, Case study and Role play.

.

SEMESTER - VI

CODE	COURSE TITLE
18BAUCP05	MULTIMEDIA (PROGRAMMING LAB)

Category	CIA	ESE	L	T	P	Credit
Core	40	60	-	-	45	2

Preamble

To impart practical knowledge and skills on Photoshop, Flash, 3Dmax and Sound Forge technologies that helps in designing various business materials.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Develop digital images with different effects using Photoshop technologies.	K3
CO2	Develop web page and apply different effects	K3
CO3	Develop animated images with motion using Flash	K3
CO4	Applying different effects on animation using 3D Max	K3
CO5	Demonstrate and create various sound effects using Sound Forge	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	L	S	S

CO2	S	M	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	M
CO5	S	S	M	S	S

S- Strong; M-Medium; L-Low

UNIT I Photoshop(15hrs)
1. Create a glowing, backlit effect for text
2. Design a greeting card with various effects for text
3. Merge images using layer palette
4. Apply different filter and color option for an image

UNIT II Photoshop(10hrs)
5. Create a pattern using pattern stamp tool and clone stamp tool
6. Create a digital drawing
7. Design a webpage layout
8. Convert black and white photo to color photo

UNITIII Flash(10hrs)
9. Design a few shapes using line, circle and rectangle in different layers and create animation of these shapes using motion tween.
10. Create a scene like a sea with few fishes and animate the fishes.
11. Create an animation using Morphology.

UNIT IV 3D MAX(5hrs)
12. Perform ball jumping on steps using simple animation.
13. Animating objects using rendering effects.

UNITV Sound Forge(5hrs)
14. Mixing of 2 Songs.
15. Create various effects for a sound file.

CODE	COURSE TITLE
18BAUE602	INVESTMENT MANAGEMENT

Category	CIA	ESE	L	T	P	Credit
Elective - II	25	75	70	5	-	5

Preamble

To enable the students to acquire the knowledge of investment opportunities and portfolio decisions.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the concepts and alternate forms of investment	K2
CO2	Demonstrate the role of primary and secondary market	K2
CO3	Examine the kinds of risk and valuation of securities	K3
CO4	Analyze the securities and important chart patterns	K4
CO5	Interpret various forms of market theories for investment	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S

CO3	S	S	S	M	S
CO4	M	S	S	S	M
CO5	S	M	M	S	S

S- Strong; M-Medium; L-Low

UNIT – I (15 Hrs)
Concept of Investment: Importance and Scope – *Speculation Vs Gambling* - Meaning – Alternate forms of investment: Insurance Scheme - LIC schemes – Bank deposit – government securities – Mutual fund schemes – Post office schemes – Provident fund – Company deposit – Real estate – Gold & Silver.

UNIT – II (15 Hrs)
Primary market :*Role of NIM* – Mechanics of floating new issues – Secondary market – Functions – Mechanics of Security trading – OTCEI – NSE – Derivatives.

UNIT – III (15 Hrs)
Risk :*Kinds* – Measures of risk and return. Valuation of securities : Valuation of bonds – Valuation of preference and equity shares.

UNIT – IV (15 Hrs)
Security analysis: Fundamental – Economic – Industry and company analysis – Technical analysis – Dow theory – Types of chart – Important chart patterns.

UNIT – V (15 Hrs)
Random walk theory: Efficient market theory – Weak form – Semi-strong form - Strong form – Portfolio analysis: Objectives – *Importance* – Markowitz theory – Optimum portfolio.

Note: Italics denotes self study topics

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Preeti Singh	Investment Management	Himalaya Publishing House, Mumbai.	18th Edition, 2013

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Gopalakrishnan. C	Investment Management	Kalyani Publishers, New Delhi.	1st Edition, Reprint, 2002
2.	Bhalla.V.K	Investment Management, Security analysis and Portfolio Management	Sultan Chand & Company Ltd, New Delhi.	16th Edition 2010

Web Resources

- https://investinganswers.com/dictionary/i/investment-management?amp#aoh=15830433392586&amp_ct=1583044370111&referrer=https%3A%2Fm&amp_tf=From%20%251%24s

- https://www.educba.com/primary-market-vs-secondary-market/
- https://www.getsmarteraboutmoney.ca/invest/investing-basics/understanding-risk/types-of-inv
- https://accountlearning.com/differences-fundamental-analysis-technical-analysis/
- https://strategiccfo.com/efficient-market-theory/

Pedagogy

- Lecture, PPT, Quiz, Assignment, Group Discussion and Seminar

SEMESTER-VI

Elective Project

Project Work and Viva – Voce
with Internal and External Examiner

Instructional Hours: 75   **Sub. Code: 18BAUE6PV**

Max. Marks: CIA - 40 ; ESE - 60   **Credits   : 5**

CODE	COURSE TITLE
18BAUS604	CONCEPTS IN RETAILING

Category	CIA	ESE	L	T	P	Credit
SBS-IV	25	75	40	5	-	3

Preamble

To enable the students to acquire the basic concepts of retailing and to impart knowledge and skills required for retailing environment.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the importance of retailing and the role of retail in nation's economy	K2
CO2	Demonstrate different retail formats and steps involved in choosing a retail location	K2
CO3	Examine the types of stores layout and visual merchandising	K3

CO4	Interpret the development of retailing in India and key sectors in Indian retail	K3
CO5	Explain online retailing and FDI in Indian retail	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	M
CO2	S	S	M	M	M
CO3	S	S	M	M	M
CO4	M	M	M	M	M
CO5	M	M	M	M	M

S- Strong; M-Medium; L-Low

Syllabus

UNIT I   (9 Hrs.)
Retailing: Meaning – Evolution - Importance of retail - *Bottlenecks facing the retail industry* - Role of retail in Nation's economy – Retailing Environment

UNIT II (9 Hrs.)
Retail Formats: Understanding the different formats - Features of modern retail - steps involved in choosing a retail location- *Role of logistics in retailing*
UNIT III(9 Hrs.)
Store Layout and Design: Need and objectives- *Basic types of layout*.
Visual Merchandising: Store atmosphere - Web site design

UNIT IV   (9 Hrs.)
Retailing in India: Development of retailing in India - Growth factors of retailing in India - Key sectors in Indian retail - Current retail scenario in India

UNIT V (9 Hrs.)
Retailing in rural India - Online retailing - FDI in Indian retail - *Global players in retailing*
Note: *Italics* **denote Self Study Topics**

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1	KVS Madaan	Fundamental of Retailing	TATA McGraw Hill Education Pvt Limited, New Delhi	2nd Edition, 2012
2.	Kuldeep Singh	Retail Management in New Dimension	Global Academic Publisher and Distributors, New Delhi	2nd Edition, 2015
3.	Rosemary Varley and Mohammed Rafiq, Palgrave, Macmillan	Principles of Retail Management	Palgrave Macmillan, London	1st Edition, 2009

4.	SwapnaPradhan	Retailing Management	McGraw Hill Education, New Delhi	5th Reprint 2015
5.	Priyanka Azad, S.B Nangia	Retailing Management- Indian School of Business Management and Administration	A.P.H. Publishing Corporation, New Delhi	2nd Edition, 2016
6.	Chetan Bajaj, RajnishTuli, NidhiVarmaSrivastara	Retailing Management	Oxford University Press, New Delhi	2nd Edition, 2012

Web Resources

- http://www.yourarticlelibrary.com/retailing/indian-retail-sector-top-6-key-segments/48094
- http://www.legalservicesindia.com/article/1473/FDI-in-Retail-Sector.html
- https://www.investopedia.com/articles/markets/122415/worlds-top-10-retailers-wmt-cost.asp

Pedagogy

- Lecture, PPT, Quiz, Assignment, Seminar, Group Discussions and Seminar.

PART-V

EXTENSION ACTIVITY

GREEN SOCIETY

Objectives

To educate the students in environment related issue and problems

- ❖ To involve themselves in environment and action based programmes and activities locally
- ❖ To enable them to appreciate the importance of tree plantation and green audit
- ❖ To provide opportunity for the students to observe and learn more about Nature, Immediate environment and Biodiversity

The activities of the Green Council are as follows

- ❖ Tree Plantation
- ❖ Importance of Rainwater harvesting
- ❖ Conservation of renewable energy
- ❖ Internal Green auditing

- ❖ Awareness on Disaster and Pollution mitigation, Ozone depletion, Global warming and importance of wetlands through the below mentioned programmes :

  Ramp shows, debates, speeches, rallies (3 to 5 km walk) with banners and
  Placards, Competitions, presenting articles in Journals and distributing pamphlets
and Celebrating Environmental days.

As per the CDC recommendations Green Council has been introduced in additions to NCC, NSS, Physical Education, YRC under part V Extension activity of Course content and scheme of examination for 2013 to 14 onwards .The Green Councils syllabus was approved by Botany Board of studies meeting held on 9.3.2013.

Self-Learning Paper - I
Business Ethics

Sub. Code: 17BAUSL03

Max. Marks: ESE - 100   **Credits: 5**

Objective: To enable the students to understand business ethics and the various ethical issues in Management.

Unit – I

BusinessEthics: Meaning - Characteristics - Different Myths - Principles - Significance - Factors causing unethical conducts

Unit - II

Ethical issues in different functional areas of business: Ethical Issues in Marketing and Advertisement - Finance and Accounting - HRM - Production and Operations Management – IT - Ways to Stimulate Ethical Values in different functional areas of Business

UNIT - III

Ethical issues in Management: Ethical norms of managerial functions – Ethical decision making - Role of CEO – Ethical Communication – Leadership styles and Ethical Decisions

Unit - IV

Ethical issues: Corruption and Bribery – Deception – Theft – Unfair discrimination – Coercion

Unit - V

Corporate Governance: Meaning – Characteristics – Importance – Principles – Duties & Responsibilities of Board of Directors – Shareholder's rights & Protection – Issues in Corporate Governance

Reference Books:

- **R.V.Badi - N.V.Badi**, *Business Ethics*, Vrinda Publications (P) Ltd., New Delhi, 1st Edition, Reprint 2010.
- **Andrew Crane & Dirk Matteen**, *Business Ethics,* Oxford University Press, New Delhi, 3rd Edition, 2013.
- **O.C.Ferrell, John Fraedrich,***Business Ethics– A Case Perspective,*Hinda Farrell, Cengage Learning PvtLtd,New Delhi, 1st Edition, Reprint, 2009.
- **P.S.Rathore,***Business Ethics & Communication,*S.Chand& Company (P) Ltd., New Delhi, 1st Edition, 2014.
- **S.P.Mathur, NishuMathur**, *Business Ethics & Corporate Social Responsibility,* New Age International Publishers, New Delhi, 1st Edition, 2017
- **D.Senthilkumar, A.SenthilRajan,***Business Ethics and Values,* Himalaya Publishing House, Mumbai, 1st Edition, 2006
- **S.K.Mandal**, *Ethics in Business and Corporate Governance,* Mchraw Hill Education (India)Private Ltd., New Delhi, 5th Reprint, 2015
- **Dr.S.Sankaran**, *Business Ethics and Values* ,Margham Publishers, Chennai, 1st Edition, Reprint , 2015.
- **B.N.Ghosh,***Business Ethics and Corporate Governance,* Tata McGraw Hill Education (P) Ltd., New Delhi, 1st Edition, 2012

SELF - LEARNING PAPER - GROUP V (OPTIONAL)
Subject Title - General Awareness - (Online Examination)
Subject Code (13AUGSL05)
CONTENTS *

I	Verbal Aptitude	1
II	Data Interpretation	27
III	Abstract Reasoning	40
IV	Numerical Aptitude	45
V	Tamil Literature	58
VI	General Science & Technology	63
VII	Computer Science	120
VIII	Economics & Commerce	131
IX	Social Studies	149
X	Sports	170
XI	Miscellaneous	184

| XII | Current Affairs | 187 |

ADVANCED LEARNERS COURSE
(Self Study)
International Business Environment

Max. Marks: ESE - 100   Credits: 5

Objective: To familiarize the students to global business scenarios by imparting advance knowledge on various international business environment, globalization, forms of entry and export financing.

UNIT-I
Introduction to International Business : Meaning - Nature -Evolution of international business - Need & importance of International Business - stages of internationalization, (EPRG) approaches to international business- theories of international business- Introduction to Political, Economic, Social-Cultural & Technological environment of international business.

UNIT-II
Modes of entering International Business : International business analysis- modes of entry- exporting (direct and indirect), licensing, franchising, contract manufacturing, management contracts, turnkey projects, Joint ventures- Mergers and Acquisitions- Foreign direct investment -Comparison of different modes of entry.

UNIT-III
Globalization : Meaning- Definition and Features-Globalization-Advantages and Disadvantages - Socio– Cultural, Political &Legal and Economic Implications-Globalization and India.-GATT and WTO.

Unit-IV
MNC's and International Business : Definitions & Distinction among Domestic Companies- International company – MNC- Global Company and TNC- Merits and Demerits -MNC's and India. OECD Guidelines for Multinational Enterprises.

Unit-V
Export Financing : Export credits-Method and sources of credit-Methods of payments in International Business- Financing techniques-ECGC- EXIM banks and their role.

Text Book:
1. **Rakesh, M. J.,** *International Business,*Oxford University Press, 4th Edition, 2013

Reference Books:
1. **Varma, S.,***International Business*, Pearson Publication, New Delhi, Revised Edition 2013
2. **Laura .H &Werhane P.H,***The Global Corporation*, Routledge Taylor & Francis Group, New Delhi, Revised Edition 2013
3. **Charles H.,***International Business : Text & Cases,*Tata McGraw Hill, New Delhi, 3rd Edition 2011
4. **Aswathappa.K,**International Business, Tata McGraw Hill, New Delhi, 5th Edition 2012

PERSONALITY EMPOWERMENT
(Certificate Course)

Instructional Hours: 50 Hrs.

Objective: To enhance the students' knowledge on various soft skills and equip them to match the need of today's corporate world.

SYLLABUS

Chapter 1: Goal setting: Meaning- importance- Myths and realities- Ten commandments- Reasons for failure- Setting goals effectively- Steps to achieve any goal.

Chapter 2: Assertiveness: Definition- Non-assertion- aggression- How assertive are you? - Assertiveness scripts- Skills for developing Assertiveness- Assertiveness in specific situations – Activities.

Chapter 3: Communication Skills: Meaning and definitions- Interview skills- Listening skills- Classroom communication- dialogue skills.

Chapter 4: Body language: Body languages during a job interview- Body language make sure you fit in – aspects of Body language.

Chapter 5: Memory: Meaning- Process- types- Memory techniques- Memory improving foods and herbs- exercises.

Chapter 6: Creativity: Concept- Characteristics of a creative person- Process of Creativity- Mental blocks to creative thinking and problem solving- Block busting techniques- Brainstorming- creative methods- creative tools and techniques.

Chapter 7: Stress management: Introduction- Meaning- Definition- classification- Teen Stress- Causes of stress- Specific stress factors-The negative stress cycle-Techniques to manage stress.

Chapter 8: Negotiation Skills: Definition - Needs of negotiation -Stages of Negotiation - Failure to Agree - Win-Win Negotiation -5 Ways to Negotiate More Effectively

Chapter 9: Anger management: Meaning and definition- Nature- Reasons for anger- Effects of anger on body, mind and behavior- Anger management techniques- Ways to resolve repressed anger- avoiding anger provoking situations- Exercises.

Chapter 10: Public speaking: Meaning-process-Delivering a speech-Controlling nervousness while speaking-Techniques of good delivery-different models of speaking-Exercises.