

SEMESTER I

CODE	COURSE TITLE
18BAUC101	PRINCIPLES OF MANAGEMENT AND BUSINESS ORGANISATION

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 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.

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Sharma R.K., Shashi K.Gupta	Principles of Management	Kalyani Publishers, Chennai	1 st Edition, 2015.
2.	Bhushan Y.K.	Fundamentals of Business Organisation and Management	Sultan Chand & Sons, New Delhi	19 th 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	8 th Edition 2012, Reprint 2014
2.	Dinkar Pagare	Principles of Management	Sultan Chand & Sons, New Delhi	5 th Edition, 2013.
3.	Karmindu Ghuman & 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	6 th 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.

SEMESTER I

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 98 – 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.

Text Book

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Amman Jindal	Management Information System	Kalyani Publishers, Mumbai	2 nd 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	1 st Edition, 2011
2.	Mohamed Azam	Fundamentals of Management Information System	Vijay Nicole Imprints Private Limited, Chennai	1 st Edition, 2015.
3.	A.K. Gupta	Management Information System	S. Chand and Company Private Limited, New Delhi.	1 st Edition, 2013.
4.	James O.Brien	Management Information System	Tata Mc Grawhill, New Delhi	6 th Edition , 2017.
5.	Dr. P. Rizwan Ahmed	Introduction to Information Technology	Margham Publications	2 nd Revised 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

SEMESTER I

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

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Navaneetham P.A.	Business Mathematics and Statistics	Jai Publications, Tiruchy	5 th Edition, 2015.
2.	KantiSwarup, GuptaP.K.Manmohan	Operations Research	Sultan Chand & Sons, New Delhi	14 th 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	6 th Edition, 2012.
2.	Dharani Venkatakrisnan S.	Operation Research	Sultan Chand & Sons, New Delhi	7 th Edition, 2010.

Web Resources

- https://www.google.co.in/url?sa=t&source=web&rct=j&url=http://ncert.nic.in/ncerts/l/lemh206.pdf&ved=2ahUKEwj5w8zxuvaAhXLQY8KHQkaCUUsQFjACegQIBhAB&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=2ahUKEwiSpa67veva hXCuI8KHToWAGoQFjAAegQICRAB&usg=AOvVaw0KdY03HyHapIfWCIj3k73z

Pedagogy

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

SEMESTER II

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

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	7 th Edition, Reprint, 2016.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Gupta R.L. and RadhasamyM.	Advanced Accountancy	Sultan Chand & Company Ltd., New Delhi	16 th Edition, 2014.
2.	Jain S.P. & Narang K.L.	Financial Accounting	Kalyani Publishers, Ludhiana	3 rd Edition, 2014.
3.	Nagarajan K.L., Vinayagam N & P.L.Mani	Financial Accounting	Sultan Chand & Sons, New Delhi	1 st 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=2ahUKEwjPncPptevaAhUeSY8KHluBxsQfjAAegQICRAB&usg=AOvVaw3HcV1ZvtEioe8lozMUDM8>
- https://www.google.co.in/url?sa=t&source=web&rct=j&url=http://www.accountingformanagement.org/what-are-non-trading-concerns/&ved=2ahUKEwj4gqent-vaAhVDMO8KHUwcAYw4ChAWMAR6BAgJEA0 &usg=AOvVaw20eEbln4B5NrPPHZXDB8G_

Pedagogy

- Lecture, PPT, Quiz, Assignment and Seminar

SEMESTER II

CODE	COURSE TITLE
18BAUC P01	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 face - 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, date & 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 Testll, and a footer that reads —PC Quotationll —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 17ll 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 Beast

Split 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 macro economic 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.

Text Book

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Sankaran.S	Managerial Economics	Margham Publications, Chennai	5 th Edition, 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	4 th Revised Edition, 2010
2.	Geetika, Piyati Ghosh, Purba Roy Choudhury	Managerial Economics	Tata Mc Graw Hill Education, New Delhi,	2 nd Edition 2015
3.	Mankar V.G.	Business Economics	Macmillan, New Delhi	1 st Edition, Reprint 2009.
4.	Sundharam K.P.M., Sundharam E.N.	Business Economics	Sultan Chand & Sons Company Limited, New Delhi	5 th 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-III

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

Syllabus

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.Saravanel & S.Sumathi	Production & Materials Management	Margham Publications, Chennai	3 rd 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	1 st Edition Reprint 2011
2.	Saxena.J.P	Production and Operations Management	Tata McGraw Hill Education Private Limited	2 nd Edition Reprint 2010
3.	Ganga Deep Sharma, Mandeep Mehendru	Production and Materials Management	Kalyani Publishers	1 st 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 buyer behaviour 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* – Case 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,	1 st Edition, Reprint, 2014.

Reference Books

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

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 the employees 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

Syllabus

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, Mc Gregor & 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.

Counselling and Guidance: Importance of Counsellor – Types of Counselling – *Merits of Counselling*.

Note: *Italics* denotes Self Study Topics

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Prasad.L.M.	<i>Organisational Behaviour</i>	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.	<i>Industrial Psychology</i>	Himalaya Publishing House, Mumbai	4 th Edition, Reprint 2010
2	Keith Davis	<i>Human behaviour at works; Organisational Behaviour,</i>	Tata Mcgraw-Hill, New Delhi	6 th Edition, 2005.

3	Khanka.S.S.	<i>Organisational Behaviour</i>	S.Chand and Company Ltd, New Delhi	4 th Revised Edition, 2010.
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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
18BAUACP02	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.

10/1/11 Sales 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

SEMESTER III

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 liabilities of business and tax on the individual's salary and house property and to gain the knowledge of basic 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

Syllabus

UNIT - I (Theory only)

15 hrs.

General principles of taxation: Objectives, System distinction between direct and indirect taxes - Canons 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 capital**

gains: 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
2.	Dingare Pagare	Business Taxation,(Indirect taxes)	Chand & Sons Educational Publishers, New Delhi	12 th Edition, 2012
3.	Gaur V.P, Narang D.B, Puja Ghai& Rajeev Puri	Income tax Law & Practices	Kalyani Publishers,Ludhiana,	47 th 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,	4 th Edition, 2009.
2.	Rakesh Kumar	Goods and Services Tax	Diamond Books , New Delhi.	1 st Edition, 2017.
3.	Dr. Vinod K.Singhania & Dr. Monica Singhania	Students' Guide to Income Tax including GST	Taxmann Publications, New Delhi.	59 th Edition , 2018

4.	Radha and Parameshwaran	<i>Indirect Taxation</i>	Prasanna publishers, Chennai	3 rd Edition, 2009
5.	Senthil Kumar.D, Senthil Rajan.A,	<i>Business Taxation</i>	Himalaya Publishing House, Mumbai,	4 th 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

SEMESTER III

CODE	COURSE TITLE
I3BAUSP01	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>

SEMESTER III

CODE	COURSE TITLE
13BAUN301	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 Books**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 Mc Graw Hill Education Pvt.Ltd.	1 st Edition 2012.
2.	Jeff Butterfield	Soft Skills for everyone	Cenage Learning , New Delhi.	1 st Edition, 2011.
3.	Grossman, Rodgers & Moore	Unlocking Creativity in the Workplace	Jaico Publishing House, Mumbai	5 th Edition, 2009.
4.	S.Ramachander	Creativity at Work	Sage Publications Ltd., New Delhi	5 th Edition, 2010.
5.	Hedwig Lewis	Body Language – A Guide for Professionals	Sage Publications Ltd., New Delhi	21 st Edition, 2009.

6.	Dr.K.Alex	Soft Sills-Know Yourself and Know the World	S.Chand & Company Ltd., New Delhi.	3 rd Edition 2014.
7.	M.S.Rao	Soft Skills-Enhance Employability Connecting Campus with Corporate	International Publication House Pvt. Ltd., New Delhi.	1 st Edition 2010.

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.	1 st 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	9 th Edition, Reprint 2015
2.	Biswajeet Pattanayak	Human Resource Management	PHI Learning Private Limited	5 th Edition, Reprint 2018
3.	P.R.N Sinha, S.P.Shekhar, Indhu Bala	Human Resource Management	Cengage Learning	5 th 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 sources of 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., Shashi K.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	3 rd Edition, 2013

2.	Pandey.I.M	Financial Management	Vikash Publishing House, New Delhi	11 th Edition, 2015
3.	Periyasamy.P	Financial Management	Vijay Nicole Imprints, Chennai	3 rd 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/>

Pedagogy

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	1 st Edition, 2013
2.	Ivan Bayeross	Web Enabled Commercial Application Development Using HTML, DHTML, Java Script , Perl CGI	BPB Publications, New Delhi	3 rd Revised Edition, 2012.
3.	Douglas.E. Comer	Internet Working with TCP/IP – Principles, Protocols and Architecture	Prentice Hall of India, New Delhi	4 th Edition, 2005
4.	K.L.James	The Internet-A User's Guide	Prentice Hall of India, New Delhi	2 nd 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

SEMESTER-IV

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	4 th Edition, Reprint, 2015.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Biswanth Ghosh	Strategic Management: An Assessment	Sterling Publishers, New Delhi	1 st Edition, Reprint 2012
2.	Nitin Balwani	Strategic Management	Tata McGraw Hill Education Private Ltd, New Delhi	7 th Reprint, 2010

Web Resources

- https://en.wikipedia.org/wiki/Strategic_management
- <https://www.managementstudyguide.com/strategic-management-process.htm>
- <https://24xls.com/>
- <https://www.managementstudyguide.com/swot-analysis.htm>
- <https://www.managementstudyguide.com/bcg-matrix.htm>

Pedagogy

Lecture, PPT, Quiz, Assignment, Group Discussion

SEMESTER IV

CODE	COURSE TITLE
18BAUC P03	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 sale a product to users.
20. Develop a DHTML page to display product information for a given product ID.

SEMESTER IV

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

Syllabus**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	<i>Essentials of Business Communication</i>	Sultan Chand & Sons, New Delhi	13 th Revised and Enlarged Edition, Reprint 2013.

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Asha Kaul	<i>Effective Business Communication</i>	Prentice – Hall of India, New Delhi	1 st Edition, 2006.
2.	Urmila Rai & Rai S.M	<i>Business Communication</i>	Himalaya Publishing House, New Delhi	2 nd Revised Edition, 2018.

3.	Varinder Kumar & Bodh Raj	<i>Business Communication</i>	Kalyani Publishers, Ludhiana	1 st Edition, 2003
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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://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

Syllabus

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	4 th Edition, 2012
2.	Agarwal R.S.	A Modern Approach to Verbal Reasoning (Fully Solved)	S.Chand Company Limited, New Delhi	1 st Edition, Reprint 2012
3.	Edgar Thorpe	Test of Reasoning for Competitive Examinations	Tata McGraw-Hill Publishing Company Limited, New Delhi.	4 th Edition, 2011
4.	Agarwal R.S.	A Modern Approach to Verbal Reasoning	S.Chand Company Limited, New Delhi	1 st Edition,

		(Fully Solved)		Reprint 2012
5.	Rao M. S.	Soft Skills Enhancing Employability-Connecting Campus with Corporate	IK International Publishing House, NewDelhi	1 st Edition,2010
6.	Alex.K	Soft Skills-Know Yourself and Know the World	S.Chand Company Ltd	1 st Edition,2011
7.	Priyadarshi Patnaik	Group Discussion and Interview Skills	Foundation Books, Delhi	1 st Edition,2011
8.	Alex K	Soft Skills Know Yourself and Know the World	S.Chand Company Limited, New Delhi	1 st Edition,2011
9.	Ron Hubbard L.	Self Analysis	Pustak Mahal	1 st Edition, 2010

Pedagogy

- Lecture, PPT, Quiz, Assignment and Class Discussion

SEMESTER – IV

CODE	COURSE TITLE
18BAUN402	BASIC PROMOTION 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,	1 st Reprint, 2014.
3.	Bansal.S.P.	Marketing Management	Kalyani Publishers, Mumbai	8 th Edition, 2015

4.	Sontakki.C.N , Neeti Gupta, AnujGupta	Marketing Management	Kalyani Publishers, Ludhiana	1 st Edition, Reprint 2016.
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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>
- <http://www.yourarticlelibrary.com/marketing/personal-selling/personal-selling-meaning-conce-diagram/69585>

Pedagogy

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