

**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.Saravanavel & S.Sumathi	Production & Materials Management	Margham Publications, Chennai	3 <sup>rd</sup> 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 <sup>st</sup> Edition Reprint 2011
2.	Saxena.J.P	Production and Operations Management	Tata McGraw Hill Education Private Limited	2 <sup>nd</sup> Edition Reprint 2010
3.	Ganga Deep Sharma, Mandeep Mehendru	Production and Materials Management	Kalyani Publishers	1 <sup>st</sup> 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 <sup>st</sup> 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 <sup>th</sup> Edition, 2015
2.	Sontakki.C.N , Neeti Gupta, AnujGupta	Marketing Management	Kalyani Publishers, Ludhiana	1 <sup>st</sup> 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](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	<b>Ghosh.P.K., Ghorpade.M.B.</b>	<i>Industrial Psychology</i>	Himalaya Publishing House, Mumbai	4 <sup>th</sup> Edition, Reprint 2010
2	<b>Keith Davis</b>	<i>Human behaviour at works; Organisational Behaviour,</i>	Tata Mcgraw-Hill, New Delhi	6 <sup>th</sup> Edition, 2005.
3	<b>Khanka.S.S.</b>	<i>Organisational Behaviour</i>	S.Chand and Company Ltd, New Delhi	4 <sup>th</sup> 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
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. Trial 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	35,000
5 fully automatic (LG) @ 14000	70,000
10 T.V sets sony @ Rs 10,000	1,00,000



*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*

**SEMESTER III**

<b>CODE</b>	<b>COURSE TITLE</b>
18BAUA303	TAXATION-LAW AND PRACTICE

<b>Category</b>	<b>CIA</b>	<b>ESE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
Core	25	75	70	5	-	5

## 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 <sup>st</sup> 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 <sup>th</sup> Edition, Reprint 2015
2.	Biswajeet Pattanayak	Human Resource Management	PHI Learning Private Limited	5 <sup>th</sup> Edition, Reprint 2018
3.	P.R.N Sinha, S.P.Shekhar, Indhu Bala	Human Resource Management	Cengage Learning	5 <sup>th</sup> Edition, 2016

**Web Resources**

- [http://file.scirp.org/Html/9-1760460\\_55377.htm](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 <sup>rd</sup> Edition, 2013
2.	Pandey.I.M	Financial Management	Vikash Publishing House, New Delhi	11 <sup>th</sup> Edition, 2015
3.	Periyasamy.P	Financial Management	Vijay Nicole Imprints, Chennai	3 <sup>rd</sup> 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
<b>CO1</b>	Define the principles and the basics in Internet	K2
<b>CO2</b>	Analyse the working with E-Mail and managing them	K3
<b>CO3</b>	Visualize the basic concept of HTML and Recognize the elements of HTML.	K3
<b>CO4</b>	Develop the creation of web page by adding graphics	K4
<b>CO5</b>	Introduce the basic concept of CSS with DHTML	K3

#### Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
<b>CO1</b>	S	M	M	M	L
<b>CO2</b>	M	S	S	M	M
<b>CO3</b>	S	S	S	S	M
<b>CO4</b>	S	M	M	S	S
<b>CO5</b>	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 <sup>st</sup> Edition, 2013
2.	Ivan Bayeross	Web Enabled Commercial Application Development Using HTML, DHTML, Java Script , Perl CGI	BPB Publications, New Delhi	3 <sup>rd</sup> Revised Edition, 2012.
3.	Douglas.E. Comer	Internet Working with TCP/IP – Principles, Protocols and Architecture	Prentice Hall of India, New Delhi	4 <sup>th</sup> Edition,2005
4.	K.L.James	The Internet-A User's Guide	Prentice Hall of India, New Delhi	2 <sup>nd</sup> 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](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 <sup>th</sup> 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 <sup>st</sup> Edition, Reprint 2012
2.	Nitin Balwani	Strategic Management	Tata McGraw Hill Education Private Ltd, New Delhi	7 <sup>th</sup> Reprint, 2010

**Web Resources**

- [https://en.wikipedia.org/wiki/Strategic\\_management](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**

<b>CODE</b>	<b>COURSE TITLE</b>
18BAUA404	BUSINESS COMMUNICATION

<b>Category</b>	<b>CIA</b>	<b>ESE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
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

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

**Mapping with Programme Outcomes**

<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	M	M	S	S
<b>CO2</b>	S	S	S	S	S
<b>CO3</b>	S	S	M	S	S
<b>CO4</b>	S	S	M	S	M
<b>CO5</b>	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 <sup>th</sup> 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 <sup>st</sup> Edition, 2006.
2.	Urmila Rai & Rai S.M	<i>Business Communication</i>	Himalaya Publishing House, New Delhi	2 <sup>nd</sup> Revised Edition, 2018.
3.	Varinder Kumar & Bodh Raj	<i>Business Communication</i>	Kalyani Publishers, Ludhiana	1 <sup>st</sup> 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://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](https://www.managementstudyguide.com/business_communication.htm)

#### Pedagogy

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

