

DEPARTMENT OF BUSINESS ADMINISTRATION

COURSE STRUCTURE & SYLLABI (For the students admitted from year 2023-2024 onwards)

Programme : Business Administration (BBA)



JAMAL MOHAMED COLLEGE (AUTONOMOUS)
Accredited with A++ Grade by NAAC (4th Cycle) with CGPA 3.69 out of 4.0
(Affiliated to Bharathidasan University)
TIRUCHIRAPPALLI – 620 020

B.B.A

Sem	Course Code	Part	Course Category	Course Title	Ins. Hrs./ Week	Credit	Marks		Total
							CIA	ESE	
I	23U1LT1/LA1/LF1 /LH1/LU1	I	Language - I		6	3	25	75	100
	23UCN1LE1	II	English - I	English for Communication - I	6	3	25	75	100
	23UBA1CC1	III	Core - I	Business Management	4	4	25	75	100
	23UBA1CC2		Core - II	Financial Accounting	4	4	25	75	100
	23UBA1AC1		Allied - I	Managerial Economics	4	3	25	75	100
	23UBA1AC2		Allied - II	Managerial Communication	4	3	25	75	100
	23UCN1AE1	IV	AECC - I	Value Education	2	2	-	100	100
Total					30	22			700
II	23U2LT2/LA2/LF2 /LH2/LU2	I	Language - II		6	3	25	75	100
	23UCN2LE2	II	English - II	English for Communication - II	6	3	25	75	100
	23UBA2CC3	III	Core - III	Modern Marketing	5	5	25	75	100
	23UBA2CC4		Core - IV	Business Environment and Ethics	4	4	25	75	100
	23UBA2AC3		Allied - III	Business Mathematics & Statistics	4	4	25	75	100
	23UBA2AC4P		Allied - IV	Information Technology for Business - Practical	3	2	20	80	100
	23UCN2SS	IV	Soft Skills Development	Soft Skills Development	2	2	-	100	100
	23UCN2CO	V	Community Outreach	JAMCROP	-	@	-	-	@
	23U2BT1/ 23U2AT1		Basic Tamil - I/ Advanced Tamil - I	எழுத்தும் இலக்கியமும் அறிமுகம் - I தமிழ் இலக்கியமும் வரலாறும் - I	-	-	-	100 [#]	-
	*Only grades will be given					30	23		
III	23U3LT3/LA3/LF3 /LH3/LU3	I	Language - III		6	3	25	75	100
	23UCN3LE3	II	English - III	English for Communication - III	6	3	25	75	100
	23UBA3CC5	III	Core - V	Modern Banking	4	4	25	75	100
	23UBA3CC6		Core - VI	Legal aspects of Business	3	3	25	75	100
	23UBA3AC5		Allied - V	Operations Research	4	4	25	75	100
	23UBA3AC6P		Allied - VI	Computerized Accounting - Practical	3	2	20	80	100
	23UBA3GE1	IV	Generic Elective - I		2	2	-	100	100
	23UCN3AE2		AECC - II	Environmental Studies	2	2	-	100	100
	Total					30	23		
IV	23U4LT4/LA4/LF4 /LH4/LU4	I	Language - IV		6	3	25	75	100
	23UCN4LE4	II	English - IV	English for Communication - IV	6	3	25	75	100
	23UBA4CC7	III	Core - VII	Production and Operations Management	4	4	25	75	100
	23UBA4CC8		Core - VIII	Cost Accounting	4	4	25	75	100
	23UBA4AC7		Allied - VII	Essentials of Supply Chain Management	4	3	25	75	100
	23UBA4AC8		Allied - VIII	Organisational Behaviour	4	3	25	75	100
	23UBA4GE2	IV	Generic Elective - II		2	2	-	100	100
	23UCN4EL		Experiential Learning	Industrial Visit	-	2	-	100	100
	23UCN4EA	V	Extension Activities	NCC, NSS, etc.	-	1	-	-	-
	23U4BT2/ 23U4AT2		Basic Tamil - II/ Advanced Tamil – II	எழுத்தும் இலக்கியமும் அறிமுகம் - II தமிழ் இலக்கியமும் வரலாறும் - II	-	-	-	100 [#]	-
Total					30	25			800
V	23UBA5CC9	III	Core - IX	Management Accounting	6	6	25	75	100
	23UBA5CC10		Core - X	International Business Management	5	5	25	75	100
	23UBA5CC11		Core - XI	Entrepreneurial Development	5	5	25	75	100
	23UBA5CC12		Core - XII	Fundamentals of Research Methodology	5	5	25	75	100
	23UBA5DE1A/B		Discipline Specific Elective - I		5	4	25	75	100
	23UBA5SE1	IV	Skill Enhancement Course - I	Skills for Competitive Examinations	2	1	-	100	100
	23UBA5SE2		Skill Enhancement Course - II	Public Speaking Skills	2	1	-	100	100
	23UBA5EC1		Extra Credit Course - I ⁺	Online Course	-	*	-	-	-
Total					30	27			700
VI	23UBA6CC13	III	Core -XIII	Financial Management	6	6	25	75	100
	23UBA6CC14		Core - XIV	Strategic Management	5	5	25	75	100
	23UBA6CC15		Core -XV	Human Resource Management	6	6	25	75	100
	23UBA6PW		Project Work	Project Work	3	2	25	75	100
	23UBA6DE2A/B		Discipline Specific Elective - II		5	4	25	75	100
	23UBA6DE3A/B		Discipline Specific Elective - III		4	4	25	75	100
	23UCN6AE3	IV	AECC - III	Gender Studies	1	1	-	100	100
	23UBA6EC2		Extra Credit Course - II [*]	Online Course	-	*	-	-	-
	23UBA6ECA		Extra Credit Course for all ^{**}	Online Course	-	**	-	-	-
	23UCN6ECA1		Extra Credit Course for all ⁺	Entrepreneurship Development	-	+	-	-	-
* Programme Specific Online Course for Advanced Learner ** Any Online Course for Enhancing Additional Skills + Course for Enhancing Entrepreneurial Skills					Total	30	28		700
Grand Total						148			4400

GENERIC ELECTIVE COURSES

Semester	Course Code	Course Title
III	23UBA3GE1	Management Concepts
IV	23UBA4GE2	Salesmanship

Self-Study Course – Basic and Advanced Tamil

(Applicable to the candidates admitted from the academic year 2023 -2024 onwards)

Semester	Course Code	Course Title
II	23U2BT1	Basic Tamil – I (எழுத்தும் இலக்கியமும் அறிமுகம் - I)
	23U2AT1	Advanced Tamil – I (தமிழ் இலக்கியமும் வரலாறும் - I)
IV	23U4BT2	Basic Tamil – II (எழுத்தும் இலக்கியமும் அறிமுகம் - II)
	23U4AT2	Advanced Tamil – II (தமிழ் இலக்கியமும் வரலாறும் - II)

Mandatory

Basic Tamil Course - I and II are offered for the students who have not studied Tamil Language in their schools and college.

Advanced Tamil Course - I and II are offered for those who have studied Tamil Language in their schools but have opted for other languages under Part - I.

DISCIPLINE SPECIFIC ELECTIVES

Semester	Course Code	Course Title
V	23UBA5DE1A	Customer Relationship Management
	23UBA5DE1B	Global Financial Management
VI	23UBA6DE2A	Media Management
	23UBA6DE2B	Financial Markets and Services
	23UBA6DE3A	Sales Management
	23UBA6DE3B	Security Analysis & Portfolio Management

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UBA1CC1	Core – I	4	4	25	75	100
Course Title BUSINESS MANAGEMENT							

SYLLABUS		
Unit	Contents	Hours
I	BASIC MANAGEMENT CONCEPTS: Concept of Management – Importance – Nature of Management – Arts or Science – Management as Profession – Functions of Management - Management Thought - F. W Taylors Scientific Management – Fayol’s Administrative Management – *Applying Management theory in Practice*.	12
II	PLANNING: Meaning – Definition – Characteristics – Nature - Importance – Steps in Planning Process – Types of Planning – Barriers to Effective Planning – *Features of a Good Plan* – Mission –Formulation of Mission – Comparison of Vision & Mission – Objectives – Features of Objectives - Management By Objective (MBO) – Features – Problems and Limitations	12
III	ORGANIZING: Meaning - Principles –Design of Organization Structure – Formal and Informal – Difference – Need for Formal Organization – Forms of Organization Structure – Line – Line & Staff – Divisional – Project – Matrix - Departmentation - *Centralization and Decentralization*.	12
IV	STAFFING: Concept – Factors Affecting Staffing – Human Resource Planning – Process –Job Analysis –Recruitment – Meaning – Sources of Recruitment – Selection – Selection process – *Placement* - Training and Development –Role of training and Development	12
V	DIRECTING AND CONTROLLING: Concept –Importance – Principles – Techniques – Models – Motivation – Meaning – Nature – Theories of Motivation – Maslow’s Hierarchy Need Theory – Herzberg’s Motivation: Hygiene Theory –McGregor’s X Theory and Y Theory - *Motivational Pattern in Indian Organization* – Controlling – Meaning – Importance – Steps in Effective Control System - Co-Ordination: Meaning – Needs	12
VI	Current Trends (For CIA only) – Expert Talk, Role Play, Group Discussion, Management Games and Webinar/Seminar	

..... Self Study

Text Book:
1. Principles and Practice of Management – L.M. PRASAD, Sultan Chand & Sons, 2020 Edition.
2. Management Principles – T.RAMASAMY, Himalaya Publishing House, 2019 Edition
Reference Book(s):
1. Business Management – DINKAR PAGARE, Sultan Chand & Sons, 2018 Edition
2. Principles of Management – P.C TRIPATHI AND P.N REDDY, Tata Mcgraw Hill Education Private Limited, 2021 Edition
3. Principles of Management – J.JAYASANKAR, Margham Publications, 2018 Edition
Web Resource(s):
1. https://www.mbaknol.com/management-concepts/planning-definition-and-its-features/
2. https://www.lucidchart.com/blog/types-of-organizational-structures
3. https://theinvestorsbook.com/techniques-of-controlling.html

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Remember the concept of Business Management.	K1
CO2	Prepare a plan with reference to Mission, Vision and Objective of company/ institution.	K2
CO3	Apply effective recruitment system in staffing.	K3
CO4	Analyse the challenges in the managing the modern business Management	K4
CO5	Find the solution for the effective management systems	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	3	3	2	2	2.8
CO2	3	3	3	3	3	3	3	3	2	2	2.8
CO3	3	3	3	3	3	3	3	3	2	2	2.8
CO4	3	3	3	3	3	3	3	3	2	2	2.8
CO5	3	3	3	3	3	3	3	3	2	2	2.8
Mean Overall Score											2.8
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. I. Abbas Khan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UBA1CC2	Core – II	4	4	25	75	100
Course Title FINANCIAL ACCOUNTING							

SYLLABUS		
Unit	Contents	Hours
I	BASICS OF ACCOUNTING: Definition of Accounting - *Need for Accounting* - Attributes and Steps of Accounting – Objectives of Accounting- Methods of Accounting – Double Entry System – Accounting Rules – Bases of Accounting – Accounting Concepts and Conventions.	12
II	BOOKS OF PRIME ENTRY: Journal – Meanings – Journal Entries - Posting of Journal Entries to Ledger- Balancing of Ledger Accounts – Subsidiary Books –Preparation of Subsidiary Books – Purchase Book – Sales Books – *Purchase Return* – Sales Return – Cash Book.	12
III	TRIAL BALANCE AND RECTIFICATION OF ERRORS: Meaning – Objectives – Methods of Preparation — Rectification of Errors – *Classification of Errors* – Error disclosed by Trial Balance - Suspense Account.	12
IV	PREPARATION OF FINAL ACCOUNTS: Meaning – Manufacturing Account – Trading Account – Profit and Loss Account – Balance sheet with adjustments.	12
V	ACCOUNTS FOR NON-PROFIT ORGANISATION: Meaning – Receipts and Payment Account – Income and Expenditure Account – Balance sheet.	12
VI	Current Trends (For CIA only) – Acquaint students with the accounting concepts, tools and techniques influencing business organizations	

..... Self Study

Text Book:
1. Advanced Accountancy Vol. 1 Principles of Accounting (Including GST) – S.P.JAIN, K.L.NARANG, SIMMI AGRAWAL, MONIKA SEHGAL Kalyani Publishers. 2021 Edition. 2. Advanced Accountancy – M.C. SHUKLA, T.S.GREWAL & S.C.GUPTA Sultan Chand & Sons. 2018 Edition
Reference Book(s):
1. Advanced Accountancy – R.L. GUPTA & RADHASAMY. Sultan Chand & Sons, 2022 Edition. 2. Financial Accounting - S Thothadri and S. Nafeesa, McGraw Hill, 2018 Edition. 3. Financial Accounting - Hanif M, Mukharjee, Mcgraw-Hill Education India Pvt.Ltd - New Delhi, 2015 Edition.
Web Resource(s):
1. https://www.tutorialspoint.com/financial_accounting/financial_nontrading_accounts.htm 2. https://cbseworld.weebly.com/uploads/2/8/1/5/28152469/lesson8.pdf 3. http://gbpssi.in/admin/coursepack/MBR517Lect02.pdf

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Understand the fundamental concepts of Accounting systems.	K1
CO2	Know the cash and non-cash transactions and their Purposes	K2
CO3	Estimate capital and revenue items of business transactions and Preparing final account with adjustments.	K3
CO4	Prepare non-profit organizations accounting process	K4
CO5	Find out the financial performance of a business entity.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	3	3	2	2	2	2.3
CO2	3	2	2	2	2	3	3	2	2	2	2.3
CO3	3	2	2	2	2	3	3	2	2	2	2.3
CO4	3	2	2	2	2	3	3	2	2	2	2.3
CO5	3	2	2	2	2	3	3	2	2	2	2.3
Mean Overall Score											2.3
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Mr. J. Maheswaran

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UBA1AC1	Allied - I	4	3	25	75	100
Course Title MANAGERIAL ECONOMICS							

SYLLABUS		
Unit	Contents	Hours
I	CONCEPTS OF MANAGERIAL ECONOMICS: Definition – Scope and Application of Managerial Economics – Fundamental Concepts – Basic economic problems common to all economies - Relationship of Business Economics with other Discipline – *Role of managerial economist*.	12
II	DEMAND AND FORECASTING: Demand Analysis - Law of demand - Exceptions to the law - Elasticity of Demand - Types of Elasticity - Degrees of elasticity with diagrams - Factors determining elasticity of demand - *Demand forecasting* - Methods.	12
III	MARKET STRUCTURE AND THEIR PRICE DISTRIBUTION: Market Structure – Classifications – Perfect Competition – Monopolistic Competition – Oligopoly – pricing under monopoly - *Perfect Competition* - Oligopoly and Monopolistic Competition - Price and Output Determination - Role of time element in market price determination – Economies of scale - Internal Economies – External Economies.	12
IV	COST CONCEPTS: Short run and long run cost analysis (traditional theory) Modern theory of cost - Long run and short run - Pricing techniques – Cost related pricing techniques - Demand related pricing techniques - *Competition oriented pricing* – Break Even Analysis.	12
V	MACRO -ECONOMICS FOR MANAGEMENT: Economic planning - Trade Cycle – *features* - phases and control - National Income – concepts - problems and importance – Calculation of National Income.	12

..... Self Study

Text Book:
1. Dominick Salvatore - Managerial Economics, Oxford Publishers, 2016 Edition. 2. Geethika, Ghosh & Choudhury - Managerial Economics, McGraw Hill, 2011 Edition.
Reference Book(s):
1. R. Panneerselvam, P. Sivasankaran & P. Senthilkumar - Managerial Economics, Cengage 2015 Edition 2. H.L Ahuja Samuelson & Marks - Managerial Economics - S.Chand 2014 Edition. 3. L.Varshney and K.L. Maheshwari - Managerial Economics ,Sultan Chand and Sons.2014 Edition
Web Resource(s):
1. https://www.taxmann.com/post/blog/law-of-demand-elasticity-of-demand-explained-via-examples-charts-tables/?amp 2. https://www.studynama.com/community/threads/pdf-bba-managerial-economics- notes- ebook-free-download.3500/ 3. https://www.researchgate.net/publication/327882739_Managerial_Economics_Concepts_and_Tools 4. https://online.aurora.edu/types-of-market-structures/

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Remember the concept of Managerial Economics.	K1
CO2	Understand the challenges of modern managers in the decision making process	K2
CO3	Develop skills relating to the students' application of this subject knowledge in the practical situations	K3
CO4	Apply fundamental economic principles, theories and concepts useful to the business	K3
CO5	Find the various microeconomic variables that determine business decisions and consumers' purchase decisions	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	3	3	3	3	3.0
CO2	3	3	3	3	3	3	3	3	3	3	3.0
CO3	3	3	3	3	3	3	3	3	3	3	3.0
CO4	3	3	3	3	3	3	3	3	3	3	3.0
CO5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											3.0
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Mr. T. Jayakumar

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UBA1AC2	Allied - II	4	3	25	75	100
Course Title MANAGERIAL COMMUNICATION							

SYLLABUS		
Unit	Contents	Hours
I	COMMUNICATION INTRODUCTION: Meaning – Objectives of Managerial Communication – Principles – Media of Communication – Types of Communication - *Barriers of Communication*.	12
II	BUSINESS CORRESPONDENCE: Meaning – Need, Functions and Kinds of Business Letters – Layout of Business Letters – Enquiry and Reply – Offers and Quotations –*Orders*– Execution and Cancellation.	12
III	COMPLAINTS AND ADJUSTMENTS: Claims and Adjustments – Collection Letters– Debtors Explanation – Replies to Debtors Explanation – Sales letters – *Objectives of Sales Letters* – Functions and Advantages of Sales letter.	12
IV	COMPANY MEETINGS: Agenda – Meaning – Minutes – Meaning – Types of Minutes –Report Writing – Types of Business Reports – *Characteristics of Good Report* – Report Preparation.	12
V	RECENT TRENDS IN BUSINESS CORRESPONDENCE: social intranet software - Digital Workplace – Unified Communication -Video conferencing – *E- Literacy* – Ethics in communication.	12

..... Self Study

Text Book:
1. Rajendra Pal & J.S. Korlahalli – Essentials of Business Communication, Sultan Chand & Sons, 2015
Reference Book(s):
1. R.C.Sharma, Krishna Mohan – Business Communication, Tata McGraw Hills, 2012
2. Urmila Rai – Business Communication, Himalaya Publishing House, 2015.
Web Resource(s):
1. https://gfgc.kar.nic.in/hesaraghatta/GenericDocHandler/21-d94d9e13-8a1e-48fb-972f-c5f59fa17a5a.pdf
2. https://www.arabianjbmr.com/pdfs/OM_VOL_2_(6)/18 .
3. https://www.sscasc.in/wp-content/uploads/downloads/BCOM/Marketting.pdf

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Understand the important principles for effective oral and written communication	K1
CO2	Build skills relating to speaking, writing a business letter in order to maximize confidence	K2
CO3	Create strategies to adopt and develop communication skills in various models of work place.	K3
CO4	Improve the knowledge to prepare a business report and presentation.	K4
CO5	Enable students to adapt the current technology related to the communication field.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	3	3	3	2	2.9
CO2	3	3	3	3	3	3	3	3	3	2	2.9
CO3	3	3	3	3	3	3	3	3	3	2	2.9
CO4	3	3	3	3	3	3	3	3	3	2	2.9
CO5	3	3	3	3	3	3	3	3	3	2	2.9
Mean Overall Score											2.9
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. K. Devaraju

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UCN1AE1	AECC - I	2	2	-	100	100
Course Title		Value Education for Men					

SYLLABUS		
Unit	Contents	Hours
I	VALUES IN LIFE: Purpose and philosophy of life – Need for values –five fold moral culture. Values: truth, loyalty, integrity, humility, trustworthy, considerate, not being greedy, clean habits, punctuality, kindness, gratitude, patience, respect and character building.	6
II	PERSONAL WELLBEING: Social responsibility - taming a healthy mind and body – personal hygiene - Balanced diet – meditation – yoga - positive thinking – introspection - a passion for Nature- Win-win strategy.	6
III	ROLE OF MEN IN FAMILY: As a responsible student – committed employee - loyal husband - dedicated father – fatherhood- sacrificing human – considerate true friend.	6
IV	MAN A SOCIAL BEING: A friendly neighbour - living a life with definite motives – emotions and moral desire- uncompromising will power- puberty-secondary sexual characters- marriage: Purpose – marital life- Harmony with spouse- fidelity towards spouse.	6
V	PROFESSIONAL VALUES: More of a giver than a taker - being compassionate – patriotism - respecting culture - dependence on God – avoiding worry-professional ethics.	6

Hours of Teaching: 5 Hours and Hours of Activity: 25 Hours

Textbook(s):
1. Value Education for health, Happiness and harmony, the world community service centre, Vethathri Publications 2. N. Venkataiah, Value Education, APH Publishing Corporation, New Delhi, 1998 3. K.R. Lakshminarayanan and M. Umamageshwari, Value Education, Nalnilam Publication, Chennai.
Web References:
1. https://www.slideshare.net/humandakakayilongranger/values-education-35866000 2. https://www.ananda.org/blog/5-secrets-to-a-harmonious-marriage/ 3. https://www.un.org/esa/socdev/family/docs/men-in-families

Activity:

- Assignment on Values (not less than 20 Pages)
- Multiple Choice Questions and Quiz
- Elocution - (Manners and good Habits for 3 to 5 minutes)
- Field Visit
- Debating - Current issues
- Essay writing: Proper use of e-gadgets, Ethics, Cyber ethics, Social media, etc.,
- Case Study / Album Making / Poster Presentation / Documentary- Celebrating National Days, Drug abuse & illicit trafficking, Independence Day, Secularism, Teachers Day, National Youth Awakening Day, Father's Day / Mother's Day and etc.,

EVALUATION COMPONENT: TOTAL: 100 MARKS**Component I:**

Documentary (or) Poster Presentation (or) Elocution - 25 marks

Component II:

Quiz (or) Multiple choice questions Test - 25 marks

Component III:

Album Making (or) Case Study on a topic (or) Field visit - 25 marks

Component IV:

Assignment (or) Essay Writing (or) Debating - 25 marks

Course Coordinator: Dr. M. Purushothaman

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UCN1AE1	AECC - I	2	2	-	100	100
Course Title		Value Education for Women					

SYLLABUS		
Unit	Contents	Hours
I	VALUES IN LIFE: Purpose and philosophy of life – Need for values –five fold moral culture - Imbibing values: truth, loyalty, integrity, humility, trustworthy, considerate, not being greedy, clean habits, punctuality, kindness, gratitude, patience, respect and character building.	6
II	FAMILY: Nuclear – cluster – significance - social functions - changing trend - role of women in family - obedient daughter - purposeful youth- dedicated wife - caring mother.	6
III	PUBERTY: Need of knowledge of menstruation- menstrual symptoms – handling – menstrual disorder - maintaining good personal hygiene - motherhood- Stages of pregnancy- post pregnancy care.	6
IV	MARRIAGE: Types of marriage - purpose of marriage- love and infatuation – need for marital preparation - pre and post marital counselling - conflicts in marital life - divorce single parenthood.	6
V	HARMONY WITH SPOUSE: Husband and wife relationship - fidelity towards spouse-relationship among the family members. Tenets of bride for healthy family – kindness, respect, patience, care, love.	6

Hours of Teaching: 5 hours and Hours of Activity: 25 hours

Textbook(s):
1. Value Education for health, Happiness and harmony, the world community service centre, Vethathri Publications 2. N. Venkataiah, Value Education, APH Publishing Corporation, New Delhi, 1998 3. Betty, Carten and Meg Goldric, The Changing family life style - A Framework for Family Therapy, 2 nd Edition, 2000. 4. Marie, Madearentas, Family Life Education, CREST-Centre for research education service training for family promotion, Bangalore, 1999.
Web References:
1. https://www.slideshare.net/humandakakayilongranger/values-education-35866000 2. https://www.ananda.org/blog/5-secrets-to-a-harmonious-marriage/ 3. https://www.nap.edu/read/2225/chapter/14

Activity:

- Assignment on Values (not less than 20 Pages)
- Multiple Choice Questions and Quiz
- Elocution - (Manners and good Habits for 3 to 5 minutes)
- Field Visit
- Debating - Current issues
- Essay writing: Proper use of e-gadgets, Ethics, Cyber ethics, Social media, etc.,
- Case Study / Album Making / Poster Presentation / Documentary- Celebrating National Days, Drug abuse & illicit trafficking, Independence Day, Secularism, Teachers Day, National Youth Awakening Day, Father's Day / Mother's Day and etc.,

EVALUATION COMPONENT: TOTAL: 100 MARKS**Component I:**

Documentary (or) Poster Presentation (or) Elocution - 25 marks

Component II:

Quiz (or) Multiple choice questions Test - 25 marks

Component III:

Album Making (or) Case Study on a topic (or) Field visit - 25 marks

Component IV:

Assignment (or) Essay Writing (or) Debating - 25 marks

Course Coordinator: Dr. M. Purushothaman

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UBA2CC3	Core – III	5	5	25	75	100
Course Title							
MODERN MARKETING							

SYLLABUS		
Unit	Contents	Hours
I	MODERN MARKETING: Meaning – Definition – Classification of Market – Marketing – Meaning – Features – *Objectives of Marketing* – Marketing Functions – Marketing Management – Concepts – Functions of Marketing Management – Modern Marketing Strategies.	15
II	MARKETING MIX AND CONSUMER BEHAVIOUR: Meaning – Elements – Factors affecting Marketing Mix – Marketing Environment – Market Segmentation – Concept – *Bases for Market Segmentation* - Consumer Behaviour – Factors influencing Consumer Behaviour – Consumer Motivation.	15
III	PRODUCT AND PRICING: Meaning – Definition - Characteristics – Classification of Product – Product - New Product Development – Product Mix - Product Life Cycle - Product Diversification - Pricing – Meaning – Definition – *Importance* – Objectives - Methods of pricing strategies – Factor influencing pricing – Types of Pricing.	15
IV	PROMOTION: Meaning – Definition – Methods – Advertisement – Significance – Kinds – Objectives – Personal selling – Importance – Sales Promotion – Functions – Importance – Physical Distribution – Meaning – Definition – Channels of Distribution - Wholesaler – *Functions* – Services – Retailer – Functions – Services – Marketing intermediaries and their function.	15
V	DIGITAL MARKETING: Meaning- Features – Traditional vs. Modern Marketing – Content Marketing – Types of Content Creation – *Online Content Marketing* – Concepts of Social Media marketing – Network Advertising – Affiliation Marketing.	15
VI	Current Trends (For CIA only) – To sell the goods in their area	

..... Self Study

Text Book:
1. Ramaswamy and Namakumari, Marketing Management 4 th Edition MacMillan Education
2. Puneet Bhatia, Fundamentals of Digital Marketing, Pearson Education, New Delhi, 2019
Reference Book(s):
1. Jeremy Kagan, Digital Marketing: Strategy and Tactics, Wiley Publishers, New Delhi, 2020.
2. Seema Gupta, Digital Marketing, McGraw Hill Education, New Delhi, 2019
Web Resource(s):
1. https://smallbusiness.chron.com/seven-functions-marketing-56980.html
2. https://www.economicdiscussion.net/advertising/types-of-advertising-media/31785

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Learn the fundamental knowledge of marketing and its function, environment and marketing segment.	K1
CO2	Understand the influencing of consumer behaviour and observe the latest trends in marketing.	K2
CO3	Outline the product mix concepts, product life cycle strategies and construct a new product development	K2
CO4	Gain the Practical Knowledge to sell the goods.	K4
CO5	Find out appropriate price for fixation for the new product and proper channel of distribution	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	2	3	2	3	3	2.8
CO2	3	3	3	3	3	2	3	2	3	3	2.8
CO3	3	3	3	3	3	2	3	2	3	3	2.8
CO4	3	3	3	3	3	2	3	2	3	3	2.8
CO5	3	3	3	3	3	2	3	2	3	3	2.8
Mean Overall Score											2.8
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. K. Mohamed Anwar

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UBA2CC4	Core – IV	4	4	25	75	100
Course Title		BUSINESS ENVIRONMENT AND ETHICS					

SYLLABUS		
Unit	Contents	Hours
I	BUSINESS AND ECONOMIC ENVIRONMENT: Meaning – Definition – Characteristics – Types of Environment – Economic Environment of business – Objectives – Factors affecting economic environment – *Non-Economic Environment*.	12
II	POLITICAL AND TECHNOLOGICAL ENVIRONMENT: Economic system – Meaning – Functions of Economic system - Legal Environment – Meaning - *Objectives* - Technological Environment –Advantages and Disadvantages.	12
III	SOCIAL AND CULTURAL ENVIRONMENT: *Evolution of society* – Business and society – Social responsibility of business – Business and Culture – Impact of Culture on Business.	12
IV	BUSINESS ETHICS: Meaning – Definition - Need for ethics in business – *Scope*- Principles - Arguments for and against business ethics – Code of ethics.	12
V	HUMAN VALUES AND ETHICS: Meaning – Formation – Importance of human values at work place – Professional ethics – Meaning – *Difference between Professional ethics and Personal ethics*.	12
VI	Current Trends (For CIA only) – Expert lectures, online seminars – webinars	

..... Self Study

Text Book(s):
1. Dr. S. Sankaran, Business Environment, Margham publications, 3 rd Edition, 2012. 2. K. Aswathappa , Essentials of Business Environment, Himalaya Publishing House, 2019 3. Dr. S.S. Khanka, Business Ethics and Corporate Governance, Sulthan Chand and company Private Limited, New Delhi, 2014
Reference Book(s):
1. Francis Cherunilam, Business Environment, Himalaya Publishing House, 4 th edition, 2021 2. P. Chidambaram, Business Environment; Vikas Publishing, 2007 3. Dr. A.K. Gavai, Business Ethics, Himalaya Publishing House, 6 th edition, 2016
Web Resource(s):
1. https://study.com/academy/lesson/what-is-the-economic-environment-in-business-definition-importance-factors.html 2. https://www.marketing91.com/political-environment 3. https://opentext.wsu.edu/cpim/chapter/3-2-the-social-and-cultural-environment/

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Remember the concepts related to the Economic and Non-economic factors.	K1
CO2	Understand Political and Technological factors that affect the business environment.	K2
CO3	Apply the knowledge of individual in current business scenario.	K3
CO4	Understand the business ethics in the Business Environment	K1
CO5	Evaluate the human values at the work place.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	2	2	1	2	2	1	3	2.3
CO2	3	3	2	2	2	1	2	2	1	3	2.3
CO3	3	3	2	2	2	1	2	2	1	3	2.3
CO4	3	3	2	2	2	1	2	2	1	3	2.3
CO5	3	3	2	2	2	1	2	2	1	3	2.3
Mean Overall Score											2.3
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. U. Leyakath Ali Khan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UBA2AC3	Allied - III	4	4	25	75	100
Course Title BUSINESS MATHEMATICS & STATISTICS							

SYLLABUS		
Unit	Contents	Hours
I	MATHEMATICS FOR FINANCE: Interest – Concepts – Types of Interest – Simple and Compound Interest – Matrices – Meaning – Definition – *Basic rule for Matrices* - Addition – Subtraction and Multiplication – Inverse of Matrix – Cramer’s rule.	12
II	STATISTICS: Meaning – Growth of Statistics – Functions of Statistics – *Limitations* – Data – Sources of Data – Primary and Secondary Data – Sampling – Methods of Sampling – Tabulation – Types of Tabulation – Diagrammatic Graphic Presentation.	12
III	MEASURES OF CENTRAL TENDENCY: Meaning – Averages – Types of Averages – Arithmetic mean – Median – Mode – Geometric Mean – Harmonic Mean.	12
IV	MEASURES OF DISPERSION: Meaning – *Objectives* – Methods of Variation – Range – Mean Deviation – Standard Deviation – Coefficient of Variation.	12
V	CORRELATION AND REGRESSION: Meaning – *Uses of Correlation* – Types of Correlation – Graphic Method – Karl Pearson’s coefficient of Correlation – Rank Correlation – Concurrent Deviation Method – Regression Analysis – Meaning – Regression Equations.	12

..... Self Study

Text Book:
1. P.R. Vital Business Mathematics and Statistics, Margham Publications, Chennai, 2018 2. Dr. S. P. Gupta, Elementary of Statistical Methods, Sultan Chand & Sons, New Delhi, 2022
Reference Book(s):
1. K. Alagar, Business Statistics, The MC Graw- Hill Companies- New Delhi
Web Resource(s):
1. https://www.allaboutcircuits.com/textbook/reference/chpt-6/derivatives-power-functions-e 2. https://link.springer.com/content/pdf/bbm%3A978-1-4615-5299-4%2F1.pdf 3. https://statistics.laerd.com/statistical-guides/measures-central-tendency-mean-mode-median.php

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Understand the basic mathematical tools and statistical techniques used in business.	K1
CO2	Identify the objectives and uses of central tendency	K2
CO3	Apply the concepts of measures of central tendency and variations.	K3
CO4	Apply the concepts of correlations and regressions in the business.	K3
CO5	Evaluate the application of statistics in Business forecasting	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	3	3	2	2	3	3	3	2.6
CO2	3	2	2	3	3	2	2	3	3	3	2.6
CO3	3	2	2	3	3	2	2	3	3	3	2.6
CO4	3	2	2	3	3	2	2	3	3	3	2.6
CO5	3	2	2	3	3	2	2	3	3	3	2.6
Mean Overall Score											2.6
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. R. Deepa

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UBA2AC4P	Allied - IV	3	2	20	80	100
Course Title							
INFORMATION TECHNOLOGY FOR BUSINESS - PRACTICAL							

SYLLABUS		
Unit	Contents	Hours
I	MS – WORD INTRODUCTION: File Ribbon – Home Ribbon – Tables – Illustrations – Links – Header & Footer – Document Formatting – Page Background – Page & Paragraph Setup - References Ribbon: Table of Contents – *Footnotes* – Citations & Bibliography – Using Captions – Create an Index – Mail Merge Operations – Review Ribbon – View Ribbon	9
II	MS-WORD PRACTICAL: Create and Design a Business Letters - Create Invoices -Design E-book Preparations - Formatting word document	9
III	MS – EXCEL INTRODUCTION: Create a Workbook - Enter Data in a Worksheet - Create Tables - Basic Formula - *Create Charts and Objects* - Filter & Sort data by using an Auto Filter - Print a Worksheet by using Print Preview.	9
IV	MS-EXCEL PRACTICAL: Inventory Preparation - Invoice Preparation with various templates - Pay Roll - Student Attendance.	9
V	MS – POWERPOINT INTRODUCTION: Business Presentations - *Preparation of Organization Charts* - Insert and Format Text, Shapes, and Images - Insert Tables, Charts, SmartArt, and Media.	9

..... Self Study

Text Book:
1. S. V. Srinivasa Vallabhan – Computer Application in Business, Sultan Chand & Sons, 2007.
Reference Book(s):
1. K. Mohan Kumar, Dr. S. Rajkumar – Computer Application in Business, 2nd Edition, McGrawHill.
Web Resource(s):
1. https://support.microsoft.com/en-us/training

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Indicate the names and functions of the Ms –Word interface components in Official	K1
CO2	Specialize in all types of official documents in MS Word such as Business letters, Invoices, E-Book Preparation	K2
CO3	Examine the worksheet concepts and explore the MS – Excel environment	K3
CO4	Learn the Inventory Preparation, Pay Roll, Invoice Preparation and Student Attendance	K4
CO5	Create simple Business Presentation with outlines	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	3	3	1	2	1	2.4
CO2	3	3	3	3	2	3	3	1	2	1	2.4
CO3	3	3	3	3	2	3	3	1	2	1	2.4
CO4	3	3	3	3	2	3	3	1	2	1	2.4
CO5	3	3	3	3	2	3	3	1	2	1	2.4
Mean Overall Score											2.4
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. A. Sengottuvel

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UCN2SS	Soft Skills Development	2	2	-	100	100
Course Title		Soft Skills Development					

SYLLABUS		
Unit	Contents	Hours
I	Communication Skills: Verbal and Non - Verbal communication - The active vocabulary - Conversational Etiquette - KOPPACT syndrome	6
II	Emotional Skills: Emotional Intelligence - The five steps to Emotional Quotient - Self Awareness and Regulation - Empathy - Social Intelligence - stress management - coping with failures	6
III	Functional Skills: Using the tools of communicatory and emotional skills - Resume writing - Preparation of Curriculum Vitae - interview skills - Acing the interview - Group dynamics - Mock interviews and Group discussions	6
IV	Interpersonal Skills: Synergising relationships - SWOT analysis - SOAR analysis - The social skills - Time Management - Decision making - problem solving - prioritising and Implementation	6
V	Personality Skills: Leadership skills - Attributes and Attitudes - Social leader Vs The Boss - critical and creative thinking	6

Hours of Teaching : 5 hours and Hours of Activity: 25 hours

Textbook(s):
1. Social intelligence: The new science of human relationships - Daniel Goleman; 2006. 2. Body Language in the workplace - Allan and Barbara Pease; 2011. 3. Student's Hand Book: Skill Genie - Higher education department, Government of Andhra Pradesh.
Web References:
1. https://nptel.ac.in/courses/109105110

EVALUATION CRITERIA

Work Book (Each unit carries 10 marks)	-	50 Marks
Examination	-	50 Marks

1. Teacher who handles the subject will award 50 marks for work book based on the performance of the student.
2. On the day of examination the examiners (Internal & External) will jointly award the marks for the following categories:

- Self-Introduction - 20 Marks
- Resume - 10 Marks
- Mock Interview - 20 Marks

To assess the self-introduction, Examiners are advised to watch the video presentation submitted by the students. If they failed to submit the video presentation, the Examiners may direct the student to introduce himself orally and a maximum 10 marks only will be awarded.

Mock Interview Marks Distribution

(20-Marks)

Attitude (self interest, confidence etc.) (4 Marks)	Physical appearance including dress code (4 Marks)	Communication Skills (6 Marks)	Answering questions asked from the resume and work book (6 Marks)
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Course Coordinator: Dr. M. Syed Ali Padusha

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23UBA3CC5	Core – V	4	4	25	75	100
Course Title							
MODERN BANKING							

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION TO BANKING: Banking – Meaning – Definition – Origin of Banking - Banker and customer – Definition - General and special relationship of banker - Rights of a banker - * Rights of a customer * - Deposits - Types of deposits - Loans and advances.	12
II	RESERVE BANK OF INDIA: RBI - Meaning – Functions - Monetary functions - Non-monetary functions - Nationalisation of banks - * Recent mergers of banks in India *.	12
III	COMMERCIAL BANKS: Commercial Banks – Meaning – Functions - Classification of Commercial banks and economic development - *Payment banks*.	12
IV	CHEQUES: Cheques - Definition - Features of cheque - Honour and Dishonour – Differences between DD and Cheque – Crossing - Kinds – Endorsement –Significance – kinds.	12
V	ELECTRONIC BANKING: E-Banking – Meaning – Benefits – Electronic Fund Transfer - ECS - ATM, NEFT, RTGS, IMPS, Internet Banking, Mobile Banking – * e-wallet * - UPI - Credit cards	12
VI	Current Trends (For CIA only) – Acquaint students with the recent trends in banking like Neo Banking etc.,	

..... Self Study

Text Book (s):
1. Banking Theory Law and Practice - K.P.M. Sundaram & P.N. Varshney, Sultan Chand & Sons, 2019
2. Banking Theory Law and Practice - E. Gordon & Natarajan, Himalaya Publishing, 2017
3. Banking Theory Law and Practice - Dr.S.Gurusamy, Tata McGraw Hill Education Private Ltd, 2017
Reference Book (s):
1. Banking theory law and practice - Santhanam, Margham publications, 2023
2. Banking and Financial services - Mukund Sharma, Himayala Publishing House, 2015
3. Money and Banking - T.N. Hajela, Ane Books Pvt. Ltd, 2013
Web Resource (s):
1. https://www.rbi.org.in/
2. https://www.npci.org.in/
3. https://www.wikipedia.org/

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define fundamental concepts of banking, banker customer relationship	K1
CO2	Analyse Central Banking concept and Central Banking system in India and their roles and function	K2
CO3	Understand the classification of commercial banks and its functions	K3
CO4	Gain knowledge about cheques, crossing of cheques, endorsement etc.	K4
CO5	Demonstrate clearing and settlement mechanism in real time and online banking techniques	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	2	2	2	3	2	3	2	2.5
CO2	3	2	2	3	2	2	2	2	3	2	2.3
CO3	3	3	3	2	3	2	3	3	3	2	2.7
CO4	3	2	2	2	2	2	2	2	3	2	2.2
CO5	3	3	3	2	3	2	3	2	3	2	2.6
Mean Overall Score											2.46
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. H. JAGIR HUSSAIN

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23UBA3CC6	Core – VI	3	3	25	75	100
Course Title LEGAL ASPECTS OF BUSINESS							

SYLLABUS		
Unit	Contents	Hours
I	CONTRACT ACT: Indian Contract Act – 1872 – Introduction - Essentials of a contract- Kinds of contracts – Agreement- Kinds of Agreements - Acceptance and contract - Proposal - Acceptance - Capacity to contract - Free consent - Modes of Discharge of Contract – Remedies for breach of Contract.	9
II	LAW OF AGENCY AND SPECIAL CONTRACT: Law of Agency – Mode of Creation - Agency by Ratification – Sub-Agent and Substituted Agent - Termination of Agency - Law of Indemnity and guarantee - Law of Bailment and pledge.	9
III	SALE OF GOODS ACT AND CONSUMER PROTECTION ACT: Sales of Goods Act – 1930 – Contract of sales conditions and warranties - Performance of contract - Unpaid Seller - and Breach of Contract. Consumer Protection Act, 1986 – Introduction - Consumer and consumer disputes - Consumer protection council and consumer disputes redress agencies.	9
IV	NEGOTIABLE INSTRUMENTS: Negotiable Instruments Act 1881 – Instruments - Parties to negotiable instrument - Discharge of parties from liabilities - Dishonour of Cheque.	9
V	PARTNERSHIP ACT: Partnership – Definition – Essentials – Rights - Duties and Liabilities of partners - Types of partnership - Dissolution of partnership.	9
VI	CURRENT TRENDS (For CIA only): Course content shall be discussed in the light of relevant case laws through Expert Talk, Group Discussion, Role Play and Power Point Presentation.	

Text Book
Elements of Mercantile Law - N.D. Kapoor, Sultan Chand & Sons, 2019 Edition. Business Law – Pillai & Bhagavathi, S Chand & Company Limited, 2007 Edition
Reference Book(s)
Principles of Mercantile Law – B.N. TANDON. 2010 Business Law including Company Law- S.S. GULCHAN & G.K. 2011 KAPOOR, New Age International Publishers, 2009 Edition. A Text book of Mercantile Law – P.P.S.GOGNA, S Chand & Company Limited, 2014 Edition.
Web Resource(s)
https://www.indiacode.nic.in/bitstream/123456789/13660/1/indian_partnership_act_1932.pdf https://www.jkshahclasses.com/announcement/IndianContractAct1872.pdf https://getlegalindia.com/sale-of-goods-act/

Course Outcomes		
Upon successful completion of this course, the students will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Learn the basics of laws governing commercial contracts and nuances of competency to contract, rules of consideration, free concern and object of contract with case laws and illustrations.	K1
CO2	Have an insight on the provisions related to Sale of Goods Act 1930	K2
CO3	Understand the consequences of applicability of various laws on business situations.	K3
CO4	Know the rights and duties under various legal acts.	K4
CO5	Develop critical thinking through the use of law cases.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	3	3	3	3	3	3	2	2.8
CO2	3	2	3	3	3	3	3	3	3	3	2.9
CO3	3	2	3	3	3	3	3	3	3	3	2.9
CO4	3	2	3	3	3	3	3	3	3	2	2.8
CO5	3	2	3	3	3	3	3	3	3	2	2.8
Mean Overall Score											2.8
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. A. SADAM HUSSAIN

Semester	Course Code	Course Category	Hours/ week	Credits	Marks for evaluation		
					CIA	ESE	Total
III	23UBA3AC5	ALLIED -V	4	4	25	75	100
Course Title							
OPERATIONS RESEARCH							

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION TO OPERATION RESEARCH: Operations Research – Concepts – Models – Scope – Phases – Limitations – Operations Research and Decision Making – Linear Programming Problem: Formulation of L.P.P. - Graphical Method.	12
II	TRANSPORTATION PROBLEM: Transportation Problem: Formulation – Solution - Unbalanced Transportation problem - Initial basic feasible solutions - North West Corner Rule - Least Cost Method - Vogel's Approximation Method and Modi method.	12
III	ASSIGNMENT PROBLEM: Assignment model : Hungarian method for optimal solution - Solving unbalanced problem - Traveling salesman problem and assignment problem.	12
IV	GAME THEORY: Game theory: Concept of Pure and Mixed strategies – Solving 2 x 2 matrices with and without saddle point. Graphical solution – m x 2 and 2 x n games - Solving games by Dominance Property - Replacement – Introduction - Replacement models.	12
V	NETWORK MODEL: CPM – Principles – Construction of network - Critical path – Forward pass – Backward pass computations – PERT – Time scale analysis - Probability of completion of project – Types of floats.	12
VI	CURRENT TRENDS (For CIA only): Contemporary Developments Related to the Course during the Semester concerned. Practical: Conduct of Employee survey and reporting- Review and evaluation of Inventory control.	

(Marks: Theory 20% and Problems 80%)

Text Book:
1. Operations Research - Kanti Swarup, P.K. Gupta and Man mohan, Sultan Chand & Sons Co. Ltd., 14th Edition, 2008.
2. Operations Research - S. Kalavathy, Vikas Publishing House Private Limited, 4th Edition, August 2002
Reference Book(s):
1. Quantitative Techniques - C.R. KOTHARI, Vikas Publishing House Private Limited, 15th Edition, January 2013.
2. Quantitative Techniques for Decision Making - ANAND SHARMA, Himalaya Publishing House, 3rd Edition 2021 E – RESOURCES:
Web Resource(s):
1. http://www.snvanita.org/pdf/Introduction%20to%20Operations%20Research.pdf
2. https://towardsdatascience.com/operations-research-in-r-transportation-problem
3. https://kanchiuniv.ac.in/coursematerials/OperationResearch.pdf

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Formulate and obtain the optimal solution for Linear Programming problems.	K1
CO2	Determine the optimal solution for Transportation problems.	K2
CO3	Determine the optimal solution for Assignment problems.	K3
CO4	Understand the need of inventory control and Management	K4
CO5	Decide an optimal replacement decision for given equipment.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	3	3	3	2	2.9
CO2	3	3	3	3	3	3	3	3	3	3	3.0
CO3	3	3	3	3	3	3	3	3	3	3	3.0
CO4	3	3	3	3	3	3	3	3	3	2	2.9
CO5	3	3	3	3	3	3	3	3	3	2	2.9
Mean Overall Score											2.9
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. S. KUMAR

Semester	Course Code	Course Category	Hours/ week	Credits	Marks for evaluation		
					CIA	ESE	Total
III	23UBA3AC6P	ALLIED –VI	3	2	20	80	100
Course Title							
COMPUTERIZED ACCOUNTING - PRACTICAL							

SYLLABUS		
Unit	Contents	Hours
I	TALLY FUNDAMENTAL: Company Creation or Setting up of Company in Tally ERP 9 - * Short Keys in Tally ERP 9 * - Configuration - Accounting Master in Tally ERP 9: Groups and Ledgers Creation.	9
II	INVENTORY: *Inventory Master in Tally ERP 9* - Creation of Stock Groups and Stock Categories and Units of Measure.	9
III	VOUCHERS: Vouchers Entries and Advance Accounting in Tally ERP 9 - *Types of Vouchers* - Invoicing - Bill Wise Details - Cost Centers and Bank Reconciliation.	9
IV	ADVANCE INVENTORY AND TAXES IN TALLY ERP 9: Order processing - Batch Wise Details - Point of Sale (POS) - Tax Deduction at Source (TDS) - TDS Returns Filing - Tax Collection at Source (TCS).	9
V	GST AND REPORT GENERATIONS: Goods and Services Tax (GST) Returns - Employees' Provident Fund (EPF) - Employees' State Insurance Corporation (ESIC) – Payroll - *Report Generations*.	9

..... Self Study

Text Book(s):
1. Computer Application in Business - S.V. Srinivasa Vallabhan, , Sulthan Chand and sons, 2011. 2. Computer Application in Business - K. Mohan Kumar and Dr.S.Rajkumar, The McGraw – Hill, 2009. 3. Tally ERP 9 Training Guide - Asok K Nadhani, BPB Publications, 4 th Edition, 2018.
References Book(s)
1. Tally. ERP 9 - Shraddha Singh and Navneet Mehra, V S Publishers, 2015 2. Official Guide to Financial Accounting using Tally ERP 9 = Fourth Revised & Updated Edition, BPB Publications, 2018 3. Asian's Quintessential Course Tally.ERP 9 with GST - Vishnu Priya Singh edition 2020
Web Resource(s)
1. https://tallysolutions.com/learning-hub/ 2. https://www.tutorialkart.com/tally/tally-tutorial/ 3. https://sscstudy.com/tally-erp-9-book-pdf-free-download/

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Understand the fundamental key concepts and components of computerized accounting software	K1
CO2	Create ledger and groups in various modes	K2
CO3	Create the concept of vouchers and bank reconciliation.	K3
CO4	Assess advance inventory and taxes in accounting software	K4
CO5	Learn how to file GST return, EPF, ESIC and report generation.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	3	2	2	3	3	3	2.7
CO2	3	3	2	3	3	3	3	3	2	3	2.8
CO3	3	3	2	3	3	3	2	3	3	2	2.7
CO4	3	3	2	3	3	2	3	2	2	3	2.6
CO5	3	3	2	3	3	2	2	3	2	3	2.6
Mean Overall Score											2.68
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Mr. B. KARTHIKEYAN

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Demonstrate the importance of principles of management.	K1
CO2	Paraphrase the Approaches of planning in an organization.	K2
CO3	Comprehend the concept of Organization and its structure.	K3
CO4	Enumerate the process of Staffing and Directing in an Organization.	K4
CO5	Demonstrate the notion of co-ordination and control in the management.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	3	3	3	3	3.0
CO2	3	3	3	3	3	3	3	3	3	3	3.0
CO3	3	3	3	3	3	3	3	3	3	3	3.0
CO4	3	3	3	3	3	3	3	3	3	3	3.0
CO5	2	2	2	2	2	3	3	3	3	3	2.5
Mean overall score											2.9
Correlation											High

Mean overall score	Correlation
<1.5	Low
≥1.5 and < 2.5	Medium
≥2.5	High

Course Coordinator: Dr. S. SANATH KUMAR

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23UCN3AE2	AECC - II	2	2	-	100	100
Course Title		Environmental Studies					

Unit	Contents	Hours
I	The multidisciplinary nature of environmental studies Definition, scope, importance, awareness and its consequences on the planet.	6
II	Ecosystems: Definition, structure and function of ecosystem; Energy flow in an ecosystem: food chain, food web and ecological succession. Case studies of the following ecosystems: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)	6
III	Natural Resources: Renewable and Non-renewable Resources: Land Resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Heating of earth and circulation of air; air mass formation and precipitation. Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies. renewable energy resources significance of wind, solar, hydal, tidal, waves, ocean thermal energy and geothermal energy.	6
IV	Biodiversity and Conservation: Levels of biological diversity: genetic, species and ecosystem diversity; Biogeography zones of India; Biodiversity patterns biodiversity hot spots. mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: <i>In situ</i> and <i>Ex situ</i> conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.	6
V	Environmental Pollution & Conservation: Environmental pollution: types, causes, effects and controls; Air, water, soil, chemical and noise pollution Waste to wealth - Energy from waste, value added products from waste, fly ash utilization and disposal of garbage, solid waste management in urban and rural areas, Swachh Bharat Abhiyan, recent advances in solid waste management, modern techniques in rain water harvesting and utilization.	6

Text books:

1. Asthana DK and Meera A, Environmental studies, 2nd Edition, Chand and Company Pvt Ltd, New Delhi, India, 2012.
2. Arumugam N and Kumaresan V, Environmental studies, 4th Edition, Saras Publication, Nagercoil, Tamil Nadu, India, 2014.

Activity – I:

1. Assignments – Titles on Environmental awareness to be identified by teachers from the following (scripts not less than 20 pages)
2. Elocution – (Speech on “Environment beauty is the fundamental duty” of citizen of the country for 3 to 5 minutes)
3. Environment issues – TV, Newspaper, Radio and Medias messages – Discussion π Case Studies/Field Visit/Highlighting Day today environmental issues seen or heard
4. Debating/Report Submission – Regarding environment issues in the study period Activity II
5. Environmental awareness through charts, displays, models and video documentation.

Celebrating Nationally Important Environmental DaysNational Science Day – 28th FebruaryWorld wild life Day – 3rd MarchInternational forest Day – 21st MarchWorld Water Day – 22nd MarchWorld Meteorological Day – 23rd MarchWorld Health Day – 7th AprilWorld Heritage Day – 18th AprilEarth / Planet Day – 22nd AprilPlants Day – 26th MayEnvironment Day – 5th June Activity III Discipline specific activities**EVALUATION COMPONENT:**

Component I: (25 Marks) Document (or) Poster presentation or Elocution

Component II: (25 Marks) Album making (or) case study on a topic (or) field visit

Component III: (25 Marks) Essay writing (or) Assignment submission

Component IV: (25 Marks) Quiz (or) multiple choice question test

Course Outcomes**Course Outcomes:** Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-level)
CO1	To understand the multi-disciplinary nature of environmental studies and its importance	K1
CO2	To obtain knowledge on different types of ecosystem	K2
CO3	To acquire knowledge on Renewable and non-renewable resources, energy conservation	K3
CO4	To understand biodiversity conservation	K4
CO5	To analysis impact of pollution and conversion waste to products	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	02	02	02	02	02	03	03	03	03	03	2.5
CO2	02	03	03	02	03	03	03	03	03	03	2.8
CO3	02	03	03	03	03	03	03	03	03	03	2.9
CO4	02	02	03	03	03	03	03	03	03	03	2.8
CO5	02	03	03	03	03	03	03	02	03	03	2.8
Mean Overall Score											2.7
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. B. Balaguru

Semester	Course Code	Course Category	Hours/ week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UBA4CC7	CORE - VII	4	4	25	75	100
Course Title PRODUCTION AND OPERATIONS MANAGEMENT							

SYLLABUS		
Unit	Contents	Hours
I	PRODUCTION MANAGEMENT: Introduction – Meaning - Scope and Functions of Production and Operations Management - Different types of Production Systems- *Production Design and Process Planning* - Plant Location: Factors influencing Plant Location – Recent trends in Operations management.	12
II	PLANT LAYOUT: Plant Layout – Objectives - Factors Influencing Plant Layout - Steps involved in Plant Layout – Basic Types of Layouts - *Material Handling (Concept Only)*.	12
III	PRODUCTION PLANNING: Importance - Process Planning - Procedure of Designing a Process - Capacity Planning - Capacity Planning Strategies - Types of Capacity -*Measurement in Determination*- Capacity and Under Capacity.	12
IV	ROUTING AND SCHEDULING: Routing - Importance – Scheduling – Objectives - Relationship Between Routing & Scheduling- Purchasing-Objectives-Purchasing Manual -*Dispatching-Procedures*-Forecasting - Types of Forecast.	12
V	QUALITY CONTROL AND INSPECTION: Goals of Inspection and Quality Control – SQC (concept only) - Inventory Control: Basic Inventory Models - Safety Stock - Classification and Codification of Stock - *Procedure for Stock Control*.	12
VI	Current Trends (For CIA Only) - Every action that aims to boost productivity and maximize profitability Utilize the knowledge and framework of production and operation management.	

*..... * Self Study

100 % Theory

Text Book(s):
1. Production and Operations Management, R. Panneerselvam, PHI Learning Private Limited, New Delhi.
2. Production and Operations Management, S.A. Chunawalla, D.R. Patel, 9 th Revised Edition (2018), Himalaya Publishing House Pvt. Ltd
References Book(s)
1. Production and Operations Management - P. Ramamurthy, JBA publishers, 2nd edition 2013.
2. Production and Operations Management - S.N.Chary, JBA Publishers, Edition VI
3. Production and Materials Management - Saravanavel and S.Sumathi;, Margham Publications, 2015

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Remember the concept of Production Management.	K1
CO2	Utilize the Knowledge of layout designing.	K2
CO3	Explain the concept of Production Planning & Purchasing.	K3
CO4	Understand the Purchasing Procedure.	K4
CO5	Explain the Core Quality concepts and applying Inventory tools.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	3	3	3	3	2	3	3	2.8
CO2	3	3	3	2	3	3	3	3	2	3	2.8
CO3	3	2	3	3	3	3	3	3	3	2	2.8
CO4	2	3	3	3	2	3	2	3	3	3	2.8
CO5	3	3	3	2	3	2	2	3	3	3	2.8
Mean Overall Score											2.8
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. M. FARZANA BEGUM

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UBA4CC8	Core – VIII	4	4	25	75	100
Course Title COST ACCOUNTING							

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION TO COST ACCOUNTING AND COST SHEET: Cost Accounting – Meaning – Objectives and Scope of Cost Accounting – Cost concepts - Advantages and Limitations - Cost accounting Vs financial accounting and management accounting – *Classification of cost* - Elements of Costs – Preparation of Cost Sheet.	12
II	MATERIALS: Materials – Meaning - *Objectives of Material Control methods* - Store records - Bin card, Stores ledger, Levels of stock – Economic Order Quantity – ABC Analysis – Perpetual inventory system, Methods of valuing material issues – FIFO, LIFO, Simple Average and Weighted Average method.	12
III	LABOUR: Labour cost – Types – Labour turnover – Methods of measuring Labour turnover – Idle time - *Methods of Wage Payments* – Time Rate, Piece Rate – Incentive Plans: Rowan’s Plan, Halsey plan, Halsey Weir plan - Taylor’s Differential Piece Rate System.	12
IV	OVERHEADS: Overheads – *Classification* - Allocation and Apportionment of Overheads – primary and secondary apportionment of overheads – Step ladder methods – Reciprocal methods – Machine hour rate.	12
V	METHODS OF COSTING: Job Costing – Contract Costing – Process Costing : Normal Loss, Abnormal Loss and Abnormal Gains – Excluding Equivalent Production Concepts.	12
VI	Current Trends (For CIA only) – Acquaint students with the Cost accounting concepts, tools and techniques influencing business organizations. Contemporary development related to apply the methods of costing adopted by different types of industries.	

..... Self Study

(80% Problems & 20% Theory)

Text Book (s):
1. Cost Accounting - S.P. Jain and K.L. Narang, Kalyani Publishers, Eighth edition, 2019, Reprint 2020 2. Cost Accounting - S.P. Iyengar - Sultan Chand & Sons, Tenth Edition 2018. 3. Principles of Cost Accounting - S .N. Maheshwari, Sultan Chand & Sons, 2019.
Reference Book (s):
1. Cost Accounting - R.S.N. Pillai and V. Bagavathi, S. Chand & Company Ltd, Fourteenth Revised Edition 2018. 2. Cost Accounting - Dr.R. Ramachandran & Dr.R. Srinivasan - Sriram Publications, Sixth Revised Edition 2018, Reprint 2019. 3. Cost Accounting - T.S. Reddy & Y. Hari Prasad Reddy, Margham Publications, Fourth Revised Edition 2018, Re-print 2020.

Web Resource (s):
1. https://lecturenotes.in/m/24891-introduction-to-cost-accounting?reading=true
2. https://www.tutorialspoint.com/accounting_basics/cost_accounting_introduction.htm
3. https://www.studynama.com/community/threads/cost-accounting-lecture-notes-download-pdf-ebook-for-4th-semester-bba.1271/
MOOCS (Online Course)
http://ugcmoocs.inflibnet.ac.in/ugcmoocs/viewmoduleug.php/198

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define the Cost concepts and Elements of Cost	K1
CO2	Classify the various types of cost and describe the Methods of costing.	K2
CO3	Understand the cost accounting concepts and apply in the industries.	K3
CO4	Acquire the Knowledge of various methods of cost Accounting and compute the cost of the product.	K4
CO5	Identify the Method of costing, Prepare a statement of cost and Estimate the Profit of the Product/Service.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	1	3	2	3	2	3	1	2.3
CO2	3	2	1	3	2	3	3	1	2	3	2.3
CO3	3	1	2	3	2	3	3	2	3	2	2.4
CO4	3	2	3	2	3	3	2	2	2	3	2.5
CO5	3	2	2	3	2	2	3	2	3	2	2.4
Mean Overall Score											2.38
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Mr. T. JAYAKUMAR

Semester	Course Code	Course Category	Hours / Week	Credits	Marks For Evaluation		
					CIA	ESE	Total
IV	23UBA4AC7	Allied – VII	4	3	25	75	100
Course Title		ESSENTIALS OF SUPPLY CHAIN MANAGEMENT					

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION TO SUPPLY CHAIN MANAGEMENT: The concept of supply chain Management - Definition - Elements - Types - Importance - Activities - *Functions and Contribution of SCM *- Components - Features and Process Integration of SCM - Supply Chain Effectiveness and Indian Infrastructure.	12
II	LOGISTICS MANAGEMENT: Logistics Industry Snap Shot - Logistics part of SCM - Logistics Sub-system - Warehouse Management System - Warehouse Control System – Inbound and outbound Logistics – Logistics Outsourcing - *Business Logistics* – Production Logistics.	12
III	LOGISTICS NETWORK CONFIGURATION: The Supply Chain Network – Network Design Decisions – *Design Consideration* – Logistics and Facility Costs in Logistics Network Configuration – The Supply Chain Model – Model and Data Validation – Solution Techniques.	12
IV	CUSTOMER VALUE AND SUPPLY CHAIN MANAGEMENT: The Concept Of Value – Customer Value Dimensions – Customer Value Measures – Customer Based Measures – Brand Equity and Brand Value – Value added Services (VAS) – Value based Pricing – Revenue Management – Supply Chain Performance Measures - Information Technology and Customer Value – *Decision Support System – Nature – Components. *	12
V	E- BUSINESS AND SUPPLY CHAIN MANAGEMENT: E-Business – Impact of E-Commerce on Supply Chain Management – Facilitating SCM with E- Business – Logistics for E-Business SCM – *Challenges in logistics of E- Business SCM* - Advantages and Disadvantages of E – Business.	12
VI	Current Trends (For CIA Only) – Reengineering the Supply Chain, Virtual supply chain, Green supply chain, World - class supply chain Management.	

..... Self study

Text Book
1. Supply Chain Management, Dr. Pankaj Madan and Dr. Neeraj Anand, Global academic publishers and distributors, New Delhi 2019.
Reference Book(s)
1. Supply Chain Management Process, System And Practices, N. Chandrasekaran, Oxford University Press, New Delhi 2010.
2. Supply Chain Management, K. Shridhara Bhat, Himalaya Publishing House, New Delhi, 2012.
Web Resource(s)
1. https://www.marketing91.com/supply-chain-management/
2. https://en.wikipedia.org/wiki/Warehouse_control_system
3. https://www.scribd.com/presentation/264369867/Customer-Value-Dimensions-and-Measures
4. https://choco-up.com/blog/ecommerce-supply-chain-management

Course Outcomes		
Upon successful completion of this course, the students will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Remember the concepts of supply chain Management	K1
CO2	Understand the meaning of Logistics Management and Warehouse Management System.	K2
CO3	Apply the Logistic Network Configuration	K3
CO4	Analyse the customer value and Supply Chain Management	K4
CO5	Evaluate impact of E-Business in Supply Chain Management.	K5

Relationship Matrix:

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (Pos)					Mean Score Of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	3	2	2	2	3	2	2.5
CO2	3	2	2	2	1	2	2	2	3	2	2.1
CO3	3	3	2	3	2	2	2	1	2	1	2.1
CO4	3	2	3	2	3	1	1	2	2	3	2.2
CO5	2	1	2	3	2	2	2	2	2	3	2.1
Mean Overall Score											2.2
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. N.A. NAZRINE

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UBA4AC8	Allied – VIII	4	3	25	75	100
Course Title	ORGANISATIONAL BEHAVIOUR						

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION: Concept of Organisational behaviour - Nature - Scope and role of OB - Models of Organisational Behaviour - Disciplines that contribute to Organisational Behaviour - *Opportunities and Challenges in OB*.	12
II	INDIVIDUAL BEHAVIOUR: Nature of Human Behaviour- Learning – Components of learning process- Perception – Perception and sensation – Perception process – Personality – concept – Determinants of personality – Attitude – concept –Features – Values – Factors in values formation- Types of values	12
III	GROUP BEHAVIOUR: Group and Work Teams - Concept - Five stage model of group development - Formal and Informal groups - Group norms – Cohesiveness – Group Decision making - Teams - Type of teams – Leadership – Concept - Qualities of Effective Leadership - * leadership styles*.	12
IV	MOTIVATION, ORGANISATIONAL CULTURE AND STRUCTURE: Motivation – Concept - Theories (Hierarchy of needs, X and Y, Two factor) - Concept of culture - * Impact of culture* - Creating and sustaining culture - Concept of structure - Prevalent organisational design - New design options.	12
V	ORGANISATIONAL CHANGE, CONFLICT AND POWER: Organisational change - Planned change – Resistance - Approaches (Lewin’s model) Organisational Development – Conflict – process – Types - Functional and Dysfunctional - Power and Dynamics - Stress management – Concept – Sources - *Manage Stress*.	12
VI	Current Trends (For CIA only) – Contemporary developments related to the course during the semester concerned.	

** Self Study

Text Book(s):
<ol style="list-style-type: none"> 1. Organisational Behaviour - L.M. Prasad, Sultan Chand & sons, 2008 2. Organisational Behaviour - S S Khanka, S. Chand & company ltd, 2012 3. Organisational Behaviour - Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, Pearson Publications, 2014
Reference Book(s):
<ol style="list-style-type: none"> 1. Organisational Effectiveness and change, PC. Tripathi - Sultan Chand & sons, 2014 2. Organisational behaviour - J. Jayasankar, Margham Publications, 2010 3. Organisational behaviour - Shashi K. Gupta and Rosy Joshi, Kalyani publishers, 2012

Web Resource(s):
1. https://www.iedunote.com/organisational-behaviour 2. https://www.london.edu/faculty-and-research/organisational-behaviour journal of organisational Behaviour on JSTOR

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	To define organisational Behaviour, Understand the opportunity through OB	K1
CO2	To apply self-awareness, motivation, leadership and learning theories at workplace	K2
CO3	To Analyse complexities and solutions of group behaviour	K3
CO4	To impact and bring positive change in the culture of the organisation	K4
CO5	To create a congenial climate in the organisation	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	2	2	2	3	2	3	3	3	2.4
CO2	2	2	2	2	2	3	2	3	2	2	2.2
CO3	2	2	2	2	2	2	3	2	3	3	2.3
CO4	2	2	2	2	2	3	3	3	2	2	2.3
CO5	2	2	2	2	2	2	3	3	3	2	2.3
Mean Overall Score											2.3
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. M. ABDUL KAREEM

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UBA4GE2	Generic Elective - II	2	2	-	100	100
Course Title		SALESMANSHIP					

SYLLABUS		
Unit	Contents	Hours
I	SALESMANSHIP: Meaning – Definitions – Characteristics – Concepts – Kinds – Advertisement Versus Salesmanship – Nature Evolution – *Development Psychology in selling* – Scope – Limitation and Development.	6
II	SALES MANAGEMENT: Meaning and Definition - Characteristics – Importance – Objectives – Principles– Functions – *Difference Between Sales Management and Marketing Management.*.	6
III	SALES MANAGER: Meaning –Types- Significances- Qualities- Functions responsibilities.– Principles- Advertising: Meaning – Definition – Characteristics origin – Growth – Objectives – Natures scope – Functions- *Techniques of handling customers.*	6
IV	RECRUITMENT AND SELECTION OF SALESMAN: Meaning - Types of recruitment - *Internal and External sources* – Principles of Selection – selection Procedure.	6
V	TRAINING OF SALESMAN: Need for Training – objectives of training - advantage of good training Programme - *Evaluation of sales training programme*	6
VI	Current trend (for CIA only) Training for Salesman, Rewards for Salesman	

** Self- Study

Text Book(s):
1. Salesmanship and Adverstising R.C. Agarwal Lakshmi Narain Agarwal – Edition 2007. 2. Advertising and Salesmanship; P. Saravanavel & s. Sumathi – Margham Publications: Reprint 2019
Reference Book(s):
1. Sales Promotion and Advertising Management– Himalaya Publishing House Edition 2002.
Web Resource(s):
1. http://kamarajcollege.ac.in/Department/BBA/II%20Year/e004%20Core%2012%20-%20Salesmanship%20-%20IV%20Sem.pdf 2. https://www.yourarticlelibrary.com/salesmanship/salesmanship-definition-importance-duties-and-types/50988

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Understand the basic concepts of Salesmanship expertise knowledge in various roles and types of Salesmanship	K1
CO2	To get familiarized with concepts – approaches and the practical aspects of the key decision - making variables in sales management and distribution channel management	K2
CO3	Understand the role and the nature of selling as a tool – as well as an important function – in the advertising of products and services;	K3
CO4	The objective is to familiarize the students with concepts and principles – procedure of Recruitment and Selection in an organization.	K4
CO5	Evaluate the knowledge imparted by the student's and create strategies to promote the significant of Advertising & Salesmanship	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	3	3	3	3	3.0
CO2	3	3	3	3	3	3	3	3	3	3	3.0
CO3	3	3	3	3	3	3	3	3	3	3	3.0
CO4	3	3	3	3	3	3	3	3	3	3	3.0
CO5	2	2	2	2	2	3	3	3	3	3	2.5
Mean Overall Score											2.9
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. S. JAINAB BEE

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UBA5CC9	Core – IX	6	6	25	75	100
Course Title MANAGEMENT ACCOUNTING							

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION Meaning – Definition - Objectives – Advantages – *Limitations* - Functions – Management Accounting Vs Financial Accounting – Management Accounting Vs Cost Accounting.	18
II	FUND FLOW AND CASH FLOW ANALYSIS Fund Flow Analysis – Meaning - Preparation of Schedule of Changes in Working Capital and Fund Flow Statement - Difference between Funds flow statement and Cash flow statement. Cash Flow Analysis - Meaning – Preparation of Cash Flow Statement under AS3 – Operating, Financing, Investment activities.	18
III	FINANCIAL STATEMENT ANALYSIS Meaning - Comparative, Common size and Trend Analysis – Accounting ratios – Meaning – Uses and limitations of ratio Analysis - Liquidity ratios - Solvency ratios - Profitability ratios – Activity or Turnover ratios – Capital structure ratio.	18
IV	MARGINAL COSTING Meaning – Definition - Cost Volume Profit Analysis – *Break Even Analysis* - Computation of P/V Ratio – Break Even Point - Margin of Safety.	18
V	BUDGET AND BUDGETARY CONTROL Meaning – Definition - Characteristics and Limitations - *Types of Budgets*- Preparation of Budgets – Production Budget, Sales Budget, Flexible Budget, Cash Budget, Master Budget and Zero-Base Budgeting.	18
VI	Current Trends (For CIA only) – To develop skills in tools & techniques and critically evaluate decision making in business.	

*.... * Self Study

(80% Problem & 20% Theory)

Text Book:
1. A. Murthy, S. Gurusamy, Management Accounting, Tata McGraw - Hill Publishing Company, Chennai, 4 th Edition 2023.
2. Maheswari S. N, Principles of Management Accounting – Sultan Chand & Sons, 2021.
Reference Book(s):
1. R. S.N. Pillai & Bhagavathi, Management Accounting – Sultan Chand & Sons, 4 th Edition 2006.
2. Man Mohan & Goyal, Principles of Management Accounting – S.M. Sathiya Publications, Volume 2, 2014
3. Anthony A. Atkinson, Robert S. Kaplan and Ella Mae Matsumura “Management Accounting” Pearson Publication - England 5 th Edition- 2007
4. Peter Schuster, Mareike Heinemann, Peter Cleary “Management Accounting” 5 th Edition, Springer, 2021
5. Dr Ramachandran, Dr Srinivasan, Management Accounting, Sriram Publications 2022
Web Resource(s):
1. https://nptel.ac.in/courses/110/107/110107127/
2. https://www.accounting.com
3. https://corporatefinanceinstitute.com
4. https://www.topper.com

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	To understand Accounting and techniques of Management Accounting.	K1
CO2	Apply Fund Flow and cash flow Analysis techniques and interpret the results thereof.	K2
CO3	To enable the students to know about financial statement analysis and calculate ratio analysis and applying for Decision making.	K3
CO4	To trace and construct the marginal costing, estimate cost volume profit analysis and Break even analysis	K4
CO5	Classify and formulate the various types of Budgets and predict the future.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	3	3	2	2	3	3	3	2.6
CO2	3	2	2	3	3	2	2	3	3	3	2.6
CO3	3	2	2	3	3	2	2	3	3	3	2.6
CO4	3	2	2	3	3	2	2	3	3	3	2.6
CO5	3	2	2	3	3	2	2	3	3	3	2.6
Mean Overall Score											2.6
Correlation											HIGH

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Mr. T. JAYAKUMAR

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UBA5CC10	CORE-X	5	5	25	75	100
Course Title							
INTERNATIONAL BUSINESS MANAGEMENT							
SYLLABUS							
Unit	Contents						Hours
I	INTRODUCTION Meaning – Importance – Types – International Business Environment – Importance – Factors affecting IBE - *Globalisation of Business* - Essential Conditions for Globalisation and its Advantages – Indian Legal System and International Business.						15
II	MULTINATIONAL CORPORATIONS (MNCs) Definition – Dominance of MNCs – Merits and Demerits – International Market Selection Process – Determinants of Market Selection – Market entry strategies – Importance – Market Expansion strategies – *International PLC*.						15
III	ECONOMIC INTEGRATION Meaning – Integration of Developing Countries – SAARC –SAPTA – NAFTA – International Economic Organisation – International Monetary Fund – World Bank – International Finance Corporation - *Asian Development Bank (ADB)*						15
IV	WORLD TRADE ORGANISATION (WTO) Meaning – Objectives – Principles – Functions – Organizational Structure of WTO – GATS – TRIMs – TRIPs - * Anti-Dumping measures*						15
V	REGULATIONS OF FOREIGN TRADE Foreign Trade Policy 2020-2024 – Features of New foreign trade policy – Tariff and Non – Tariff barriers – Types of Tariffs – India Trade Promotion Organisation - *Functions of ITPO* – Export Promotion Council and Commodities Boards in India – Functions of Export Council						15
VI	Current Trends (For CIA only) – Expert Talk, Webinar ,workshop and Seminar						

** Self Study

Text Book:
1. F.L. Bascunan – International Business Management, Global Academic Publishers, 2019
2. Dr. S. Sankaran – International Business Environment, Margham Publications, 2012
Reference Book(s):
1. John daniels, Lee Radebaugh, Daniel Sullivan – International Business Global edition, July 2021.
2. Charles W. L. Hill, G. Tomas M. Hult, Rohit Mehtani - International Business: competing in the Global Market place, Aug 2018.
3. T.S. Balgopal – Export Management, Himalaya Publishing House.
4. Francis Cherunilam – International Business, Prentice Hall of India (P) Ltd ,2007
Web Resource(s):
1. https://www.flipkart.com/international-business-management/p/itm9b98fb4aa6ce7?pid=9789355153852
2. https://bookscape.com/product-details/international-business-management-9789358420067
3. https://bookscape.com/product-details/international-business-management-9788196284749

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	The learners acquire the Knowledge about the Concept of International Business.	K1
CO2	Motivate students to become Business man and acquire knowledge of International Market.	K2
CO3	The learners understood about Foreign Direct Investment and its Needs.	K3
CO4	The learners acquire knowledge of IMF and various methods of Payments in International Trade.	K4
CO5	Enable the learners to understand the Regulations of Foreign Trade.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	3	3	3	3	2	3	2.8
CO2	3	3	2	3	3	3	2	3	3	3	2.8
CO3	3	3	2	3	2	2	3	2	3	3	2.6
CO4	3	2	3	2	3	3	3	2	2	3	2.6
CO5	3	3	2	3	2	3	2	3	3	2	2.6
Mean Overall Score											2.68
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Mr. J. MAHESWARAN

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UBA5CC11	CORE-XI	5	5	25	75	100
Course Title							
ENTREPRENEURIAL DEVELOPMENT							
SYLLABUS							
Unit	Contents						Hours
I	INTRODUCTION Entrepreneur - Meaning – Definition – Need - Role - Importance - Functions – Scope - Characteristics of an Entrepreneur - Factors influencing Entrepreneur – Internal factors – External factors - Types of Entrepreneur – Difference between an entrepreneur and a Manager – * Entrepreneur Vs Intrapreneurs *.						15
II	ENTREPRENEURIAL MOTIVATION Motivating factors– Entrepreneurial Growth – Entrepreneurial Development Programs (EDPs) - Entrepreneurial Training – Functions of NIESBUD – EDII – Role of TIIC –DIC – KVIC Schemes – Tamil Nadu Backward Class & Minorities Economic Development Corporation Limited (TABCEDCO) - PMEGP – NEEDS – *Functions of SIDCO* .						15
III	BUSINESS IDEA AND PROJECT PREPARATION Selection of Idea - Idea Processing - Concept of Project – Classification –Project Identification – Preparation of Project Proposal – Project Report – *Project Appraisal*.						15
IV	SOURCES OF FINANCE AND MSME Short Term & Long Term Finance – Mudra Scheme - Micro, Small and Medium Enterprises - Meaning - Steps for starting MSME – National Institute for Micro, Small and Medium Enterprises (NIMSME) – Functions – Industrial Estate.						15
V	WOMEN ENTREPRENEUR AND RURAL ENTREPRENEUR Definition – Problems – Steps to encourage Women Entrepreneurs – Support to Training and Employment Programme for Women (STEP) - Incentives and Subsidies for Entrepreneur – Rural Entrepreneur – Meaning - Need for Rural Entrepreneur – *Problems of Rural Entrepreneur*.						15
VI	Current Trends (For CIA only) – Expert Talk, Webinar ,workshop and Seminar						

** Self Study

Text Book:
1. Dr. C.B Gupta &Srinivasan – Entrepreneurial Development, Sultan Chand sons, 2020
2. Mr. Gorden & Natarajan - Entrepreneurial Development, Himalayas Publishers, Sixth revised edition,2020
Reference Book(s):
1. Barringer,B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.
2. Donald, F.K., Entrepreneurship-Theory, Process and Practice, 9th Edition, Cengage Learning,2014.
3. Dr. Suresh Jayashree - Entrepreneurial Developments, Margham Publications, 2016
Web Resource(s):
1. https://msme.gov.in/sites/default/files/MSME_Schemes_English_0.pdf
2. https://www.indiafilings.com/learn/step-scheme/
3. https://www.yourarticlelibrary.com/entrepreneurship/entrepreneur-and-ntrepreneurshipdevelopment

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	The learners acquire the Knowledge about the importance and needs of entrepreneurs.	K1
CO2	Motivate students to become entrepreneurs and acquire knowledge of various schemes of the Government.	K2
CO3	The learners understood how to make business ideas and prepare project proposals.	K3
CO4	The learners acquire knowledge of various sources of finance.	K4
CO5	Enable the learners to understand the training and employment programme for women	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	3	3	3	3	2	2	2	2.6
CO2	2	2	2	3	2	3	2	2	2	2	2.3
CO3	3	2	2	3	2	2	3	2	3	2	2.4
CO4	3	2	3	2	2	2	3	2	2	3	2.5
CO5	2	3	2	3	2	3	2	3	2	2	2.4
Mean Overall Score											2.44
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. H. JAGIR HUSSAIN

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UBA5CC12	Core – XII	5	5	25	75	100
Course Title FUNDAMENTALS OF RESEARCH METHODOLOGY							

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION Meaning of Research - Objectives - Types - Research Approaches - Significance - Process - Criteria of Good Research - *Problems Encountered by Researchers in India*	15
II	RESEARCH PROBLEM Introduction – Selection of Research Problem - Technique Involved in Defining a Problem - Research Design - Meaning - Need for Research Design - *Features of a Good Design* - Different Research Design	15
III	MEASUREMENT SCALES Measurement Scales – Classifications of measurement scales - Scale Construction Techniques - Designing Questionnaire and Interview Schedule – Principles of designing Questionnaire and Interview Schedule -Data collection - Methods – Limitations - *Pilot Study* - Validity – Reliability	15
IV	SAMPLING DESIGN Sampling – Concept - Need - *Importance* – Steps in Sample Design - Different Types of Sample Designs- Probabilistic sampling –Non-probabilistic sampling - Sampling errors - Determination of sample size - Hypothesis	15
V	INTERPRETATION AND REPORT WRITING Meaning of Interpretation - Significance of Report Writing – Steps - Layout - Types - Mechanics of Writing a Research Report - Citation Patterns – *Plagiarism*	15
VI	Current Trends (For CIA only) – Expert Talk, Role Play, Group Discussion, Management Games and Webinar/Seminar	

..... Self Study (100% Theory)

Text Book:

1. Research Methodology Methods and Techniques [5th Edition] By C. R. Kothari & Gaurav Garg, 2024.
2. Research Methods Tips and Techniques by G. Vijayalakshmi and C. Sivapragasam, 2016.

Reference Book(s):

1. Research Methods of Business 8ed: A Skill-Building Approach, An Indian Adaptation, by Roger Bougie, Uma Sekaran , et al., 2021.
2. Research Design: Qualitative, Quantitative, and Mixed Methods Approaches by John W. Creswell, 2022.
3. Research Methods: A Practical Guide for Students And Researchers, By Willie Tan 2020.

Web Resource(s):

https://www.researchgate.net/publication/363032252_Research_Methodology_Notes
<https://www.tutorialspoint.com/fundamentals-of-research-methodology/index.asp>
<https://www.bdu.ac.in/cde/SLM/MBA/MBA%20II%20Semester/Research%20Methods%20in%20Management.pdf>
https://www.researchgate.net/publication/376396540_Textbook_of_Research_Methodology

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Understand the fundamentals of research, including types, approaches, and common challenges.	K1
CO2	Formulate and define research problems and develop effective research designs.	K2
CO3	Apply measurement scales, design questionnaires, conduct data collection, and ensure validity and reliability.	K3
CO4	Understand sampling design, differentiate sampling methods, and determine appropriate sample sizes.	K4
CO5	Interpret research findings, and adhere to ethical writing practices, including proper citation and avoiding plagiarism.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	2	3	3	3	2	3	3	2.8
CO2	3	3	3	2	2	3	3	3	3	2	2.7
CO3	2	3	2	3	3	3	3	3	3	3	2.8
CO4	3	3	3	3	3	3	3	2	3	2	2.8
CO5	3	3	2	3	3	2	3	3	2	3	2.7
Mean Overall Score											2.7
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. A. SENGOTTUVEL

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UBA5DE1A	Discipline Specific Elective – I	5	4	25	75	100
Course Title CUSTOMER RELATIONSHIP MANAGEMENT							

SYLLABUS		
Unit	Contents	Hours
I	EVOLUTION OF CUSTOMER RELATIONSHIP CRM - Definition - Emergence of CRM Practice - Factors responsible for CRM growth - CRM process - Framework - *Benefits* - Types - Scope - Characteristics - Trends in CRM	15
II	CRM CONCEPTS Customer Value - Customer Expectation - Customer Satisfaction - Customer Acquisition - Customer Retention - Customer Loyalty - Customer Experience Management - *Customer Profitability* - Enterprise Marketing Management - Customer Satisfaction Measurements - Web based Customer Support	15
III	PLANNING FOR CRM Steps in Planning - Building Customer Centricity - *Setting CRM Objectives* - Defining Data Requirements - Elements of CRM plan - CRM Strategy: The Strategy Development Process - Customer Strategy Grid	15
IV	CRM AND MARKETING STRATEGY CRM Marketing Initiatives - Sales Force Automation - Campaign Management - *Call Centres* - Practice of CRM: CRM in Consumer Markets - CRM in Services Sector - CRM in Mass Markets - CRM in Manufacturing Sector	15
V	CRM PLANNING AND IMPLEMENTATION Issues and Problems in implementing CRM - *Information Technology tools in CRM* - Challenges of CRM Implementation - CRM Implementation Roadmap: Road Map (RM) Performance: Measuring CRM performance, CRM Metrics	15
VI	Current Trends (For CIA only) –Expert Talk, Role Play, Group Discussion, Management Games and Webinar/Seminar	

..... Self Study

Text Book:
1. Ed.Peelen, Customer Relationship Management, 1 st Edition, Pearson Publication, 2022 2. Kumar, V., Reinartz, Werner Customer Relationship Management Concept, Strategy and Tools, 11 th edition, Springer Texts, 2019
Reference Book(s):
1. Dr.Lingam Sampath., “Customer Relationship Management”, String Production, 2024 2. C.P. Rai, “Customer Relationship Management”, ARB Publication, 2024 3. Michael Pearce, “ Customer Relationship Management: How To Develop and Execute a CRM Strategy”, 2021 4. Dr. Shamsheer Singh, “Customer Relationship Management”, Himalaya Publishing House, 2018
Web Resource(s):
1. https://www.udemy.com/course/crm-customer-relationship-management/ 2. https://www.coursera.org/learn/customer-relationship-management

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	To be aware of the nuances of customer relationship	K1
CO2	To analyze the CRM link with the other aspects of marketing	K2
CO3	To impart the basic knowledge of the Role of CRM in increasing the sales of the company	K3
CO4	To make the students aware of the different CRM models in service industry	K4
CO5	To make the students aware and analyze the different issues in CRM	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	2	2	2	2	2	2	2	2.1
CO2	2	2	2	2	2	2	2	2	2	2	2.0
CO3	3	2	2	2	2	2	3	2	2	3	2.3
CO4	2	2	2	2	2	2	3	2	2	3	2.4
CO5	2	2	2	2	2	2	3	2	2	2	2.2
Mean Overall Score											2.20
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr.S. SANATH KUMAR

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UBA5DE1B	Discipline Specific Elective – II	5	4	25	75	100
Course Title							
GLOBAL FINANCIAL MANAGEMENT							

SYLLABUS		
Unit	Contents	Hours
I	GLOBALISATION Globalisation – Meaning - Implications of Globalisation – Goals of International Financial Management - Scope of International Finance – International Monetary System	15
II	BALANCE OF PAYMENTS Balance of Payments – The Current Account – The Capital Account – Significance - Balance of Payments in the World – *Balance of Payments Account of India*	15
III	FOREIGN EXCHANGE MARKET Foreign Exchange Market – Meaning - Function and structure of the Forex markets Major participants - Foreign exchange quotations - Process of arbitrage - Factors influencing exchange rates: International arbitrage and interest rate parity Relationship between inflation - Interest rates and Exchange rates – Purchasing power parity – International fisher effect.	15
IV	CURRENCY FUTURE AND OPTION MARKET Currency Futures and Options – Markets - Meaning – Objective - Overview of the other markets – Euro currency market - Euro credit market - Euro bond market - International stock market.	15
V	FOREIGN DIRECT INVESTMENT Forms of FDIs – FDI in World – Purpose of overseas investment – Benefits to the Host Countries – Effects of FDI – Political Risk.	15
VI	Current Trends (For CIA only) –Expert Talk, Group Discussion, Financial statement Analysis	

..... Self Study (100 % Theory)

Text Book:
1. P G Apte, Sanjeevan Kapshe “International Financial Management”, McGraw Hill Education (India) Private Limited. 3 rd Edition 2020
2. S.Kevin”Fundamentals of International Financial Management” - PHI Publication 2 nd Edition 2020
Reference Book(s):
1. Alan C Shapiro, “Multinational Financial Management”, Wiley India, New Delhi, 10th Edition May 2022
2. Ephraim Clark, Internaitonal Financial Management, Thompson Asia Pte. Ltd, Singapore 3 rd edition 2012
3. Ian H Giddy: GLOBAL FINANCIAL MARKETS, AITBS Publishers, New Delhi 2nd Edition 2010
4. David K. Eiteman, Arthur I.Stonehill and Michael H.Moffeth, “Multinational Business Finance”, 10th edition, Pearson Education 2004.
Web Resource(s):
1. https://nptel.ac.in/courses/110/105/110105031/
2. https://nptel.ac.in/courses/110/105/110105057/
3. https://dor.gov.in/foreign-exchange-management-list

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	To Identify the concepts of International financial management	K1
CO2	To Analyze the evolution of understand the concept of exports and imports including Balance of Payment	K2
CO3	To Examine the relationships that exists between national stock markets, currency markets and interest rate markets.	K3
CO4	To Develop the knowledge of currency future and option market	K4
CO5	To Evaluate the techniques of Foreign Direct Investment	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	3	3	2	3	3	3	2	2.6
CO2	2	2	3	2	2	3	2	3	3	2	2.3
CO3	3	2	2	2	2	2	3	3	2	3	2.4
CO4	2	2	3	2	2	2	3	3	3	3	2.5
CO5	3	3	2	3	2	3	3	3	3	3	2.8
Mean Overall Score											2.52
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. S KUMAR

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UBA5SE1	Skill Enhancement Course - I	2	1	-	100	100
Course Title SKILLS FOR COMPETITIVE EXAMINATIONS							

SYLLABUS		
Unit	Contents	Hours
I	VERBAL REASONING ABILITY Number Series - Alphabet Series- Problem on Age Calculation - #Blood Relations# - Decision Making etc.	6
II	NON-VERBAL REASONING ABILITY Mirror Images - *Cubes and Dice * - Grouping Identical Figures – Embedded Figures etc.	6
III	NUMERICAL ABILITY Percentage - Time and Distance, *Time and Work* - Average - Mensuration (2D and 3D)– Algebra	6
IV	VERBAL ABILITY Verb – Adverb, *Subject Verb Agreement*, Error Correction – Tenses, Sentence Rearrangement - *Prepositions – Articles*	6
V	GENERAL KNOWLEDGE Current Affairs (National and International) - *Awards and Honors* - Science – International and National Organizations	6
VI	Current Trends (For CIA only) – Expert Talk, Role Play, Group Discussion, Management Games and Webinar/Seminar	

..... Self Study

Reference Book(s):
1. Disha Experts, Banking Awareness for SBI/IBPS Bank Clerk/PO/SO/RRB & RBI exams , Disha Publication, 2020.
2. RPH Editorial Board, Guide to Banking General Awareness & Banking Aptitude Test: For All Banking Related Recruitment Exams, Publisher: RPH, 2020.
3. Arihant Experts, Banking Awareness, Publisher: Arihant, 2020.
4. R.S. Aggarwal, Quantitative Aptitude for Competitive Examinations, S Chand Publications, 2020.
5. Manorama year book (Current year edition).
6. Competitive Success Review (CSR) – Monthly Edition.
Web Resource(s):
1. http://questionpaper.org/quantitative-aptitude
2. http://www.faceprep.in/deloitte/deloitte-aptitude-test-syllabus

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	To acquire a knowledge for a candidate's abilities and problem solving	K1
CO2	It demonstrates an ability to reason and provide systematic solution to a given problem	K2
CO3	To assess individual performance in different work related tasks or situations	K3
CO4	It can assess a person's ability to spell words correctly, use correct grammar and understand the word meaning	K4
CO5	To equip the knowledge about pop culture, history and really know about the world around you	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	3	2	3	2	3	2.7
CO2	3	3	2	3	3	3	3	3	3	2	2.8
CO3	3	3	3	2	3	3	2	3	3	2	2.7
CO4	3	3	3	3	3	3	3	2	3	3	2.9
CO5	3	2	2	3	2	3	3	3	2	3	2.6
Mean Overall Score											2.7
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. K. DEVARAJU

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UBA5SE2	Skill Enhancement Course - II	2	1	-	100	100
Course Title PUBLIC SPEAKING SKILLS							

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION TO PUBLIC SPEAKING Introduction to Public Speaking - Benefits of public speaking - Communication processes - Ethical speaking and categories of speeches - Analyzing Your Audience - Adapting to audiences, evaluation techniques and listener needs - Listening and feedback- Improving listening and note-taking skills - Stages of listening - *Types of listening*.	6
II	ORGANIZING THE SPEECH Selecting the Topic - Purpose and thesis of your speech - General and specific purpose speeches - Developing a thesis and timed speeches - Researching the Speech - Research strategies – Types - Organizing the Speech - Organizational patterns for informative and persuasive speeches- Outlining the Speech -Introduction - Body - Conclusion of a speech.	6
III	LANGUAGE, STYLE AND SPEECH DELIVERY Language and style-- Inclusive and vivid language - Diction and speaking styles - Speech Delivery-- Categories of speech delivery - Nonverbal communication - Pronunciation - Speech rehearsal	6
IV	SELECTING AND INCORPORATING VISUAL SUPPORTS Selecting and incorporating visual Supports - Advantages and disadvantages of PowerPoint - Copyright and fair use issues and preparing visual aids - Reasoning and Rhetorical Proof - Significance of ethos, logos and pathos - Persuasive speech - *Types of reasoning*	6
V	SPEECH EVALUATION Speech evaluation - Why evaluating speeches is important, assessing yourself as a speaker and assessing the speaking abilities of others - Preparing for your impromptu Speech - *Developing, preparing and making an impromptu speech on short notice*.	6
VI	Current Trends (For CIA only) – Expert Talk, Role Play, Group Discussion, Management Games and Webinar/Seminar	

..... Self Study

Text Book:
1. Michael J. Gelb - Mastering the Art of Public Speaking, Jaico Publishers, India – 2022. 2.A.P. Prashar – Art of Public Speaking –V& S publisher – Delhi -2021 3. Lucas, Stephen E. - The Art of Public Speaking, McGraw-Hill, New York – 2015
Reference Book (s):
1. Brydon, S. R., & Scott, M. D,Between one and many: The art and science of public speaking, Boston: McGraw Hill (5th ed) - 2016 2. Davidson, Jeff, The Complete Guide to Public Speaking, Breathing Space Institute, 2020 3. O'Hair, D., Rubenstein, H., & Stewart, R, A pocket guide to public speaking (2nd ed.). Boston, MA: Bedford/St. Martin's, 2017

Web Resource (s):
1. https://ielts-up.com/listening/ielts-listening-practice.html
2. https://www.bestmytest.com/ielts/speaking
3. https://ielts-up.com/speaking/ielts-speaking-practice.html

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Demonstrate basic oral communication skills necessary for functioning effectively in the classroom and workplace	K1
CO2	Gain technology experience presentation with PowerPoint.	K2
CO3	Develop strategies to address speech anxiety, organization, persuasion, audience analysis and credibility.	K3
CO4	Enhance critical thinking skills and active listening skills by learning to listen to others .	K4
CO5	Evaluate speeches based on a variety of verbal and nonverbal criteria.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	2	3	2	1	3	1	2	2.1
CO2	3	2	2	2	3	2	2	2	2	2	2.2
CO3	3	2	2	1	2	3	1	2	2	2	2.0
CO4	3	3	2	1	3	2	2	2	2	3	2.3
CO5	2	3	3	2	3	2	2	2	3	3	2.5
Mean Overall Score											2.22
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator : Dr. K. MOHAMED ANWAR

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UBA6CC13	CORE-XIII	6	6	25	75	100
Course Title FINANCIAL MANAGEMENT							

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION Meaning - Objectives - Profit Maximisation - Wealth Maximisation - Nature - Scope - Importance - Financial decisions - Functions of Financial Management.	18
II	COST OF CAPITAL Meaning - Cost of Debt - Cost of Preference Share Capital - Cost of equity –Cost of retained Earnings - Weighted Average Cost of Capital	18
III	CAPITAL STRUCTURE AND LEVERAGES Capital structure - EBIT and EPS - *Theories of capital structure* - Leverage - Meaning - Significance – Types – Operating Leverage - Financial Leverage - Combined leverage	18
IV	DIVIDEND POLICY AND MODEL Dividend policy – Determinants of dividend Policy – Theories - Walter’s model, Gordon model and MM Model - Forms of Dividend - Stock Dividend - Bonus Issue - Stable dividend	18
V	WORKING CAPITAL MANAGEMENT Working capital Management - *Determinants of Working Capital* - Forecasting of Working capital requirements - Cash Management - Motives of Holding cash - Stages in cash Management.	18
VI	Current Trends (For CIA only) – Case studies – Budget Analysis – Group Discussion	

..... Self Study (80 % Problem and 20 % Theory)

Text Book:
1. S.N. Maheshwari, Sultan and Chand, Financial management, 2021. 2. Sharma R K & Shasi k Gupta Financial management kalyani publication Ludhiyana 2021.
Reference Book(s):
1. Dr Ramachandran, Dr Srinivasan Financial management Sriram Publications 2022 2. Brealey and Meyers: Principles of Corporate Finance: Tata McGraw Hill, New Delhi, 2008. 3. Keown, Martin, Petty and Scott (Jr): Financial Management: Principles and Applications; Prentice Hall of India, New Delhi, 2002. 4. Murthy. A Financial management Margham publications Chennai 2019
Web Resource(s):
1. https://www.netsuite.com/portal/resource/articles/financial-management/financial-management.shtml 2. https://mdu.ac.in/UpFiles/UpPdfFiles/2020/Jan/FinancialManagement.pdf 3. https://www.icsi.edu/media/webmodules/Financial%20and%20Strategic%20Management.pdf 4. https://baou.edu.in/assets/pdf/PGDF_102_slm.pdf

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	To learn fundamental aspects of Financial management.	K1
CO2	To import the knowledge of capital structure	K2
CO3	To gain the knowledge of Leverage	K3
CO4	To acquire the knowledge dividend policy	K4
CO5	To equip the knowledge about Working capital management	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	2	3	3	3	2	2	3	2.6
CO2	2	2	3	2	3	2	3	3	3	3	2.6
CO3	3	3	3	3	2	3	3	2	2	3	2.7
CO4	2	3	3	3	2	3	2	3	3	2	2.6
CO5	2	3	3	2	3	3	2	3	2	3	2.6
Mean Overall Score											2.62
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. M. ABDUL KAREEM

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UBA6CC14	CORE - XIV	5	5	25	75	100
Course Title STRATEGIC MANAGEMENT							

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION Strategy – Meaning – Definition – Difference between Policy and Strategy – Tactics - Difference between Tactics and Strategy - Levels of Strategy – Strategic Planning	15
II	STRATEGIC MANAGEMENT Meaning – Evolution of Strategic Management - Role of Strategic Management in Business and Non - Business Organizations - Vision – Mission – Difference between Vision and Mission - Objectives - Factors affecting Objective Setting – Need for Environmental Scanning– SWOT Analysis - *Industry Analysis*	15
III	STRATEGY FORMULATION Meaning - Types of Strategies – Stability – Growth – Expansion –Vertical Integration strategy – *Benefits of Vertical Integration* - Diversification and Retrenchment – GE Matrix - Boston Consulting Group (BCG) Matrix – Uses and Limitations .	15
IV	STRATEGY IMPLEMENTATION Meaning - McKinsey's 7s model – *Structural Implementation* - Behavioral Implementation - Functional and Operational Implementation	15
V	STRATEGIC CONTROL Meaning – Concept – Barriers – Types - Participants in Strategic Control – *Strategic Control Process* – Strategic Control Techniques - Differences between Strategic and Operational Control	15
VI	Current Trends (For CIA only) – Expert Talk, Role Play, Group Discussion, Management Games and Webinar/Seminar	

*.... * Self Study

Text Book:
1. Strategic Management - Prasad, L. M., Sultan Chand & Sons, Latest Edition, 2024 2. Strategic Management - Frank T. Rothaermel , McGraw Hill , 5 th Edition, 2023
Reference Book(s):
1. Strategic Management Concepts and Practices - Shams her Singh, Dreamtech Press, First Edition, 2019. 2. Strategic Management - Azhar Kazmi Adela Kazmi , McGraw Hill, 5 th Edition , 2020 3. Strategic Management and Business Policy - Thomas L. Wheelen , J. David Hunger Alan N. Hoffman and Pearson Education , 15 th Edition , 2019
Web Resource(s):
1. https://www.slideshare.net/slideshow/strategic-management-full-notes/8994355 2. https://old.mu.ac.in/wp-content/uploads/2014/04/Introduction-to-Strategic-Management-book.pdf 3. https://www.sagepub.com/sites/default/files/upm-binaries/53794_Chapter_1.pdf

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Identify the various perspectives and concepts in the field of Strategic Management Devise strategic approaches to managing a business successfully in a global plans	K1
CO2	Analyze the importance of strategic analysis and apply various methods used for the analysis	K2
CO3	Examine the knowledge and abilities in formulating strategies and strategic	K3
CO4	Develop skills of effective strategy implementation	K4
CO5	Evaluate the appropriate strategic and operational evaluation and control techniques to get effective result in the organization.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	3	2	3	3	3	1	3	2	2.4
CO2	3	3	3	3	1	3	1	3	1	1	2.2
CO3	3	3	2	3	2	2	3	2	2	3	2.5
CO4	3	3	2	1	2	3	2	3	2	2	2.0
CO5	2	2	2	3	3	1	3	3	3	1	2.3
Mean Overall Score											2.3
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. B. DEEPA

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UBA6CC15	CORE - XV	6	6	75	25	100
Course Title		HUMAN RESOURCE MANAGEMENT					

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION OF HRM Meaning - Definition - Objectives - Scope – Functions of Human Resource Management – Role of HR Manager- Qualities of HR manager - Growth of HRM in India - Difference between Personnel Management and HRM - *Future Trends in HRM*.	18
II	HUMAN RESOURCE PLANNING AND STAFFING HR Planning - Meaning - Definition - Objectives - Importance - HR Planning Process – Job Analysis – Process of Job Analysis – Job Description & Job Specification -Recruitment – Sources of Recruitment - Selection - Stages of Selection -Interview Tests-Types- Placement of personnel.	18
III	EMPLOYEE TRAINING AND DEVELOPMENT Employee Training - Concept – Importance of Training - Methods - Needs of Training - Employee Development – Concepts and Objectives - Importance of Executive Development -Promotion- Types - Transfer -Reasons for Transfer-Types-*Demotion*.	18
IV	PERFORMANCE APPRAISAL AND CAREER PLANNING Performance Appraisal – Meaning - Objectives – Process of Performance Appraisal - Modern Methods of Performance Appraisal – Career - Concepts - Process- Essentials of Effective Career Planning - Career Development- *Career Development Programme*.	18
V	WAGE AND SALARY ADMINISTRATION Meaning - Objectives - Methods of Wage Payment- Fringe Benefits- Incentive Schemes - Factors Influencing Compensation Plans - Discipline-Causes- Employee Grievance- Features- Causes- Computer Applications in HR.	18
VI	Current Trends * (For CIA only) – Contemporary developments related to How HR Approach that Merges the traditional method of Personnel Management with corporate Strategy focusing on Organizational Development.	

..... Self Study

Text Book(s):
1. K. Aswathappa, Sadhna Dash (2023), Human Resource Management Text and cases, Tata MC Graw Hill Publishing Company Ltd, New Delhi.
2. Edwin Flippo (2016), Personnel Management, Tata McGraw Hill Publications, New Delhi.
Reference Book(s):
1. S. S. Khanka (2019), Human Resource Management, Sultan Chand & Sons, New Delhi.
2. Dr. C. D.Balaji, Human Resources Management, Margham Publications, 2018
3. C.B. Memoria (2014), Personnel Management, Himalaya Publishing House, New Delhi
4. Gary Dessler, Biju Varkkey (Fifteenth Edition) Human Resource Management, Pearson publications.

Web Resource(s):

1. [Selecthub.com](https://selecthub.com)
2. [#bba # humanresourcemanagement](https://www.facebook.com/bba.humanresourcemanagement) #mba
3. <https://managementstudyguide.com/port>

Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	To identify and explain the process, functions of human resource management and attribute to be as HR manager	K1
CO2	To Understand the process of HR planning, Recruitment and Selection techniques of job analysis, job specification as a part of business organization.	K2
CO3	Concern the methods of training & techniques, Employee development, Promotion And transfer of Employee in an organization and identifying real life leaders from the corporate world	K3
CO4	Analyze the performance appraisal and of the employees for their career development in present scenario.	K4
CO5	To evaluate the concept of compensation and Employee Discipline & grievance handling techniques adopted in successful business organization.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	3	2	3	3	2.9
CO2	3	3	3	3	3	3	3	3	3	3	3.0
CO3	3	3	2	3	3	3	3	3	3	3	2.9
CO4	3	3	3	3	2	3	3	3	3	3	3.0
CO5	3	3	3	3	3	3	3	2	3	3	2.9
Mean Overall Score											2.9
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. M. FARZANA BEGUM

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UBA6DE2A	Discipline Specific Elective - II	5	4	25	75	100
Course Title							
MEDIA MANAGEMENT							

SYLLABUS		
Unit	Contents	Hours
I	UNDERSTANDING TO MEDIA Conceptualizing Communication - History of Press - Media Organizations - Media Laws and Ethics - Film and Media - OTT and Digital Media Production - *Journalism in India*.	15
II	PUBLIC RELATIONS, ADVERTISING AND MEDIA MANAGEMENT Public Relation – Advertising - Media Management - *Public Relation and Advertising* - Media and Audience - Media and advertising.	15
III	MANAGEMENT OF MEDIA ORGANISATIONS Management in Media Organisations - Theoretical Perspectives of Media Management - Media Organisation and its Ecosystem - Social Media Network - *Internet and Social Media* – Preparation of Report – Conversion of Invitation to Report.	15
IV	RADIO (BROADCASTING) AND TELEVISION (TELECASTING) Radio inception and Regulation, current status - programming; station organization and ownership - guest speaker. Television inception - History and regulation - Programming and structure - *New technologies*, Presentation of Programmes – Compering – News.	15
V	VOICE AND VISION Script & Content Writing - Voice over – Voice Culture – Documentary Picture – Difference between Voice and Vision - Major role of Voice and Acting – Recording, Editing, Dubbing – Professional Expectations – *Jobs in Media* - Media Competition.	15
VI	Current Trends (For CIA only) – Expert Talk, Role Play, Group Discussion, Management Games and Webinar/Seminar	

..... Self Study

Text Book:
1. Dr. Pavan P Aparanji – Social Media Management – Sankalp Publication – 2023 2. Aasita Bali – Fundamentals of Mass Communication – Vipul Prakashan – 2022
Reference Book (s):
1. Keval J. Kumar – Mass Communication in India – Jaico Publishers – 2018 2. Seema Hasan – Mass Communication: Principles and Concepts – Kindle Edition – 2020 3. Pramod K. Sinha – Principles of Media Management – Kanishka – 2020 4. B.K. Chaturvedi – Media Management – Global Vision Publishing House – 2014
Web Resource (s):
1. https://mib.gov.in/media/all-india-radio 2. https://prasarbharati.gov.in/doordarshan/ 3. https://iimtu.edu.in/blog/the-future-in-journalism-and-mass-communication/

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	To understand the Media history, Laws and Ethics, Technical and analyzing the Digital Journalism in India.	K1
CO2	Evaluate the Public Relation, Advertising, Audience, Media Management etc.	K2
CO3	Find the theoretical perspectives of Media Management and Media Organisation and its Ecosystem. Discussions about Social Media Network, Preparation of Report.	K3
CO4	Remember of Radio & Television network, current status, programming; speakers, using new technologies, NEWS.	K4
CO5	Analyze the Script & Content Writing, Voice over, Voice Culture – Production of Documentary Pictures, Recording, Editing, Dubbing –Jobs in Media etc.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	3	3	2	3	3	3	2	2.6
CO2	2	2	3	2	2	3	2	3	3	2	2.3
CO3	3	2	2	2	2	2	3	3	2	3	2.4
CO4	2	2	3	2	2	2	3	3	3	3	2.5
CO5	3	3	2	3	2	3	3	3	3	3	2.8
Mean Overall Score											2.52
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator : Dr. I. ABBAS KHAN

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UBA6DE2B	Discipline Specific Elective - II	5	4	25	75	100
Course Title		FINANCIAL MARKETS AND SERVICES					

SYLLABUS		
Unit	Contents	Hours
I	FINANCIAL SYSTEM Meaning - Financial Concepts - Functions of the Financial System - Financial Assets – Financial Intermediaries – Financial Markets – Importance of Capital Markets. Money Markets – Definition – Features of a Money Markets – Importance of Money Market– Composition of Money Markets – *Call Money Markets*– Commercial Bills Market or Discount Market – Bill Market Scheme – Treasury Bill Market.	15
II	NEW ISSUE MARKET Meaning - Stock exchange – Distinction Between New Issue Market and Secondary Market –Functions of New Issue Market – Methods of Floating New Issues – General Guidelines for New Issue. Secondary Market – Introduction – Functions of Stock Exchange – Recognition of Stock Exchange – Procedure – Listing Procedure.	15
III	FINANCIAL SERVICES Meaning - Features – Importance– New financial Products and services - Challenges Facing the financial Services Sector - Present Scenario.	15
IV	MERCHANT BANKING Meaning – Origin – Merchant Banking in India – Merchant Banks and Commercial Banks – Services of Merchant Banks - *Merchant Bankers as Lead Managers* – Qualities Required for Merchant Bankers – Guidelines For Merchant Bankers -*Merchant Bankers Commission*- Merchant Bankers in the Market – Making – Process – Problems of Merchant Bankers – Scope for Merchant Banking in India.	15
V	HIRE PURCHASE AND LEASING Meaning – Features of Hire Purchase Agreement - Legal position - Hire Purchase Agreement - Hire Purchase and Credit Sale - Hire Purchase and Installment Sale. Leasing – Concept – Steps Involved in Leasing Transaction – Types of Leases – Installment Buying, Hire Purchase and Leasing – Advantages of Leasing– *Disadvantages of Leasing* – Legal Aspects of Leasing	15
VI	Current Trends (For CIA Only): Students can gain a deep understanding of the Financial Market and services	

..... Self Study

Text Book:
1. Financial Markets And Services – E Gordon K.Natarajan, Himalaya Publishing House, 2023 Edition 2. Financial Markets and Services – Chandni Rani, Chetana MH, Vinayak L Hegde, Bharti Publications, 2022 Edition
Reference Book(s):
1. Financial Market Institutions and Services – Prof.Bimal Jaiswal, Dr.Bhuvana Venkatraman, Dr.Richa Banerjee, Sahitya Bhawan Publications, 2019 Edition 2. Financial Market and Services - Dr.Purushottam Arvind, Petare, Dr.N.Sujatha, Dr.Shyma KAnshuman Vijay Magar, Dr.S.Saravanan Red'Shine Publication Pvt.Ltd January 2023 Edition 3. Financial Markets and Institutions – Frederic S, Mishkin, Stanley G.Eakins. Tulsi Jayakumar, Hemant Manju, Pearson, 2024 Edition

Web Resource(s):
1. https://investortonight.com/financial-system/
2. https://investortonight.com/money-market/
3. https://www.thefinancepoint.com/new-issue-market/

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Understand the Concepts of Financial system	K1
CO2	Analyse the functions of New issue Market and Stock exchange	K2
CO3	New financial product and services.	K3
CO4	Guidelines for Merchant Bankers	K4
CO5	Explaining the Hire Purchase agreement, Leasing concepts. types and its advantages, disadvantages.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	3	2	3	2	3	2	3	2	2.4
CO2	3	3	3	2	1	3	2	3	2	1	2.3
CO3	3	3	2	3	2	3	3	2	2	2	2.5
CO4	3	3	2	3	2	3	2	3	2	2	2.5
CO5	2	2	3	2	3	3	3	3	3	1	2.5
Mean Overall Score											2.4
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. N.A. NAZRINE

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UBA6DE3A	Discipline Specific Elective - III	4	4	25	75	100
Course Title		SALES MANAGEMENT					

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION Definition – Concept - Scope – Importance – *Responsibilities of sales manager* – Functions - Sales management process.	12
II	SALES STRATEGY Meaning – *Types of sales strategy* - Market analysis and segmentation - Sales forecasting and budgeting - Sales territory management - Sales channel management	12
III	SALES FORCE MANAGEMENT Sales force structure and organization - Recruitment, selection, and training - Sales force motivation and compensation - *Sales performance*- Sales evaluation and management	12
IV	SALES PERFORMANCE OPTIMIZATION Sales metrics and Performance indicators - Sales analytics and data-driven decision making - Sales process optimization - *Sales technology* - CRM systems	12
V	SALES LEADERSHIP AND ETHICS Leadership styles and sales management - Sales ethics and professionalism - Building and maintaining relationships - Negotiation and conflict resolutions - *Sales management in global markets*	12
VI	Current Trends (For CIA only) – Expert Talk, Role Play, Group Discussion, Management Games and Webinar/Seminar	

..... Self Study

Text Book:
1. "Sales Enablement 3.0: The Blueprint to Sales Enablement Excellence" by Roderick Jefferson (2021)
2. "Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance" by Jason Jordan and Michelle Vazzana (2018)
Reference Book(s):
1. Sales and Distribution Management by Krishna K. Havaladar, Vasant M. Cavale, 3rd Edition 2017
2. Sales Management by Pradip Mallik, Oxford University Press, 2011
3. Sales Management Simplified by Mike Weinberg, AMACOM Publisher, 2015
4. "Sales Management That Works: How to Sell in a World that Never Stops Changing" by Frank V. Cespedes (2021)
Web Resource(s):
1. https://www.salesforce.com/eu/learning-centre/sales/sales-management/
2. https://www.zendesk.com/in/blog/getting-started-sales-management-everything-need-know/
3. https://dealhub.io/glossary/sales-management/

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Understand the sales management process, organizing and apply in general business	K1
CO2	Understand and apply the sales skills and effectively manage the sale process in different situations	K2
CO3	Understand the sales force motivational factors and implement compensation programs and evaluate the same	K3
CO4	Understand the sales quotas and implement and evaluate quotas and apply the sales force staffing process	K4
CO5	Understand and prepare the sales budget and understand the sales control and apply the techniques	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	2	3	3	2	3	2	3	2.7
CO2	2	3	3	2	3	2	3	2	3	2	2.5
CO3	3	2	3	3	3	3	3	3	2	3	2.8
CO4	2	3	3	3	2	3	2	3	3	2	2.6
CO5	3	2	2	3	3	2	3	2	3	2	2.5
Mean Overall Score											2.62
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: B. KARTHIKEYAN

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UBA6DE3B	Discipline Specific Elective – III	4	4	25	75	100
Course Title		SECURITY ANALYSIS & PORTFOLIO MANAGEMENT					

SYLLABUS		
Unit	Contents	Hours
I	INTRODUCTION TO INVESTMENT Meaning – Investment – Nature and scope of Investment Management – Investment objectives – Investment process – Investment media security and non-security forms of Investment gilt edged securities – Sources of Investment information.	12
II	NEW ISSUES MARKET Meaning – Methods of Issuing – Parties involved in the new issue market – Secondary market – Stock Exchanges – NSE and BSE – Trading mechanism – Online trading – SEBI and Investor protection.	12
III	SECURITY ANALYSIS Meaning – Approaches – Fundamental analysis – Technical analysis – Dow theory – Random Walk Theory – Efficient Market Hypothesis.	12
IV	PORTFOLIO ANALYSIS Meaning – Traditional and Modern approach – Rationale of Diversification of Investment – Markovitz Theory – Sharpe Index model – Capital Asset Pricing Model	12
V	MUTUAL FUNDS Investment companies in India – Types of mutual fund operations in India – UTI – SEBI and RBI guidelines for Mutual funds.	12
VI	Current Trends (For CIA only) – Expert Talk, Group Discussion, Security Portfolio Analysis	

..... Self Study

Text Book:
1. Security analysis and portfolio management – Punithavathi Pandian, Vikas Publication edition 2023. 2. Investment analysis and portfolio management – prasanna Chandra, Mcgraw hill, edition 2021
Reference Book(s):
1. Security Analysis and Portfolio Management - Donald E.Fischer, Ronald J.Jordqn - Pearson Education- 2022 edition 2. Investment Management- Bhalla V.K.Tuteja - 2008 edition 3. Investment Analysis & Portfolio Management - RP Rustagi, 2022 edition 4. Security Analysis and Portfolio Management- Ambika Prasad Dash - WILEY INDIA - 2nd edition
Web Resource(s):
1. https://mu.ac.in/wp-content/uploads/2023/05/MMS-Security-Analysis-and-Portfolio-Management-1.pdf 2. http://www.nseindia.com/learn/self-study-ncfm-modules-intermediate-investment-analysis-and-portfolio-management 3. https://carlsonschool.umn.edu/graduate/mba/specializations/finance-security-analysis-portfolio-mgmt .

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO. No.	CO Statement	Cognitive Level (K-Level)
CO1	Understanding the Indian financial system and also about investment process.	K1
CO2	Learn the relevance of new issues market	K2
CO3	Understand and learn various approaches and technical analysis	K3
CO4	Learn the relevance of Portfolio analysis	K4
CO5	Identify the need for mutual funds in India.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	2	3	3	2	3	2	3	2.7
CO2	2	3	3	2	3	2	3	2	3	2	2.5
CO3	3	2	3	3	3	3	3	3	2	3	2.8
CO4	2	3	3	3	2	3	2	3	3	2	2.6
CO5	3	2	2	3	3	2	3	2	3	2	2.5
Mean Overall Score											2.62
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. B. MENAKA