

BACHELOR OF BUSINESS ADMINISTRATION

VISION

- To disseminate business knowledge thereby developing entrepreneurs and business leaders who create value to their stakeholders and society at large.

MISSION

- To provide an education this focuses on theoretical exploration, professional knowledge and business ethics.
- To inculcate real time business experiences to develop leaders who can meet the future challenges.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO1: To equip with requisite business knowledge, skills and attitude which make them efficient business leaders.

PEO2: To enhance communication skills and high levels of proficiency that leads to successful business career.

PEO3: To create ethical and committed corporate citizens who contribute to the organization and the community in an effective manner.

PROGRAMME OUTCOMES (PO)

After completion of the programme, the graduates will be able to

PO1: Apply business knowledge to solve business problems effectively.

PO2: Demonstrate analytical abilities for making business decisions.

PO3: Exhibit Entrepreneurial skills which provide them self-employment.

PO4: Analyze economic, legal, and ethical aspects of business

PO5: Lead themselves and others in the achievement of organizational goals as well as contributing effectively to society.

PROGRAMME SPECIFIC OUTCOMES (PSO)

After completion of the programme, the graduates will be able to

- PSO1:** Exhibit the analytical, problem solving, decision making, leadership and communication skills in various functional areas of management.
- PSO2:** Analyze the multicultural business environments, ethics and management practices in the global context.
- PSO3:** Identify, evaluate and analyze strategies for better business performance.
- PSO4:** Apply a variety of computer applications required to address business needs.
- PSO5:** Demonstrate the skill in applying professional standards, theory, and research to address business problems.

REGULATIONS

ELIGIBILITY FOR ADMISSION TO THE PROGRAMME

Candidates seeking admission to the first year of the BBA degree course shall be required to have passed the higher secondary examination (20% reserved for vocational stream) conducted by the government of Tamilnadu or any examination accepted as equivalent thereto by the syndicate. Preference will be given to those who have studied commerce and accountancy as a subject in the qualifying examination.

DURATION OF THE COURSE

The course shall extend over a period of three years comprising of six semesters with two semesters in one academic year. There shall not be less than 90 working days for each semester. Examination shall be conducted at the end of every semester for the respective subjects.

MAXIMUM DURATION FOR THE COMPLETION OF THE UG PROGRAMME

The maximum duration for completion of the UG Programme shall not exceed 12 semesters.

SCHEME OF EXAMINATION

Subject Code	Subjects	Hrs	Exam Dur (Hrs)	Maximum Marks			Credit Points
				CA	CE	Total	
First Semester							
Part - I							
18UTALB101/ 18UHILB101/ 18UFRLB101/	Tamil I/ Hindi I/ French I	5	3	25	75	100	3
Part - II							
18UENLB101	General English I	5	3	25	75	100	3
Part - III							
18UBAM101	Core I: Principles of Management	6	3	25	75	100	4
18UBAM102	Core II: Business Communication	6	3	25	75	100	4
18UMABAA101	Allied I: Business Mathematics and Statistics	5	3	25	75	100	4
Part - IV							
18UVE101	Value Education I: Yoga	2	3	25	75	100	2
	Total	29					20
Second Semester							
Part - I							
18UTALB201/ 18UHILB201/ 18UFRLB201	Tamil II/ Hindi II/ French II	5	3	25	75	100	3
Part - II							
18UENLB201	General English II	5	3	25	75	100	3
Part - III							
18UBAM201	Core III: Organizational Behaviour	6	3	25	75	100	5
18UBAM202	Core IV: Business Environment & Ethics	6	3	25	75	100	4
18UCSBAA201	Allied II: Office Automation for Business	4	3	25	75	100	2
18UCSBAAP201	Allied Practical I : Office	2	3	40	60	100	2

	Automation for Business						
Part - IV							
18UVE201	Value Education II: Environmental Studies	2	3	25	75	100	2
	Total	30					21
Third Semester		Part - III					
18UBAM301	Core V: Production and Materials Management	4	3	25	75	100	4
18UBAM302	Core VI: Marketing Management	4	3	25	75	100	4
18UBAM303	Core VII: Financial Accounting	5	3	25	75	100	4
18UBAM304	Core VIII: Business Economics	5	3	25	75	100	4
18UMABAA301	Allied III: Operations Research	5	3	25	75	100	4
Part - IV							
18UBASB301	SBC I: Salesmanship	2	3	25	75	100	2
	NMEC I	2	3	25	75	100	2
Non Credit							
18ULS301	Career Competency Skills I	1	-	-	-	-	-
	Add On Course	2	3	-	-	-	-
	Total	30					24
Fourth Semester		Part - III					
18UBAM401	Core IX: Financial Management	5	3	25	75	100	4
18UBAM402	Core X: Human Resource Management	4	3	25	75	100	4
18UBAM403	Core XI: Legal Aspects of Business	5	3	25	75	100	4
18UBAM404	Core XII: Advertising and Sales Promotion	4	3	25	75	100	4
18UCCBAA401	Allied IV: Cost and Management Accounting	5	3	25	75	100	4

Part - IV							
18UBASB401	SBC II: Business Plan	2	3	25	75	100	2
	NMEC II	2	3	25	75	100	2
Non Credit							
15ULS401	Career Competency Skills II	1	-	-	-	-	-
	Add On Course	2	3	-	-	-	-
	Total	30					24
Fifth Semester Part - III							
18UBAM501	Core XIII: Strategic Management	5	3	25	75	100	4
18UBAM502	Core XIV: Entrepreneurial Development	5	3	25	75	100	4
18UBAM503	Core XV: International Business Management	5	3	25	75	100	4
18UBAM504	Core XVI: Business Research	4	3	25	75	100	4
18UBAM505	Core XVII: Management Information System	4	3	25	75	100	3
	Elective I	4	3	25	75	100	3
Part - IV							
18UBASB501	SBC III: Business Process Outsourcing	2	3	25	75	100	2
Part - V							
18UBAE501	Extension Activity	-	-	-	-	-	2
Non Credit							
18ULS501	Career Competency Skills III	1	-	-	-	-	-
	Total	30					26
Sixth Semester Part - III							
18UBAM601	Core XVIII: Investment Management	5	3	25	75	100	5
18UBAM602	Core XIX: Services Marketing	5	3	25	75	100	4

18UBAM603	Core XX: Banking and Insurance Principles	5	3	25	75	100	4
18UBAM604	Core XXI: Customer Relationship Management	5	3	25	75	100	4
18UBAPR601	Project & Viva-Voce	3	3	40	60	100	3
	Elective II	4	3	25	75	100	3
Part - IV							
18UBASB601	SBC IV: Event Management	2	3	25	75	100	2
Non Credit							
18ULS601	Career Competency Skills IV	1	-	-	-	-	-
	Total	30					25

NON MAJOR ELECTIVE COURSE

The department offers the following two papers as Non Major Elective Course for other than the Business Administration students.

S.No	Semester	Course Code	Name of the Subject
1	III	18UBANM301	Business Management
2	IV	18UBANM401	Marketing Management

ADD - ON COURSE (Marketing Management)

The department offers the following papers as Add-on Course (Marketing Management) for the Business Administration students during Third and Fourth semesters.

(Students have to select any one of the subject from 18UBAAC301 / 18UBAAC302 as Add-on course in third semester and 18UBAAC401 in fourth semester)

Sl.No	Semester	Course Code	Title	Duration
1	III	18UBAAC301	Rural marketing	25 Hours
2	III	18UBAAC302	Retail management	25 Hours
3	IV	18UBAAC401	Consumer Behaviour	25 Hours

ALLIED SUBJECTS OFFERED TO OTHER DEPARTMENT

S.No	Semester	Course Code	Name of the Subject	Department
1	III	18UBACCA301	Allied III : Entrepreneurial Development	B.Com (CA)
2	IV	18UBACCA401	Allied IV : Human Resource Management	B.Com (CA)

ELECTIVE I

(Student shall select any one of the following subject as Elective in fifth semester)

S.No	Semester	Course Code	Name of the Subject
1	V	18UBAEL501	Logistics Management
2	V	18UBAEL502	Financial Institutions and Services

ELECTIVE II

(Student shall select any one of the following subject as Elective in sixth semester)

S.No	Semester	Course Code	Name of the Subject
1	VI	18UBAEL601	Organizational Development
2	VI	18UBAEL602	Human Resource Development

ADVANCED LEARNERS COURSE (ALC)

Students with no history of arrears still third/fourth semester and securing first class mark are eligible to do the below mentioned subjects as Advance Learner Course in fourth and fifth semester respectively.

S.No	Semester	Course Code	Name of the Subject	Credits
1	IV	18UBAAL401	Total Quality Management	2
2	V	18UBAAL502	Customs Duty and Goods and Service Tax	2

CRITERIA FOR COURSE COMPLETION

Students shall complete:

- Language papers (Tamil/Hindi/French and English) in I and II semester.
- Value Education courses in I and II semesters.
- Allied courses in I, II, III and IV semesters.
- Elective courses in V and VI semesters
- SBC in III, IV, V and VI Semesters
- Non Major Elective Course in the III and IV semesters.
- Extension activity in V semester.
- Add on Course in III and IV semester

TOTAL CREDIT DISTRIBUTION

Components	Subjects	No. of Subjects x Marks	Total	Credits x Papers	Credits
Part - I	Tamil	2 x 100 =	200	3 x 2 papers	06
Part - II	General English	2 x 100 =	200	3 x 2 papers	06
Part - III	Core	21 x 100 =	2100	5 x 2 papers	10
				4 x 18 papers	72
				3 x 1 papers	03
	Project	1 x 100 =	100	3 x 1 paper	03
	Elective	2 x 100 =	200	3 x 2 papers	06
	Allied	4 x 100 =	400	4 x 3 papers	12
				2 x 1 paper	02
Allied Practical	1 x 100 =	100	2 x 1 paper	02	
Part - IV	VE (Yoga, EVS)	2 x 100 =	200	2 x 2 papers	04
	SBC	4 x 100 =	400	2 x 4 papers	08
	NMEC	2 x 100 =	200	2 x 2 papers	04
Part - V	Extension Activity	-	-	2 x 1 activity	02
Non Credit	CCS	4	-	--	--
Total		42 x 100 =	4200		140

18UTALB101	Tamil – I: படைப்பிலக்கியங்கள்	பருவம் - I	
இப்பாடத்திட்டத்தின் நோக்கங்களாவன <ul style="list-style-type: none"> தமிழ்க்கவிதைகளை அறிமுகம் செய்தல் மற்றும் எழுதக் கற்றுக் கொடுத்தல். சிறுகதைகளின் வழி சமூகநிகழ்வுகளைக் கூறல். உரைநடை, இலக்கியவரலாறு, இலக்கணங்களை அறிமுகம் செய்தல். 			
Credits: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	கவிதைகள் அ. பொன்.கண்ணகி -வடிகால்கள் - காலம் மாறிப் போச்சு. ஆ. வைரமுத்து -தண்ணீர் தேசம் - கடல். இ. வெ.இறையன்பு— பூபாளத்திற்கொருபுல்லாங்குழல் - சருகுகள் சலசலக்கின்றன ஈ. ஏதேனும் ஒருதலைப்பின் கீழ் புதுக்கவிதை எழுதக்கற்றுக்கொடுத்தல்.	10	CO1
II	சிறுகதைகள் அ. பாரததேவ-படிப்பேடிக்கட்டுகளாகி ஆ. கு.அழகிரிசாமி -ராஜா வந்திருக்கிறார். இ. ஜெயகாந்தன் - பொம்மை ஈ. ஏதேனும் ஒருதலைப்பின் கீழ் சிறுகதை எழுதக் கற்றுக்கொடுத்தல்.	10	CO2
III	உரைநடை அ. பா.ஆனந்தகுமார் - இலக்கியமும் பண்பாட்டுமரபுகளும் - உடற்கல்வி ஆ. கல்கி - எம்.எல்.ஏ. கைதிகள், கல் சொன்னகதை.	10	CO3
IV	இலக்கியவரலாறு அ. கவிதைவரலாறு -மரபுக்கவிதை, புதுக்கவிதை, ஹைக்கூ கவிதை. ஆ. உரைநடையின் தோற்றம் வளர்ச்சி. இ. சிறுகதையின் தோற்றம் வளர்ச்சி. ஈ. புதினத்தின் தோற்றம் வளர்ச்சி.	10	CO4
V	இலக்கணம் அ. பகுபத உறுப்பிலக்கணம் ஆ. யாப்பிலக்கணம் (அசை, சீர், தளை, அடி- வகைகள்) இ. விண்ணப்பம், அலுவலகம் சார்ந்த கடிதங்கள் எழுதக் கற்றுக் கொடுத்தல்.	10	CO5
Text Book			
1	தமிழ்த்துறை வெளியீடு, கே.எஸ்.ரங்கசாமிகலை அறிவியல் கல்லூரி (தன்னாட்சி), திருச்செங்கோடு - 637 215.		

COURSE OUTCOMES (CO)

இப்பாடத்தைக் கற்பதன் வாயிலாக மாணவர்கள் பெறும் பயன்களாவன

CO1	கவிதை எழுதக் கற்றல்.
CO2	சிறுகதைகள் வழி சமூகத்தினைப் புரிந்துகொள்ளுதல்.
CO3	ஊரைநடை அமைப்பைப் புரிந்துகொள்ளல்.
CO4	கவிதை, உரைநடை, சிறுகதை தோற்றம், வளர்ச்சி குறித்து அறிதல்.
CO5	பதத்தின் உறுப்புகள், செய்யுள் உறுப்புகள், கடித வகைகள் ஆகியவற்றை அறிதல்

18UENLB101	GENERAL ENGLISH - I	SEMESTER - I	
COURSE OBJECTIVES The course aims <ul style="list-style-type: none"> • To enhance the vocabulary of the students. • To improve the language skills of the students. 			
Credits: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	PROSE A. G. Gardiner - On Habits GRAMMAR Noun - Singular or Plural Agreement of verb and subject Fairly and rather COMMUNICATION SKILLS Paragraph Writing	10	CO1
II	SHORT STORY Leo Tolstoy - How Much Land Does a Man Need? GRAMMAR The Articles Adverbial use of no, not and noun Negative verbs COMMUNICATION SKILLS Letter Writing	10	CO2
III	PROSE Stephen Leacock - With the Photographer GRAMMAR Concord of Nouns, Pronouns and Possessive Adjectives Difficulties with Comparatives and Superlatives COMMUNICATION SKILLS Dialogue Writing	10	CO3
IV	POETRY Sonnet CXVI GRAMMAR Confusion of Participles: Active voice and Passive voice Prepositions COMMUNICATION SKILLS Sentence Sequence	10	CO4

V	SHORT STORY O. Henry - The Gift of the Magi POETRY John Donne - A Hymn to God the Father GRAMMAR Tenses Simple and progressive(continuous) forms of present tense Simple and progressive (continuous) forms of past tense The perfect tense The progressive form of the perfect Tenses in adverb clauses referring to the future Tenses in adjective clauses referring to the future	10	CO5
	Text Book		
1	Mohammad Aslam and TakA.H. 2009. Experience and Emotion, An Anthology of Prose, Poetry and Fiction. Chennai Foundation Press Chennai.		
Reference Books			
1	Wood.F.D. 2010. A Remedial English Grammar for Foreign Students. Macmillan Publishers India Ltd., Chennai.		
2	Farhathullah T.M. 2006. Communication Skills for Undergraduates. Publishers RBA Publications, Chennai		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Know the different parts of genres in English
CO2	Trace the famous authors of English
CO3	Enrich grammar knowledge
CO4	Stimulate their writing skills
CO5	Deserve appreciation for their communication

18UBAM101	CORE I : PRINCIPLES OF MANAGEMENT	SEMESTER- I	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To make the students understand basic management principles and the evolution of different management approaches. To create awareness in the functions of leadership styles and decision making process. 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Definition of Management - Nature and scope of management - Functions of management - Administration Vs. Management - Management: Science or Art - Development of management thought and contributions of F.W. Taylor, Henry Fayol, and Elton Mayo.	10	CO1
II	Planning: Meaning, Nature and Purpose - Steps in planning - Types of plans - Objectives and policies - Decision Making: Process of decision making - Types of decisions - Problems involved in decision making	10	CO2
III	Organizing: Nature, Purpose and Process - Organization chart - Organisation structure - Types - Line, functional, line and staff - Departmentation - Centralisation and De-Centralization - Delegation of authority - Staffing - Nature and purpose - Components of staffing.	10	CO3
IV	Directing: Nature and Purpose - Leadership - Types of leadership - Qualities of a good Leader - Motivation - Meaning, definition and process. Motivation Theories (Maslow and Herzberg theories only).	10	CO4
V	Co-ordination: Need - Principles - Approaches to achieve effective co-ordination - Controlling: Meaning - Elements and significance - Steps in control process.	10	CO5
Text Book			
1.	<i>Prasad, L.M.</i> 2008. Principles of Management. [Eighth Edition]. Sultan Chand & Sons, New Delhi.		

Reference Books	
1	<i>Tripathi, P.C. and Reddy. N. 2008. Principles of Management. [First Edition]. Tata McGraw Hill, New Delhi.</i>
2	<i>Gupta, C.B.2003.Business Organization and Management. [First Edition]. Sultan Chand & Sons, New Delhi.</i>
3	<i>Ramasamy, T.2008. Principles of Management. [Eighth Edition]. Macmillan India Ltd., New Delhi.</i>
4	<i>DingarPagare,2003. Business Management. [Second Edition]. Sultan Chand &Sons, New Delhi</i>
5	<i>Bhusan, Y.K. 2008. Business Organization and Management. [First Edition]. Sultan Chand & Sons, New Delhi</i>

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Understand the management of business and its principles.
CO2	Exhibit the planning and decision making skills.
CO3	Able to understand the organisational structure, importance of delegation of authority and staffing.
CO4	Exhibit skills in directing motivating employees.
CO5	Understand the functions of co-ordination and control process.

MAPPING

PSO \ CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	L
CO2	M	M	M	M	M
CO3	M	M	M	M	M
CO4	M	M	M	M	M
CO5	H	M	L	L	L

H-High; M-Medium; L-Low

18UBAM102	CORE II: BUSINESS COMMUNICATION	SEMESTER- I	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To make the students understand the importance of communication in business organisations To demonstrate the students to know the interview techniques and telephone skills. 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Essentials of communication – Objectives of business communication – Media - Types and Barriers of communication.	10	CO1
II	Need and Functions of Business Letter – Kinds – Planning business message – Layout of letter. Enquiries and Replies – Orders and their execution	10	CO2
III	Complaints and Adjustment – Collection letter. Bank correspondence – Correspondence with customers	10	CO3
IV	Job application Letters and resume – Letters to the editor of newspaper – Copywriting for advertisement	10	CO4
V	Forms of communication - Speeches – Telephone skills – Interviews – Meetings - Group presentation	10	CO5
Text Book			
1	<i>Rajendrapal and Koralahalli, J. S.</i> 2009. Essentials of Business Communication. [Fourth Edition]. Sultan Chand & Sons, New Delhi		
Reference Books			
1	<i>Balasubramaniam, T.</i> 2002. Business Communication. [Second Edition]. Vikas Publishing House Pvt. Ltd., New Delhi.		
2	<i>Rai, U.S. and Rai, S. M.</i> 2004. Business Communication. [Second Edition]. Himalaya Publication House, New Delhi.		
3	<i>Pillai, R.S.N and Bagavathi, V.</i> 2007. Commercial Correspondence and Office Management. [Second Edition]. Sultan Chand & Sons, New Delhi.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Know the principles and significance of communication
CO2	Plan and manage business projects and communication strategy
CO3	Implement bank and business correspondences
CO4	Prepare their resume and design advertisements
CO5	Evaluate the telephone manners and group presentation

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	M	L
CO2	M	H	L	L	L
CO3	L	M	H	M	M
CO4	L	M	M	H	M
CO5	L	L	M	H	H

H-High; M-Medium; L-Low

18UMABAA101	ALLIED I: BUSINESS MATHEMATICS AND STATISTICS	SEMESTER - I	
COURSE OBJECTIVES			
The Course aims			
<ul style="list-style-type: none"> To learn the basic concepts of mathematics and statistics which are instrumental in constructing mathematical models in Business To know the concepts measures of central tendency and dispersion. 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs.	CO
I	Set Theory: Definition – Notations – Methods of description of sets – Kind or Types of sets – Venn diagram – Set operations – Laws and properties of sets – Number of elements. (Part – I Chapter 3 Sections: 1 – 8)	10	CO 1
II	Matrices and Determinants: Definition of a matrix – Importance – Notation – Order of a matrix – Types of matrices – Matrix operations – I – A system of linear equations – Determinants – Matrix operations – II. (Part – I Chapter 4 Sections: 1 – 9)	10	CO 2
III	Measure of Central Tendency: Arithmetic mean – Weighted arithmetic mean – Median – Mode – Geometric mean – Harmonic mean. (Part – II Chapter 7)	10	CO 3
IV	Measures of Dispersion: Range – Quartile deviation – Standard deviation – Coefficient of variation. (Part – II Chapter 8)	10	CO 4
V	Simple Linear Correlation: Karl Pearson’s coefficient of correlation – Spearman’s rank correlation coefficient. Simple Linear Regression: Methods of forming the regression equations – Properties of regression lines and coefficients. (Part – II Chapter 12,13)	10	CO 5
Text Book			
1.	Navnitham, P.A. 2011. Business Mathematics and Statistics . Jai Publishers, Trichy.		
Reference Books			
1.	Gupta, S.P. 2011. Statistical Methods . [Thirty Seventh Edition]. Sultan Chand and Sons, New Delhi.		
2.	Pillai, R.S.N and Bagavathi, V. 2012. Statistics . [Seventh Edition]. S.Chand and Company Ltd., New Delhi.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO 1	Learn the concepts of sets and set operations
CO 2	Gain knowledge on matrices and their operations
CO 3	Find averages and positional averages
CO 4	Compare the consistency of the group of data
CO 5	Measure the degree of relationship between variables

MAPPING

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	H	H	L	H	H
CO 2	H	H	L	H	H
CO 3	H	H	H	L	H
CO 4	H	H	H	H	L
CO 5	H	H	H	H	L

H-High; M-Medium; L-Low

18UVE101	VALUE EDUCATION I: YOGA	SEMESTER - I	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To understand physical body and Health concepts To have the basic Knowledge on Simplified Physical Exercises and Asanas and Meditation To Introspect and improve the behaviors To inculcate cultural behavioral patterns 			
Credits: 2 Total Hours: 30			
UNIT	CONTENTS	Hrs	CO
I	Yoga and Physical Health: Health - Meaning and Definition - Physical Structure - Three bodies - Five limitations - Simplified Physical Exercises - Hand, Leg, Breathing, Eye exercises - Kapalabathi, Makarasana 1, 2 , Massage, Acu pressure, Relaxation exercises - Yogasanas - Surya namaskar - Padmasana - Vajrasana - ArdhakattiChakrasana - Viruchasana - Yogamudra - Patchimothasana - Ustrasana - Vakkarasana - Salabasana	6	CO1
II	Greatness of Life Force and Mind : Maintaining youthfulness - Postponing the ageing process - Sex and spirituality - Significance of sexual vital fluid - Married life - Chastity - Development of mind in stages - Mental Frequencies - Methods for Concentration - Meditation and its Benefits	6	CO2
III	Personality Development - Sublimation : Purpose and Philosophy of Life - Introspection - Analysis of Thought - Moralization of Desire - Analysis and practice - Neutralization of Anger - Strengthening of will-power	6	CO3
IV	Human Resources Development: Eradication of Worries - Analysis and Eradication practice - Benefits of Blessings - Effect of good vibrations - Greatness of Friendship - Guidance for good Friendship - Individual Peace and world peace - Good cultural behavioral patterns	6	CO4
V	Law of Nature: Unified force - Cause and effect system - Purity of thought deed and Genetic Centre - Love and Compassion - Gratitude - Cultural Education - Fivefold culture.	6	CO5

Text Book	
1.	Value Education - World Community Service centre, Vethathiri Publications, Erode.
Reference Books	
1	<i>Vethathiri Maharishi</i> , 2011, Journey of Consciousness, Erode, Vethathiri Publications.
2	<i>Vethathiri Maharishi</i> , 2014, Simplified Physical Exercises, Erode, Vethathiri Publications.
3	<i>Vethathiri Maharishi</i> , 2004, Unified force, Erode, Vethathiri Publications
4	Yoga for Modern age –ThathuvagnaniVethathiri Maharishi
5	Sound Health through yoga – Dr. K. Chandrasekaran, November 1999 PremKalyan Publications, Madurai
6	Light on yoga - BKS.lyenger
7	ThathuvagnaniVethathiri Maharishi – Kayakalpa yoga – First Edition 2009 –Vethathiri Publications, Erode.
8	Environmental Studies - Bharathidasan University Publication Division

COURSE OUTCOMES (CO)

After completion of the course, the student will be able to

CO1	Understand the physical structure and simplified physical exercises.
CO2	Nurture the life force and mind
CO3	Introspect and improve the moral values
CO4	Realize the importance of human resources development
CO5	Enhance purity of thought and deed

18UTALB201	Tamil - II: பழந்தமிழ் இலக்கியங்கள்	பருவம் - II	
<p>இப்பாடத்திட்டத்தின் நோக்கங்களாவன</p> <ol style="list-style-type: none"> 1. தொகைநூல்களின் சிறப்பை உணர்த்துதல். 2. ஆயர்களின் வாழ்வியலை வெளிப்படுத்துதல். 3. அறஇலக்கியங்கள், நாட்டுப்புற இலக்கியங்களின் சிறப்பை உணர்த்துதல். 			
Credits: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	<p>எட்டுத்தொகை</p> <p>அ. குறுந்தொகை—“காதலர் உழையர் ஆகப் பெரிது உவந்து” – பாடல் எண்.41.</p> <p>ஆ. கலித்தொகை—“சுடர்த்தொடீஇ! கேளாய்! தெருவில் நாம் ஆடும்” – குறிஞ்சிக்கலி- பாடல். எண்.15.</p> <p>இ. ஐங்குறுநூறு – நெய்தல் திணை - தாய்க்கு உரைத்தபத்து – “அன்னை வாழிவேண்டு அன்னை!” – முதல் மூன்று பாடல்கள்.</p> <p>ஈ. புறநானூறு – “உற்றுழி உதவியும், உறுபொருள் கொடுத்தும்” – பாடல் எண்; 183.</p>	10	CO1
II	<p>பத்துப்பாட்டு</p> <p>அ. நெடுநல்வாடை (முழுவதும்) 188 பாடல் அடிகள் - மதுரைக்கணக்காயனார் மகனார் நக்கீரனார்.</p>	12	CO2
III	<p>அற இலக்கியங்கள், நாட்டுப்புற இலக்கியங்கள்.</p> <p>அ. திருக்குறள் - கல்வி அதிகாரம் முழுவதும்.</p> <p>ஆ. முதுமொழிக்காஞ்சி-தண்டாப் பத்து முழுவதும்.</p> <p>இ. நாட்டுப்புறப்பாடல்கள் - தொழிற்பாடல் - களையெடுப்பு- ஆத்துக்குள்ளே ஏலேலோ.</p> <p>ஈ. நாட்டுப்புற விளையாட்டுக்கள் -</p> <ul style="list-style-type: none"> ➤ சிறுவர், சிறுமியர் விளையாட்டுக்கள் (1. கிட்டிப்புள், 2. ஒத்தையா? இரட்டையா?) ➤ ஆடவர் விளையாட்டுக்கள் (1. சிலம்பாட்டம் 2. சடுகுடு) ➤ மகளிர் விளையாட்டுக்கள் (1. பல்லாங்குழி, 2. தட்டாங்கல்) 	10	CO3
IV	<p>இலக்கியவரலாறு</p> <p>அ. சங்க இலக்கியவரலாறு (எட்டுத்தொகை, பத்துப்பாட்டு)</p> <p>ஆ. சங்கம் மருவியகால இலக்கியவரலாறு (பதினெண்கீழ்க்கணக்கு நூல்கள்)</p> <p>இ. நாட்டுப்புறவியல், நாட்டுப்புறப்பாடல்கள், நாட்டுப்புற விளையாட்டுக்கள் அறிமுகம்.</p>	10	CO4
V	<p>இலக்கணம்</p> <p>அ. இலக்கணக் குறிப்பு தருதல் - வியங்கோள் வினைமுற்று, ஈறுகெட்ட எதிர்மறைப் பெயரெச்சம், இரட்டைக்கிளவி, அடுக்குத்தொடர்.</p> <p>ஆ. அகத்திணைகள், புறத்திணைகள் விளக்கம்.</p>	08	CO5
Text Book			
1	தமிழ்த்துறை, கே.எஸ்.ரங்கசாமி கலை அறிவியல் கல்லூரி (தன்னாட்சி), திருச்செங்கோடு.		

COURSE OUTCOMES (CO)

இப்பாடத்தைக் கற்பதன் வாயிலாகமாணவர்கள் பெறும் பயன்களாவன:

CO1	தலைவன் தலைவிஅன்பின் சிறப்பைஉணர்தல்.
CO2	சங்ககாலமக்களின் உயர் சிந்தனை,தலைவியின் காதல் மேம்பாட்டைஅறிதல்
CO3	அறஇலக்கியங்கள்,நாட்டுப்புற இலக்கியங்களின் மேன்மையைஉணர்தல்
CO4	தமிழ் இலக்கியங்களின் வளர்ச்சிநிலைகளைஉணர்தல்
CO5	இலக்கணத்தின் சிறப்பைஅறிதல்.

18UENLB201	GENERAL ENGLISH - II	SEMESTER - II	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To enhance the vocabulary of the students. To improve language skills and communication skills of the students. 			
Credits: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	PROSE 1. Bertrand Russell - The Happy Man GRAMMAR 1. Pronouns and Prepositions in complex sentences 2. Conjunctions in complex sentences 3. Verb compounded with Adverbs	10	CO1
II	SHORT STORY 1. Satyajit Ray - The Guest POETRY 1. William Wordsworth - The Solitary Reaper GRAMMAR 1. The use of co-relatives 2. Who and Whom COMPOSITION 1. Note Making 2. Note Taking	10	CO2
III	PROSE 1. George Orwell - Shooting an Elephant POETRY 1. John Keats - La Belle Dams Sans Merci GRAMMAR 1. Introductory There 2. The Infinitive 3. Tag Questions 4. Appended Questions COMPOSITION 1. Resume Writing	10	CO3
IV	SHORT STORY 1. R.K. Narayan - Nitya GRAMMAR 1. Much and Many 2. Much and Very 3. Still and Yet COMPOSITION 1. Hints Development	10	CO4

V	GRAMMAR 1. Noun Clauses and Adjective Clauses 2. Indirect Questions 3. Indirect expression of Imperatives 4. Make and Do 5. The Verb Have 6. Shall and Will COMPOSITION 1. Comprehension	10	CO5
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Text Books

1	<i>Mohammad Aslam and Tak. A.H. 2009. Experience and Emotion An Anthology of Prose, Poetry and Fiction.</i> Foundation press, Chennai.
2	<i>Wood. F.D. 2010. A Remedial English Grammar for Foreign students.</i> Macmillan publishers India Ltd, Chennai.
3	<i>Farhathullah. T.M. 2006. Communication Skills for Undergraduates.</i> Publishers -RBA-Publications, Chennai.

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Grasp meaning of words, sentences and acquire the ability to use a dictionary.
CO2	Understand labels, simple notices and written instructions.
CO3	Master the mechanics of writing; the use of appropriate vocabulary, punctuation marks, and correct grammatical item.
CO4	Understand the total content and underlying meaning in the context.
CO5	Develop correct reading habits, silently, extensively and intensively.

18UBAM201	CORE III: ORGANIZATIONAL BEHAVIOUR	SEMESTER- II	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To use behavioral science theory to diagnose and solve individual, group and organizational level performance issues. To demonstrate knowledge and dynamic capabilities in managing and leading people, teams, and organizations for sustainable performance 			
Credits:5Total Hours: 50			
UNIT	CONTENTS	Hrs	CO
I	Meaning - Importance of organizational behaviour - Elements of organizational behavior, Organizational behaviour and other disciplines - OB model - Theories of organization: Hawthorne experiment	10	CO1
II	Individual Learning: Theories of learning - Attitude: Nature - Function - Formation - Personality: Nature - Type - Theories - Perception: Perception process - Perceptual distortion.	10	CO2
III	Motivation: Maslow's need hierarchy theory - Herzberg's two factor theory - McGregor's X and Y theory - McClelland's need theory - Motivation techniques.	10	CO3
IV	Group: Classification - Stages - Group cohesiveness, Factors influencing group cohesiveness - Group decision making process - Morale: Measurement - Benefits - Morale building.	10	CO4
V	Organizational change and Development: Reasons for change - Resistance to change - Overcoming the resistance - Organizational development - OD intervention - Stress: Sources of stress - Managing stress	10	CO5
Text Book			
1.	<i>Prasad, L.M.</i> 2008. OrganisationalBehaviour . [Fifth Edition]. Sultan Chand & Sons, New Delhi.		
Reference Books			
1	<i>Stephen P. Robbins and Timothy A. Judge.</i> 1995. OrganisationalBehaviour . [Thirteenth Edition]. Prentice Hall India, New Delhi.		
2	<i>John, W. NewstromandKeith Davis.</i> 2000. OrganisationalBehaviour . [Tenth Edition]. Tata McGraw Hill, New Delhi.		
3	<i>Varma, M. M. and Agrawal, R. K.</i> 2002. OrganisationalBehaviour [First Edition]. King books, New Delhi.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Understand the basic knowledge and ideas about organizational behaviour.
CO2	Understand the various theories and perception of organisation behaviour.
CO3	Evaluate the theories relating to organizational behaviour.
CO4	Apply group cohesiveness and group decision making process for morale building.
CO5	Develop the students on organizational change and development and to know the managing stress.

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	L	L
CO2	M	M	L	M	L
CO3	M	M	H	M	M
CO4	M	L	H	H	M
CO5	H	M	H	M	H

18UBAM202	CORE IV: BUSINESS ENVIRONMENT & ETHICS	SEMESTER - II	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To impart knowledge on business environment and its impact on business organizations To throw light on corporate governance and workplace ethics for the business organizations. 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction to business environment - nature and significance - overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions	10	CO1
II	Government and Business relationship in India - Cultural heritage - Impact of foreign culture- Joint family systems - Linguistic and Religious groups - Types of Social Organization	10	CO2
III	Inflation - Growth Rate - Population - Urbanization - Fiscal deficit - GDP -Per capita Income and their impact on business decisions. Financial system - Financial markets - Money market - Capital market - Forex market - Commercial banks	10	CO3
IV	Introduction to Business ethics -Factors Governing Business ethics - Code of Ethics - Ethical dilemmas - Ethical problems. Corporate Governance- Fundamentals and Principles of Corporate Governance - Mechanisms for better governance - Corporate Social Responsibility - Need & advantages of CSR.	10	CO4
V	Ethical issues in Marketing and workplace - Factors influencing workplace ethics - Guidelines for managing ethics in the workplace - Conflict of interest - Discrimination- Forms and prevention of job discrimination - Harassment. Consumer rights - Need for consumer protection - Methods of consumer protection.	10	CO5
Text Book			

1.	<i>Gupta C B, 2013, Business Environment. [Eighth Edition].Sultan Chand & Sons, New Delhi.</i>
2	<i>Gupta, C .B. 2007. Business Ethics and Communication. [First Edition]. Sultan Chand and Sons, New Delhi</i>
Reference Books	
1	<i>Justin Paul,2011 .Business Environment.[Second Edition].Tata McGraw Hill, New Delhi.</i>
2	<i>Rao, A. B. 2006. Business Ethics and Professional Values. [First Edition]. Excel Books, New Delhi.</i>
3	<i>Rajiv, K. Misra, 2006. Business Ethics, Code of Conduct for Managers. [First Edition]. Rupa& Co, New Delhi.</i>

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Understand the changing business environment
CO2	Know the culture and heritage of society pertain to business
CO3	Analyze the inflation and financial system
CO4	Evaluate the business ethics and corporate governance
CO5	Able tounderstand ethical issues, discrimination and consumers

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	L	L
CO2	M	H	H	M	L
CO3	H	L	M	L	M
CO4	L	H	M	L	M
CO5	L	M	L	L	M

H-High; M-Medium; L-Low

18UCSBAA201	ALLIED II: OFFICE AUTOMATION FOR BUSINESS (For the students of BBA)		SEMESTER-II
<p>COURSE OBJECTIVES</p> <p>The subject aims to</p> <ul style="list-style-type: none"> • Enable students to get familiar with fundamental knowledge of computers. • Acquire knowledge and essential skills for using the office packages. 			
Credit Points: 2			Total Hours: 50
UNIT	CONTENTS	Hrs	CO
I	<p>Computer Basics: Fundamentals of Computer: Various types of Computers - Computer Hardware - The scanner - System Unit - Front side of the System Unit - Back side of the System Unit - Inside the System Unit - Computer Software.</p> <p>Introduction to Internet: Exploring Internet – Browsing the Internet -Exploring - Computer Virus</p>	10	CO1
II	<p>Microsoft Word: Exploring MS Word2007—Starting MS Word 2007 - The MS Word 2007 Work Space. Preparing the First Document: Considerations before preparing a Document-Setting Size, Margin and Orientation of a Document - Typing the Text - Inserting a Table - Saving the Document - Printing the Document - Closing the Document. Editing the Document: Finding and Replacing the Text-Translating Document.</p> <p>Creating Form Letters, E-mail Messages and Labels: Creating a Mail Merge Document - Sending a Personalized E - Mail Message to Multiple Recipients - Modifying records in the Data Source - Envelopes and Labels</p>	10	CO2

<p>III</p>	<p>Microsoft Excel: Starting with Excel 2007 – Starting Microsoft Excel 2007 - Working with Spreadsheet - Exploring Microsoft Excel 2007. Preparing the First Excel Worksheet: Entering Data in Worksheet - Formatting Cells - Setting the format and other properties of a Worksheet - Saving Workbook - Preparing Worksheet for Printing. Conditional Formatting, Sorting and Filtering Data: About Conditional Formatting— About Sort and Filter feature - Charts and Smart Art - : Selecting the Chart type - Setting the Chart Options - Resizing and positioning the Charts in a Worksheet - Converting a Chart type into another type - Working with Smart Arts. Functions in Excel: Defining basics of a Function - Using Arithmetic Functions - Using Text Functions - Using Financial Functions</p>	<p>10</p>	<p>CO3</p>
<p>IV</p>	<p>Microsoft PowerPoint: Beginning with Microsoft PowerPoint: Exploring Microsoft PowerPoint 2007 - Applying the Tooltips - Setting PowerPoint options. Preparing the First Presentation: Understanding the structure of a presentation - Creating a new Presentation - Working with themes - Working with Text - Moving and Deleting slides - Saving a Presentation in different formats - Closing a Presentation - opening a Presentation. Charts, Graphics and Tables: Working with Charts—Adding graphics in a Presentation - Working with Tables - Adding Movie Clips - Adding Sound Clips - Working with the Print Option. Adding Animations in Slides: Using Animation - Applying Custom Animation -Applying Transitions to the Slide - Previewing Animation - Removing Animation - Adding actions to an object</p>	<p>10</p>	<p>CO4</p>

V	Photoshop7.0: Getting Started with Photoshop : Getting Started with Photoshop - Opening an Existing File - The Photoshop Program Window - Creating a New File- Saving Files- Reverting Files- Closing Files. Working with Images and Colors: Bitmap and Vector Images- Image Size- Editing Images- Color Modes- File Formats- Setting Foreground and Background Colors. Painting and Editing Tools: The Painting Tools- The Drawing Tools-The Editing Tools- The Eraser Tools. Layers: Layers Palette- Working with Layers-Creating a New Layer-Selecting Layers- Hiding/Showing Layers- Deleting Layers- Sorting Layers in the Layers Palette - Repositioning Layers- Merging Layers- Flattening Images - Moving Layers between Images -LinkingLayers	10	CO5
Text Books			
1	<i>VikasGupta.2010.ComdexComputerCourseKitWindowsXPwithOffice 2007. [FirstEdition]. DreamtechPress, NewDelhi.(Unit I toIV)</i>		
2	<i>VikasGupta.2002.ComdexDTPCourseKit.[FirstEdition]. DreamtechPress, New Delhi. (Unit V).</i>		
Reference Books			
1	<i>LPEditorialBoard.2008FirstLessonsinMicrosoftOffice2007.[FirstEdition].Law Point, Kolkata</i>		
2	<i>KognetSolutionsInc. 2008. Word 2007in SIMPLE STEPS. [First Edition].DreamtechPress,NewDelhi</i>		
3	<i>KognetSolutionsInc. 2008.PowerPointWord2007inSIMPLESTEPS.[FirstEdition]. DreamtechPress, New Delhi.</i>		
4	<i>KognetSolutionsInc.2009. Excel 2007in SIMPLE STEPS. [First Edition].DreamtechPress,NewDelhi.</i>		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Explore the fundamental components of computer devices.
CO2	Create well defined documents with various tools in MS Word.
CO3	Interpret the various formulas, functions and chart preparations in MS Excel.
CO4	Create slides, overhead transparencies, Handouts and Speaker Notes.
CO5	Gain basic knowledge of working with images.

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	H	H
CO2	H	M	H	H	H
CO3	H	M	H	H	H
CO4	H	M	H	H	H
CO5	H	M	H	H	H

H-High; M-Medium; L-Low

18UCSBAAP201	ALLIED PRACTICAL I : OFFICE AUTOMATION FOR BUSINESS <i>(For the students of BBA)</i>	SEMESTER-II	
COURSE OBJECTIVES The course aims <ul style="list-style-type: none"> • Give knowledge on the basic concepts in MS Word and MS Excel with its applications. • Imparting real time applications of PowerPoint and Photoshop for the current needs 			
Credit Points: 2		Total Hours: 24	
S.NO	PROGRAMS	Hrs	CO
MS - Word			
1.	Creating a Bio-data with Different Formats and Styles.	2	CO1
2.	Creating a Purchase Order with Tables.	2	CO2
3.	Developing a Mail Merge Document.	2	CO2
MS-Excel			
4.	Creating a Worksheet for Employee Payroll.	2	CO3
5.	Creating a Worksheet for Balance Sheet.	2	CO3
6.	Creating a Chart for Analysis of a Product Sales.	2	CO3
MS-PowerPoint			
7.	Preparing a Presentation for Product Marketing.	2	CO4
8.	Preparing a Presentation with Slide Transition Effects for Sales Analysis.	2	CO4
9.	Preparing a Slide-Show with Charts and Animations for an Organization.	2	CO4
Photoshop			
10.	Changing the Background of an Image.	2	CO5
11.	Designing a Business Card.	2	CO5
12.	Creating a Brochure for your Department Event.	2	CO5
WEB REFERENCES			
1.	https://en.wikipedia.org/wiki/Microsoft_Word		

2.	https://www.greycampus.com/opencampus/ms-excel/what-is-ms-excel
3	https://en.wikipedia.org/wiki/Microsoft_Powerpoint

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Create professional and academic documents by applying different formats and styles.
CO2	Effectively utilize the table and Mail Merge concepts.
CO3	Create, edit and enhance basic Excel spreadsheet using formula and charts.
CO4	Understand basic power point using templates, animations and slide transitions.
CO5	Design layouts for web pages, paper adverts and brochures.

18UVE201	VALUE EDUCATION II: ENVIRONMENTAL STUDIES	SEMESTER - II	
COURSE OBJECTIVES The course aims <ul style="list-style-type: none"> • To enable the students acquire knowledge, values, attitudes, commitment and skills needed to protect and improve the environment. • To implicate awareness among young minds for safeguarding environment from manmade disasters. 			
Credits: 2		Total Hours: 30	
UNIT	CONTENTS	Hrs	CO
I	Environment- Definition- Scope- Structure and function of ecosystems- producers, consumers and decomposers- Energy flow in the ecosystem- Ecological succession- food chain, food webs and ecological pyramids- Concept of sustainable development.	6	CO1
II	Natural resources: Renewable- air, water, soil, land and wildlife resources. Non-renewable - Mineral coal, oil and gas. Environmental problems related to the extraction and use of natural resources.	6	CO2
III	Biodiversity- Definition- Values- Consumption use, productive social, ethical, aesthetic and option values threats to bio diversity - hotspots of bio diversity- conservation of bio- diversity: in- situ Ex- situ. Bio- wealth - National and Global level.	6	CO3
IV	Environmental Pollution :Definition- causes, effects and mitigation measures- Air pollution, Water pollution, Soil pollution, Noise pollution, Thermal pollution- Nuclear hazards - Solid wastes acid rain-Climate change and global warming environmental laws and regulations in India- Earth summit	6	CO4
V	Population and environment - Population explosion - Environment and human health - HIV/AIDS - Women and Child welfare - Disaster Management - Resettlement and Rehabilitation of people, Role of information technology in environmental health - Environmental awareness.	6	CO5

Text Book	
1.	Department of Biochemistry. Environmental Studies (Study Material). Published by K.S.Rangasamy College of Arts & Science (Autonomous). Tiruchengode.
Reference Book	
1	<i>Erach Bharucha</i> . 2005. Textbook of Environmental studies . Universities press. PVT. Ltd.

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Describe the types of ecosystem and concepts in sustainable development
CO2	Explain the importance of natural resources and environmental problems
CO3	Recite about the biodiversity, hot spots of biodiversity and its conservation
CO4	Be conscious on the effects of pollution and population explosion
CO5	Implement the preventive measures for environmental issues

18UBAM301	CORE V: PRODUCTION AND MATERIALS MANAGEMENT	SEMESTER – III	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> • The main objective of the course is to make the students understand the production process, production control and materials management. • To provide the student with a comprehensive knowledge on make or buy decision with the support of various charts and diagrams. 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Production Management: Definition – Function and Scope, Types of Production System– Transformation Process with examples for different types of production systems – Difference between services and goods.	08	CO1
II	Make or buy decision: Functional Aspects and Strategic Consideration –Plant location – Factors affecting plant location – Methods of evaluating plant locations – Plant layout: Types of layout.	10	CO2
III	Inventory: Definition and purpose of inventory – Inventory model: Simple EOQ – Dependent and independent demand – Inventory control: ABC – FSN and VED. Principles of JIT – Stores management: Purpose of the stores – Factors in the design of stores – Stores systems and procedures.	12	CO3
IV	Method Study and Work Measurement: Objectives and purpose–Charts and diagrams used in method study – Importance of work measurement – Measurement of standard time.	10	CO4
V	Quality Control and Maintenance: Control Charts for attributes and variables (P Charts, X Charts and NP Charts) – Quality control tools – TQM. Types of Maintenance: Breakdown – Planned – Total productive maintenance	10	CO5
Text Book			
1.	<i>Saravanavel, P.</i> 2006. Production and Materials Management. [Fourth Edition]. Margham Publication, Chennai.		
Reference Books			
1	<i>Gupta, C.B.</i> 2003. Business Organization and Management. [First Edition]. Sultan Chand & Sons, New Delhi.		
2	<i>Ramasamy, T.</i> 2008. Principles of Management. [Eighth Edition]. Macmillan India		

	Ltd, New Delhi.
3	<i>Dinkar Pagare, 2003. Business Management. [Second Edition]. Sultan Chand & Sons, New Delhi</i>

COURSE OUTCOME (CO)

After completion of the course, the students will be able to

CO1	Demonstrate the knowledge on issues and methods involved in the production of goods and services
CO2	Explain the techniques used in managing finished goods inventories, and reducing surplus and obsolete materials
CO3	Exhibit the knowledge on the dynamics of inventory management's principles, concepts, and techniques
CO4	Analyse the work measurement practices in the business organizations.
CO5	Grasp Quality management practices followed by the organizations

MAPPING

PSO \ CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	H	M
CO2	M	H	M	M	H
CO3	M	L	H	M	M
CO4	M	H	H	H	L
CO5	L	M	M	H	H

H-High; M-Medium; L-Low

18UBAM302	CORE VI: MARKETING MANAGEMENT	SEMESTER - III	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To provide the student with a comprehensive knowledge on marketing concepts and the consumer behaviour. To impart knowledge on the product, price, promotion, and distribution elements and the value of the marketing mix in the marketing strategies. 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction to marketing: Definition - Function - Importance - Scope - Concept of marketing - Micro and Macro Environment - Marketing planning - Marketing mix - Marketing process.	08	CO1
II	Segmentation: Definition - Bases - Criteria - Advantages. Targeting and positioning Consumer behaviour: Definition - Importance - Types of buyer - Determinants - Types of buying motives - Buying decision process.	11	CO2
III	Product: Definition - Character - Classification - Product level - Product mix - New product development - Product life cycle. Branding - Packaging - Labeling	10	CO3
IV	Pricing: Definition - Importance - Objectives - Factors affecting pricing decision - Procedure for price determination - Kinds of pricing. Distribution: Definition - Function - Importance - Types - Factors affecting distribution - Wholesaling - Retailing	11	CO4
V	Promotion: Definition-Importance - Objectives - Promotion mix- Determinants of promotion mix - Forms of promotion: Personal selling - Advertising - Sales promotion - Publicity - Public relations. E-marketing	10	CO5
Text Book			
1.	<i>Pillai, R. S. N and Bagavathi, 2011, Modern Marketing Principles and Practices, [Revised Edition]. S.Chand& Company Ltd., New Delhi.</i>		
Reference Books			
1	<i>Philip Kotler, Kevin Lane Keller, Abraham Koshy and MithileswarJha, 2009, Marketing Management (Thirteenth Edition), Pearson education, New Delhi.</i>		

2	<i>Rajan Nair, N.andSanjithR.Nair,</i> 2008, Marketing [Second Edition]. S.Chand&Company Ltd., New Delhi.
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COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Understand the fundamentals of marketing and its environment.
CO2	Exhibit the market segmentation, targeting and positioning skills.
CO3	Demonstrate new product development skills and design appropriateMarketingStrategies
CO4	Design various pricing strategies and distribution methods for business organizations.
CO5	Distinguish the various promotional tools and apply appropriate one.

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	L	L
CO2	H	H	H	L	M
CO3	M	H	H	M	M
CO4	L	L	M	H	H
CO5	L	M	M	H	H

H-High; M-Medium; L-Low

18UBAM303	COREVII: FINANCIAL ACCOUNTING	SEMESTER - III	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To impart the accounting concepts and make them to be an industry ready accounting professionals. To provide knowledge on identifying and analyzing financial accounting problems. 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Basic accounting concepts and conventions - Accounting equations - Meaning of accounting - Double entry book-keeping- Journal, Ledger, Trial Balance, Subsidiary books - Cash book.	10	CO1
II	Final Accounts - Trading account - Profit and loss account - Balance sheet (Simple problems only).	10	CO2
III	Bank reconciliation statement - Average due date - Account current	10	CO3
IV	Depreciation - Concept of depreciation - Methods of providing depreciation - Straight Line Method - Written Down Method - Annuity Method	10	CO4
V	Accounts of Non-Trading Concerns - Capital and Revenue Expenditure and Receipts - Income and Expenditure Account.	10	CO5
Text Book			
1.	<i>Reddy, T.S. and Moorthy, A.</i> 2012 Financial Accounting . [Seventh Edition]. Margham Publication, Chennai.		
Reference Books			
1	<i>Jain and Narang,</i> 2007. Financial Accounting . [Eighth Edition]. Kalyani Publishers, Chennai.		
2	<i>Tulsian, P.C.</i> 2009. Advanced Accountancy . [Fourth Edition]. Tata McGraw Hill, New Delhi.		
3	<i>Vinayakam, N. Mani, P.L. and Nagarajan, K. L.</i> 2008. Principles of Accountancy . Eurasia Publishing House Pvt. Ltd., New Delhi		

COURSE OUTCOME (CO)

After completion of the course, the students will be able to

CO1	Exhibit skills in the basic procedure of preparing ledger accounts and record journal entry.
CO2	Recognize the importance of the final accounting concepts in various managerial decisions making.
CO3	Analyse bank reconciliation statements.

CO4	Prepare depreciation using different methods
CO5	Consolidate various statements related to financial position of a firm

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	L	M	L
CO2	H	H	M	L	M
CO3	M	L	H	L	M
CO4	L	M	L	H	M
CO5	M	L	M	H	H

H-High; M-Medium; L-Low

18UBAM304	CORE VIII: BUSINESS ECONOMICS	SEMESTER - III	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To enable the students to understand the basic economic concepts, principles and theories. To enhance students analytical skill through integrating their knowledge of economics theories with decision making techniques. 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Business Economics: Definition, Nature and Scope - Uses of Business Economics - Principles of business economics - Relationship of economics with other disciplines - Objectives of a business firm.	10	CO1
II	Demand theory - Meaning, Law of Demand, and Determinants of Demand - Elasticity of Demand - Price elasticity of demand, Income elasticity of demand, Cross elasticity of demand, Demand forecasting - Methods of Demand forecasting, Supply theory - Determinants of Supply, Law of Supply.	10	CO2
III	Production Theory - Cost analysis - Cost concepts and classification - Revenue - Relationship between AR and MR - Break Even Analysis.	10	CO3
IV	Market - Classification - Price and output Decisions under different Market structures - Perfect competition, Monopoly, Monopolistic Competition, Duopoly and Oligopoly	10	CO4
V	National Income - Methods of calculating national income, Business cycle - Phases of Business cycle, Causes and effects - Inflation.	10	CO5
Text Book			
1.	<i>Shankaran, S.</i> 2007. Business Economics . [Third Edition]. Margham Publications, Chennai.		
Reference Books			
1	<i>Sundharam, K.P.M. and Sundharam, E. N.</i> 2007. Business Economics . [Second Edition]. Sultan Chand & Sons, New Delhi.		
2	<i>Atmananda,</i> 2006. Managerial Economics . [Third Edition]. Excel Books, New Delhi.		

3	<i>Gupta, G.S. 2005. Managerial Economics. [Second Edition]. Tata McGraw-Hill Publishing Company Ltd., New Delhi.</i>
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COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Exhibit the basic knowledge on business economics
CO2	Apply the theoretical concept of demand, supply analysis and different pricing techniques in business practice
CO3	Minimize the cost and maximize the profit by applying the cost concepts
CO4	Classify the market structures and able to design strategies on the basis of market structures.
CO5	Calculate national income and familiar with the Phases of Business cycle and Inflation.

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	L	L
CO2	H	H	H	L	M
CO3	M	H	H	M	M
CO4	L	L	M	H	H
CO5	L	L	M	H	H

H-High; M-Medium; L-Low

18UMABAA301	ALLIED III : OPERATIONS RESEARCH	SEMESTER - III	
COURSE OBJECTIVES			
The Course aims			
<ul style="list-style-type: none"> To know the concepts of mathematical formulation and solving. To find the solutions of transportation and Assignment models. 			
Credit:4		Total Hours: 50	
UNIT	CONTENTS	Hrs.	CO
I	<p>Linear Programming Formulation and Graphical Method: Introduction - Requirements for employing LPP technique - Mathematical Formulation of L.P.P. - Basic assumptions - Graphical method of the Solution of a L.P.P. - Some more cases - Advantage of Linear Programming - Limitations of Linear Programming.</p> <p>General Linear Programming Problem - Simplex method: General linear programming problem - Canonical and standard forms of LPP - The Simplex method - The Simplex Algorithm. (Chapter - 2 Sections: 2.1 - 2.8) (Chapter - 3 Sections: 3.1.1 - 3.1.4)</p>	10	CO 1
II	<p>Transportation Model: Introduction - Mathematical formulation of a transportation problem - Methods for finding initial basic feasible solution - Transportation algorithm or MODI method - Degeneracy in Transportation problems - Unbalanced Transportation Problems - Maximization case in Transportation problems. (Chapter - 7 Sections: 7.1 - 7.5)</p>	10	CO 2
III	<p>Assignment Problem: Introduction - Mathematical formulation of an Assignment Problem - Difference between the Transportation Problem and Assignment Problem - Assignment Algorithm or Hungarian Method - Unbalanced Assignment Models - Maximization case in Assignment Problems. (Chapter - 8 Sections: 8.1 - 8.2, 8.4 - 8.7)</p>	10	CO 3
IV	<p>Scheduling by PERT and CPM: Introduction - Basic Terminologies - Rules for constructing a project network - Network computations - Floats - Programme Evaluation Review Technique (PERT) - Basic differences between PERT and CPM. (Chapter - 15 Sections: 15.1 - 15.7)</p>	10	CO 4
V	<p>Game Theory: Introduction - Two person zero-sum games - The Maximin-Minimax Principle - Games without Saddle points, Mixed strategies - Dominance property - Graphical method for $2 \times n$ or $m \times 2$ games. (Chapter - 16 Sections: 16.1 - 16.4, 16.6 - 16.7)</p>	10	CO 5

Text Book	
1.	<i>Sundaresan, V., Ganapathy Subramanian, K.S. and Ganesan, K.</i> 2014. Resource Management Techniques . [Eighth Edition]. AR Publication, Chennai.
Reference Books	
1.	<i>KantiSwarup, Gupta, P.K. and Man Mohan.</i> 2014. Operations Research . [Seventeenth Edition]. Sultan Chand & Sons, New Delhi.
2.	<i>Gupta, P.K. and Hira. D.S.</i> 2004. Operations Research . [Eighth Edition]. S.Chand and Company, New Delhi.

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO 1	Formulate and solve real life problems through LPP
CO 2	Calculate the optimum transportation schedule
CO 3	Find the optimum assignment model
CO 4	Use the techniques for planning and scheduling of projects
CO 5	Identify the optimum strategies in business

MAPPING

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	H	H	H	H	H
CO 2	H	H	H	L	H
CO 3	H	H	H	H	L
CO 4	H	H	H	L	H
CO 5	H	L	H	H	H

H-High; M-Medium; L-Low

18UBASB301	SBC 1: SALESMANSHIP	SEMESTER - III	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To provide knowledge on the concepts of selling and buying motives of customers To enable the students to understand psychology of selling, importance of motivation of sales force and controlling of sales force. 			
Credits: 2		Total Hours: 25	
UNIT	CONTENTS	Hrs	CO
I	Salesmanship: Meaning and definition - Evolution of selling and salesmanship - Importance - Qualities of a salesman.	5	CO1
II	Knowledge of goods and selling points - Buying motives - Knowledge of customers.	5	CO2
III	Psychology in selling - Presentation and Demonstration - The close.	5	CO3
IV	Sales manager - Recruitment and selection - Training - Motivation	5	CO4
V	Control and supervision of sales force - sales promotion - Advertising.	5	CO5
Text Book			
1.	<i>P.K. Sahu and K.C. Raut.</i> 2007. Salesmanship and Sales Management [Third Edition]. Vikas Publishing House.		
Reference Books			
1	<i>Pillai, R.S.N., & Bhagavathi.</i> 1996. Marketing . S.Chand and Co. New Delhi.		
2	<i>Chunawala and Reddy.</i> 1996. Advertising and Marketing Research , Himalaya Publications, New Delhi.		
3	<i>Sinha, J.C.</i> 1980. Principles of Marketing and salesmanship , S.chand and Co. New Delhi.		
4	<i>Richard R. Still & Edward W. Cundiff.</i> 1999. Sales Management , Prentice Hall of India Pvt. Ltd., New Delhi.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Examine the career opportunities available in selling and related fields.
CO2	Recognize the importance of building partnering relationships with potential customers.
CO3	Learn the various technologies that facilitate and support salespeople and the sales functions.
CO4	Perform the role of sales manager.
CO5	Learn the techniques to control sales personnel

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	L	L	L
CO2	M	L	M	L	L
CO3	L	L	M	L	L
CO4	L	M	L	L	M
CO5	L	M	L	M	M

H-High; M-Medium; L-Low

18ULS301	CAREER COMPETENCY SKILLS - I	SEMESTER - III	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To understand the basic needs of Communication To utilize the communication skills for achieving at the time of Interview. 			
Total Hours: 15			
UNIT	CONTENTS	Hrs	CO
I	Basic Grammar - Usage of English - Listening and Speaking (Level-1) Tenses and Voices (Present, Past and Future)	3	CO1
II	Sentence Correction - Sentence Pattern - Reading Comprehension (Level -1)	3	CO2
III	Expansion of Proverbs - Closet Test (Level -1)	3	CO3
IV	Sentence Improvement (Essay Writing, Now- a -Days Vocabulary), Story Writing	3	CO4
V	E-Mail Building (Sending call letters), Letters (Formal and Informal)	3	CO5
Text Book			
1	<i>Anne Seaton, Mew Y. H. Basic English Grammar for English-Book 1.</i> Learners Saddle point Publishers.		
2	<i>Mark Newson. Basic English Syntax with Exercises.</i> (E-Copy)		
Reference Books			
1	<i>Chand S, Agarwal R. S. Objective General English.</i> Arihant Publications (India) Limited.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Recall the basic grammar in English
CO2	Concentrate on Sentence Correction
CO3	Understand Paragraph Writing
CO4	Improve the ability of Sentence Construction and Story Writing
CO5	Format Web Writing and Formal Writing of letters.

18UBAM401	CORE IX: FINANCIAL MANAGEMENT	SEMESTER - IV	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> • The students able to understand the tools and techniques used in Financial Management. • To provide knowledge on various financial tools to make efficient investment decisions . 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Financialmanagement - Meaning - Definition - Objectives - Importance - Functions -Structure of financial management - Role of a financial manager - Sources of finance - Short-term source - Long-term source.	10	CO1
II	Capital Budgeting - Importance of capital budgeting - Methods of evaluating project investment proposal - Payback Period, NPV, IRR, ARR, Profitability Index (simple problems only).	10	CO2
III	Capital structure - Factors influencing capital structure - Optimum capital structure -Dividend and dividend policy: Meaning, classification, sources available for dividend - Determinants of dividend policy.	10	CO3
IV	Cost of capital - Concept of cost of capital - Determinants of cost of capital - Simple and weighted average cost of capital (theory only). Leverages - Meaning - Types - Importance and significance of leverages, operating, financial and combined leverages.	10	CO4
V	Working capital management - Concepts - Importance - Determinants of working capital -Cash management - Motives of holding cash - Objectives and strategies of cash management - Receivables management - Objectives - Inventory management - Importance - Policies.	10	CO5
Text Book			
1.	<i>Maheswari, S. N.</i> 2007. Principles of Financial Management. [First Edition]. Himalaya Publishing House, New Delhi.		

Reference Books	
1	<i>Pandey, I. M.</i> 2009. Financial Management. [Eight Edition]. Vikas Publications, New Delhi.
2	<i>Kuchal, M. C.</i> 2009, Financial Management. [Third Edition]. Vikas Publications, New Delhi.
3	<i>Khan, M.Y. and Jain, P. K.</i> Financial Management. [Fifth Edition]. Himalaya Publications, New Delhi.

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Comprehend the basic concepts of financial management to contemporary financial events
CO2	Estimate project cash flows to distinguish between value-creating and value destroying investments
CO3	List the primary sources of capital and incorporate their cost when making investment decisions.
CO4	Use the dividend growth model and capital asset pricing model to estimate equity costs.
CO5	Recognize the importance of Working Capital management and inventory management.

MAPPING

PSO \ CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	L	M	L
CO2	H	H	M	L	M
CO3	M	L	H	L	M
CO4	M	M	L	H	M
CO5	M	L	M	H	H

H-High; M-Medium; L-Low

18UBAM402	CORE X: HUMAN RESOURCE MANAGEMENT	SEMESTER – IV	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To provide knowledge on the basis of HRM and its development To give in-depth knowledge about the HR practices in organizations 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction – Meaning and Definition, Nature, Evolution, Scope, objectives and Importance of HRM – Role and Qualities of a good HR manager – Functions of HRM.	10	CO1
II	Human Resources Planning and Policies – Nature, Importance and objectives of HR Planning – Process of HR Planning – HR planning techniques – HRM Policies – Need, Type and Scope of HRM Policies.	10	CO2
III	Recruitment and Selection – Sources of Recruitment – Difference between recruitment and selection – Selection process – screening of applicants – Tests – Interview – Types of interview – Process of conducting interview – Checking of references – Medical examination – Final selection – Placement – Induction	10	CO3
IV	Training and Development – Need - Importance of training – Types of training – Methods of training – Evaluation of Training - Management Development – Importance – Methods of conducting MDPs	10	CO4
V	Performance Appraisal – Need – Process – Techniques. Promotion, Transfer, Termination – Promotional policies – Merit Vs Seniority – Transfer – Objectives of transfer – Types of Transfers - Termination of Services – Employee attrition – Factors responsible for attrition, Dismissal, Discharge, Voluntary retirement schemes.	10	CO5
Text Book			
1.	<i>Subba Rao, P.</i> 2008. Essentials of Human Resource Management and Industrial Relations. [Tenth Edition]. Himalaya Publishing House, New Delhi.		
Reference Books			
1	<i>Jaishankar, K.</i> 2004. Human Resources Management. [First Edition]. Margham Publications, Chennai.		
2	<i>Mamoria, C.B.</i> 2007. Personnel Management. [Second Edition]. Himalaya Publishing House, New Delhi.		

3	<i>Aswathappa, K. 2010. Human Resources and Personnel Management. [Third Edition]. Tata McGraw Hill Publishing House, New Delhi</i>
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COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Recognize key terms and the importance of human resources and their effective management in organizations.
CO2	Exhibit knowledge on HR planning policies and other areas such as employee benefits, incentives and regulations governing in HR.
CO3	Demonstrate skills in recruiting and selecting appropriate workforce.
CO4	Comprehend the key terms in training and development and implement the right procedures for training & development.
CO5	Apply the knowledge in appraising HR and take appropriate measures to achieve organizational goals.

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	L	L
CO2	M	H	M	L	M
CO3	M	H	H	M	L
CO4	L	M	H	H	M
CO5	L	L	M	M	H

H-High; M-Medium; L-Low

18UBAM403	CORE XI: LEGAL ASPECTS OF BUSINESS	SEMESTER - IV	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To create the knowledge of business law and its practices to improve the business. To familiarize the student with Industrial Law and Consumer Protection Act which is essential for an understanding of the legal implication of the modern business organization 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	The Indian Contract Act 1872 -Definition of contract - Essentials Elements and Types of Contract, Formation of a Contract, Performance of Contracts- Breach of Contract and its Remedies -Quasi Contracts- Valid Contract.	10	CO1
II	The Partnership act, 1932: Definitions and characteristics of partnerships -difference between a company and a partnership firm -types of partnership and kinds of partners-rights and duties of partners.	10	CO2
III	Company Act 2013(Amendment Act) -Major principles - Nature and Types of Companies-Formation- Memorandum and Articles of Association-Prospectus- Power- Duties and Liabilities of Directors Winding up of Companies	10	CO3
IV	Factories Act 1948- Definition- Provisions relating to be Health, Safety and Welfare of workers -Payment of Wages Act 1936- Definition -Rules for Payment of wages - Deduction for Wages- Payment of Bonus Act 1965	10	CO3
V	The employees' provident fund and misc.Act 1952.Applications of the act -PF schemes - employees pension scheme. Consumer Protection Act 1986-Consumer rights, Procedure for Consumer Grievances Redressal.	10	CO5
Text Books			
1	<i>N.D.Kappor, Elements of Mercantile Law</i> , sultan Chand and company, India, 2006.		
2	<i>P.k.Goel, Business Law for Managers</i> , biztantatara publishers India 2008		
3	<i>Akhilshwarpathack, Legal Aspects of Business</i> , 4 th edition, Tata McGraw hill 2009		

Reference Book	
1	<i>P.P.S Gogna, Mercantilelaw, Chand and co .ltd India Fourth edition 2008.</i> <i>Dr.vinod, ksinghania, Direct Taxes Planning and Management, 2008.</i>

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Show sound knowledge on business contracts and its functionality.
CO2	Exhibit knowledge on the legal aspect of partnership firms and have a clear understanding of difference between company and partnership firm.
CO3	Discuss the legal aspects of formation of Company and its functions.
CO4	Demonstrate the knowledge on Factories Act, Payment of wages Act and Payment of Bonus Act.
CO5	Express their knowledge on legal issues related to employee provident fund and consumer protection.

MAPPING

PSO \ CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	L	M
CO2	M	H	L	H	L
CO3	L	M	M	H	M
CO4	H	L	M	H	M
CO5	M	M	H	H	L

H-High; M-Medium; L-Low

18UBAM404	CORE XII : ADVERTISING AND SALES PROMOTION	SEMESTER - IV	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> • Students can understand the basic concepts of advertising in present scenario • To familiarize the student with sales promotion, public relation and publicity and howbusiness implement in successful way. 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Concept–definition-scope-objectives-functions-principles of advertisement – role of advertising in communication- Social, Economic and Legal Implications of advertisements.	10	CO1
II	Advertisement Agencies–Selection and remuneration-Media plan –Type and choice criteria –Reach and frequency of advertisements–Cost of advertisements –Media strategy and scheduling.	10	CO2
III	Advertisement design and execution of advertisements – Message development –Different types of advertisements – Layout –Design appeal –Copy structure.	10	CO3
IV	Sale promotion –Definition –Objectives of sales promotion-sales promotion techniques –Trade oriented and consumer oriented. Sales promotion Designing of sales promotion campaign– Online sales promotions.	10	CO4
V	Public relation –Objectives–Scope-Functions-integrating PR in to Promotional Mix-Process of Public Relations-advantages and disadvantages of PR- Publicity –Objectives-Scope of Publicity – Importance of Publicity –Difference between PR and Publicity - Publicity Campaigns.	10	CO5
Text Book			
1.	<i>Sontakki, M.</i> 2008. Advertising. Himalaya Publishing House, New Delhi.		
Reference Books			
1	<i>Belch and Belch,</i> 2007. Advertising and Promotion. Tata McGraw Hill, New Delhi. <i>Mahendra Mohan,</i> 2006.		
2	<i>Sharma and Singh,</i> 2006. Advertising Planning and Implementation. Prentice Hall of India, New Delhi.		

3	<i>Mahendra Mohan, 2006 Advertising Management - Concepts and Cases.</i> TataMcGraw Hill. New Delhi.
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COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Comprehend the basic concepts of advertising
CO2	Recognize the importance of advertising agencies and advertisement medias.
CO3	Exhibit skills in design and execution of advertisements
CO4	Discuss various techniques of sales promotion and latest trends in online promotional tools.
CO5	Obtain knowledge on Public Relation and Publicity

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	L	L
CO2	L	H	L	M	L
CO3	L	H	M	M	M
CO4	M	M	L	L	M
CO5	M	M	L	L	L

H-High; M-Medium; L-Low

18UCCBAA401	ALLIED IV: COST AND MANAGEMENT ACCOUNTING	SEMESTER - IV	
COURSE OBJECTIVES The course aims <ul style="list-style-type: none"> • To provide knowledge on the basic concepts and processes used to determine product costs • To enable students to interpret cost accounting statements. 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Cost Accounting - Meaning, Definition, Difference between Financial Accounting, Cost Accounting and Management Accounting, Advantages and Disadvantages of Cost Accounting, Elements of Cost - Cost Sheet.	10	CO1
II	Material Cost - Direct and Indirect Material Cost - Issue of Materials of Production - Pricing Methods - EOQ, FIFO, LIFO, Simple Average and Weighted Average Method.	10	CO2
III	Labour Cost - Direct and Indirect Labour Cost - Methods of Payment of Wages, Incentive Plans	10	CO3
IV	Management Accounting - Meaning - Definition - Fund flow statement - Prepare fund from operation - Prepare Cash flow statement - Cash from operation. (simple problems only)	10	CO4
V	Ratio Analysis - Profitability, solvency and liquidity ratios (simple problems only).	10	CO5
Text Book			
1.	<i>Reddy, T.S. and Hari Prasad Reddy</i> H. 2014, Cost And Management Accounting . [Fourth Edition 2011]. Margham Publication, Chennai.		
Reference Books			
1	<i>Sharma, R.K. and Shasi K. Gupta</i> , 2003. Management Accounting: Principles and Practice . [Ninth Edition]. Kalyani Publishers, New Delhi.		
2	<i>Inamdar, S.M. and Iyenger, S. I.</i> 2005. Cost and Management Accounting . [Second Edition]. The English Language Book Society and Edward Annold Ltd., London.		
3	<i>Maheswari, S. N.</i> Management Accounting , Sultan Chand & Sons, New Delhi.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Acquire the knowledge fundamentals of cost accounting.
CO2	Comprehend the concept of material cost and handling material costs in accounting.
CO3	Obtain knowledge on treatment of labour cost in accounting.
CO4	Explain the fundamental concepts of management accounting.
CO5	Exhibit skills in analyzing company's financial performance using Ratios.

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	H	M
CO2	M	H	M	H	M
CO3	L	M	H	M	M
CO4	L	L	H	H	H
CO5	L	H	L	L	M

H-High; M-Medium; L-Low

18UBASB401	SBC II: BUSINESS PLAN	SEMESTER - IV	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To introduce the fundamentals of business plan and its implementation. To enable students to prepare a detailed business plan 			
Credits: 2		Total Hours: 25	
UNIT	CONTENTS	Hrs	CO
I	Business plan: Meaning and Definition – Need for business plan - Factors of a successful business – Prerequisites of business plan.	5	CO1
II	Executive summary – Company description – Industry analysis and trends.	5	CO2
III	Target market – Competition – Risk assessment. Marketing plan and sales strategy – Operations – Technology plan.	5	CO3
IV	Project formulation – Project feasibility study -- Project report preparation-Project implementation.	5	CO4
V	Social responsibility – Financials – Technology plan – Putting plan to work	5	CO5
Text Book			
1	<i>Rhonda Abrams, 2007. The Successful Business Plan Secrets and Strategies [Fourth Edition]. Prentice Hall of India, New Delhi.</i>		
Reference Books			
1	<i>Gupta, C. B. and Srinivasan, N. P. 2009 Entrepreneurial Development [Third Edition]. Sultan Chand & Sons, New Delhi.</i>		
2	<i>Khanka, S.S. 2009. Entrepreneurial Development. [Ninth Edition]. S. Chand & Co., New Delhi.</i>		

COURSE OUTCOME (CO)

After completion of the course, the students will be able to

CO1	Identify the basic concepts and knowledge of business plan
CO2	Conduct the current industry analysis to identify recent trends in the business.
CO3	Design marketing and operation plans for the business proposal
CO4	Formulate, prepare and implement business projects.
CO5	Propose the financial and technology plan of the business.

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	M	H
CO2	H	L	M	M	H
CO3	M	L	H	H	M
CO4	M	M	H	M	L
CO5	H	M	H	M	L

H-High; M-Medium; L-Low

18ULS401	CAREER COMPETENCY SKILLS II	SEMESTER - IV	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To impart knowledge on the aptitude skills. To enhance employability skills and to develop career competency. 			
Total Hours: 15			
UNIT	CONTENTS	Hrs	CO
I	Aptitude: Speed Maths - Multiplication of Numbers - Simplification - Squaring of numbers - Square roots and cube roots - HCF & LCM -Decimals - Averages, Powers and Roots.	3	CO1
II	Aptitude: Problems on Numbers - Problems on Ages - Surds & Indices - Percentage - Profit & Loss - Ratio & Proportion - Partnership - Chain Rule.	3	CO2
III	Aptitude: Simple & Compound Interest - Alligation or Mixture - Permutation and Combination.	3	CO3
IV	Aptitude: Probability - Missing Number series - Wrong Number Series - Races & Games of Skill.	3	CO4
V	Aptitude: Time & Work - Pipes & Cistern - Time & Distance - Problems on Trains - Boats and Streams.	3	CO5
Text Book			
1	<i>R.S. Aggarwal.2017. Quantitative Aptitude, S Chand and Company Limited, New Delhi.</i>		
Reference Books			
1	<i>AbhijithGuha. 2015. Quantitative Aptitude for Competitive Examinations, 5th Edition, Tata McGraw Hill, New Delhi.</i>		

COURSE OUTCOME (CO)

After completion of the course, the students will be able to

CO1	Carry out mathematical calculations using shortcuts.
CO2	Calculate problems on age, surds and indices with shortcuts
CO3	Understand the core concepts of SI and CI, Permutation and Combination.
CO4	Obtain knowledge on shortcuts to calculate number series.
CO5	Perform new methods for aptitude calculations.

18UBANM301	NMEC-I BUSINESS MANAGEMENT	SEMESTER - III	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To make the students understand basic management principles and the evolution of different management approaches. To make practice for the students to conduct various events and to attain the core knowledge about the management concepts. 			
Credits: 2		Total Hours: 25	
UNIT	CONTENTS	Hrs	CO
I	Definition of Management - Nature and Scope of Management - Functions of Management - Administration Vs. Management - Management: Science or Art.	5	CO1
II	Planning: Meaning, Nature and Purpose - Steps in Planning - Types of Plans - objectives and policies- Decision making: Process of Decision making - Types of Decisions - Problems involved in Decision making.	5	CO2
III	Organizing: Nature, Purpose and Process - Organization Chart - Organisation Structure - Types - Line, Functional, Line and Staff - Departmentation - Centralisation and De-Centralization - Delegation of Authority - Staffing - Nature and Purpose - Components of staffing.	5	CO3
IV	Directing: Nature and Purpose - Leadership - Types of Leadership - Qualities of a good Leader - Motivation - Meaning, Definition and Process. Motivation theories (Maslow and Herzberg theories only). Communication - Process of Communication - Barriers	5	CO4
V	Co - ordination: Need - Principles - Approaches to achieve effective co - ordination - Controlling: Meaning - Elements and Significance - Steps in Control process.	5	CO5
Text Book			
1.	<i>Prasad, L. M.</i> 2008. Principles of Management. [First Edition]. Sultan Chand & Sons, New Delhi.		
Reference Books			
1	<i>Gupta, C.B.</i> 2003. Business Organization and Management. [First Edition]. Sultan Chand & Sons, New Delhi.		

2	<i>Ramasamy, T.</i> 2008. Principles of Management. [Eighth Edition]. Macmillan India Ltd, New Delhi.
3	<i>DinkarPagare,</i> 2003. Business Management. [Second Edition]. Sultan Chand & Sons, New Delhi
COURSE OUTCOMES (CO) After completion of the course, the students will be able to	
CO1	Comprehend the knowledge on business management and its principles.
CO2	Demonstrate the planning and decision making skills.
CO3	Identify the organisational structure, importance of delegation of authority and staffing.
CO4	Exhibit skills in directing motivating employees.
CO5	Recognize the functions of co-ordination and control process.

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	L	L
CO2	M	H	M	L	L
CO3	M	H	M	M	M
CO4	L	M	H	H	M
CO5	L	L	M	H	H

H-High; M-Medium; L-Low

18UBANM401	NMEC II - MARKETING MANAGEMENT	SEMESTER - IV	
COURSE OBJECTIVES The course aims <ul style="list-style-type: none"> • Conceptual framework, covering basic elements of the marketing mixes & understand the marketing environment. • Strategic issues in marketing for competitiveness in global marketing. 			
Credits: 2		Total Hours: 25	
UNIT	CONTENTS	Hrs	CO
I	Marketing: Definition - Objectives - Importance - Modern concepts of marketing - Types of markets - Marketing manager - Duties and Responsibilities - An outline on the functions of marketing.	5	CO1
II	Marketing mix - Meaning - definition - Elements of marketing mix - Forces affecting marketing mix - Marketing system - Marketing Process. Product - Meaning - Definition - Product life cycle.	5	CO2
III	Market Segmentation - Definition - Importance - Requirements for successful segmentation - Basis of market segmentation - Elements of market segmentation.	5	CO3
IV	Consumer Behaviour - Meaning - Factors influencing consumer behavior - Buying Motives - Theories contributed by social sciences - Types of Buying Behaviour - Buying Decision Process	5	CO4
V	Consumerism - Meaning - Scope - Conditions leading to consumerism - Consumerism in India - Consumer Guidance Society of India - Functions of the Society. Consumer Protection Act, 1986 - Scope - Consumer Protection Councils - Powers - Marketing Ethics	5	CO5
Text Book			
1.	<i>Pillai, R.S.N & Bagavathi, 2010. Marketing Management. [First Edition]. S.Chand & Company Ltd., New Delhi.</i>		
Reference Books			

1	<i>Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileswarjha, 2009. Marketing Management. [Thirteenth Edition]. Pearson Education, New Delhi.</i>
2	<i>Tapan, K. Panda, 2007. Marketing Management. [Second Edition]. Excel Books, New Delhi.</i>
3	<i>Ramaswamy, V.S. and Namakumary, S. 2004. Handbook of Marketing Management. [Third Edition]. Macmillan, New Delhi.</i>

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Comprehend the fundamental concepts of marketing and its environment.
CO2	Acquiring knowledge about marketing mix and its impact on PLC
CO3	Exhibit skills on market segmentation.
CO4	Realize the consumer buying behavior.
CO5	Demonstrate the knowledge on consumer protection and their rights.

MAPPING

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	L	L
CO2	M	H	H	L	M
CO3	L	M	H	M	H
CO4	L	L	L	H	M
CO5	M	M	M	M	H

H-High; M-Medium; L-Low

18UBAAC301/401	ADD ON COURSE: RURAL MARKETING	III & IV Semester	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To impart students knowledge on rural market environment and various government schemes for rural market development. To make the students understand about marketing mix to overcome the challenges of rural marketing. 			
Total Hours: 25			
UNIT	CONTENTS	Hrs	CO
I	Introduction - Rural Markets in India- Evolution of Rural Market - Rural Market Environment - Physical Environment - Socio-Cultural Environment - Political & Technological Environments-government schemes.	5	CO1
II	Rural Consumerism - Factors affecting rural consumer behavior - Characteristics of Rural Consumers - Buying Process.	5	CO2
III	Rural Market - Marketing Mix - 4P's & 4A's - Rural Product Categories-Pricing - Internal & External influences- Pricing Strategies and Approaches.	5	CO3
IV	Rural Distribution- Channels of Distribution - Rural Distribution Models - Promotion tools & Techniques.	5	CO4
V	Changing scenario of Rural Markets- Role of Innovation - ICT initiatives-Emergence of organized retailing- Future Trends of Rural Marketing - Rural CRM.	5	CO5
Text Book			
1.	<i>Kashyap Pradeep, The Rural Marketing Book, Pearson Education Publications, 2012.</i>		
Reference Books			
1	<i>Pradeep Kashyap & Siddhartha Raut, The Rural Marketing Book, Biztantra Publications, New Delhi, 2005.</i>		
2	<i>Shipra Chawla, A textbook on Rural Marketing, Ominant publishers And Distributors, 2007</i>		

COURSE OUTCOMES (CO)	
After completion of the course, the students will be able to	
CO1	Explore the various facets of rural marketing and develop an insight into rural marketing environment.
CO2	Understand the concept and methodology for conducting the research in ruralmarket.
CO3	Acquaint the appropriate rural marketing mix (4 A's)strategies and techniques to meet the needs of ruralconsumers..
CO4	Understand the distribution and promotional techniques for rural marketing
CO5	Identify the challenges and opportunities in the field of rural marketing in current scenario.

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	M	L	H
CO2	M	M	L	M	M
CO3	L	M	H	M	L
CO4	M	H	M	H	M
CO5	H	M	M	H	H

H-High; M-Medium; L-Low

18UBAAC302/402	ADD ON COURSE: RETAIL MANAGEMENT	SEMESTER -III & IV	
COURSE OBJECTIVES The course aims <ul style="list-style-type: none"> • To equip the students' knowledge about retail formats, retail positioning and building retail store image to face the challenges and opportunities in retailing. • To provide knowledge on the promotional strategies, retail management information systems & shopper behaviour in retailing. 			
Total Hours : 25			
UNIT	CONTENTS	Hrs	CO
I	Introduction: An overview of Retailing - Challenges and opportunities - Retail trends in India - Government of India policy implications on retails.	5	CO1
II	Retail Formats: Organized and unorganized formats - Different organized retail formats - Characteristics of each format - Emerging trends in retail formats	5	CO2
III	Retailing Decisions: Choice of retail locations - internal and external atmospherics - Positioning of retail shops - Building retail store Image.	5	CO3
IV	Retail Shop Management: Space Management - Retail Inventory Management - Retail store brands - Retail advertising and promotions - Retail Management Information Systems	5	CO4
V	Retail Shopper Behaviour: Understanding of Retail shopper behavior - Shopper Profile Analysis - Shopping Decision Process - Factors influencing retail shopper behavior.	5	CO5
Text Book			
1	<i>Michael Havy, Boston, Aweitz and Ajay Pandit, Retail Management, Tata Mcgraw Hill, Sixth Edition, 2007</i>		
2	<i>Ogden, Integrated Retail Management, Biztranza, India, 2008.</i>		
Reference Books			
1	<i>Patrick M. Dunne and Robert F Lusch, Retailing, Thomson Learning, 4th Edition 2008.</i>		
2	<i>Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007.</i>		
3	<i>Swapna Puadham, Retail Management -Text and Cases, Tata McGraw Hill, 2nd Edition, 2008.</i>		
4	<i>Dunne, Retailing, Cengage Learning, 2nd Edition, 2008</i>		

5	<i>Sivakumar, Retail Marketing</i> , Excel Books, First Edition, 2007.
6	<i>Ramkrishnan and Y.R.Srinivasan, Indian Retailing Text and Cases</i> , Oxford University Press, 2008

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Acquire the knowledge on recent retail trends and government policy on retailing sector.
CO2	Understand the different types of retail formats and the role of MNC's in organized retail formats.
CO3	Apply the knowledge on retail location, retail positioning and building retail store image.
CO4	Understand the retail space management.
CO5	Obtain the knowledge on shopper behaviors and shopper decision process.

MAPPING

PSO \ CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	L	H
CO2	H	M	L	M	M
CO3	M	M	H	M	L
CO4	M	H	M	H	M
CO5	H	M	M	H	H

H-High; M-Medium; L-Low

18UBAAC303/403	ADD ON COURSE: CONSUMER BEHAVIOUR	SEMESTER - III	
COURSE OBJECTIVES The course aims			
<ul style="list-style-type: none"> • To understand the role of consumer behavior in marketing and to identify qualitative and quantitative methods of measuring consumer behavior. • To analyse and study how the demographic factors can influence the perception of consumers towards decision making of consumption. 			
Credits: 4		Total Hours: 25	
UNIT	CONTENTS	Hrs	CO
I	Introduction: Concepts -Significance -Dimensions of Consumer Behavior -Application of knowledge of Consumer Behaviour in marketing decisions.	5	CO1
II	Consumer Behavior Models: Industrial and individual consumer behaviour models -Howard-Sheth and Engel -Kollat Consumer Behaviour Models -Implications of the models on marketing decisions.	5	CO2
III	Internal Influences Psychological Influences on consumer behavior -motivation -perception -personality Learning and Attitude-Self Image and Life styles	5	CO3
IV	External Influences Cultural, Cross Culture -Family group -Reference group -Communication -Influences on Consumer behavior	5	CO4
V	Purchase Decision Process: High and low involvement - Pre-purchase and post-purchase behavior -Online purchase decision process -Diffusion of Innovation - Managing Dissonance.	5	CO5

Text Books

1.	Leon G.Schiffman and Leslie LasarKanuk, Consumer Behavior , Pearson Education, India, 2002.
2	Paul Peter et al., Consumer Behavior and Marketing Strategy , Tata McGraw Hill, Indian Edition, 7thEdition 2005.

Reference Books

1	Frank R. Kardes, Consumer Behaviour and Managerial Decision Making , 2ndEdition
2	Hed, Hoyer. Consumer behavior , 2008 edition Wiley 2012.

3	Das Gupta. Consumer behavior , 2008 edition, Wiley 2012.
COURSE OUTCOMES (CO)	
After completion of the course, the students will be able to	
CO1	Exhibit the dimension of consumer behaviour and its application in marketing decision
CO2	Understand the models of consumer behaviour and implementation for successful marketing actions.
CO3	Enable to analysis the psychological factors on consumer behaviour.
CO4	Attain knowledge on external influence factors in behaviour of consumer.
CO5	Identify the factors involved in purchase behaviour.

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	L	M	L
CO2	H	H	M	L	M
CO3	M	L	H	L	M
CO4	M	M	L	H	M
CO5	M	L	M	H	H

H-High; M-Medium; L-Low

18UBAAL401	ADVANCED LEANER COURSE: TOTAL QUALITY MANAGEMENT	SEMESTER III & IV	
COURSE OBJECTIVES The course aims			
<ul style="list-style-type: none"> • To provide knowledge on the philosophy and core values of Total Quality Management (TQM) • To give knowledge on quality certification process. 			
Total Hours: 25			
UNIT	CONTENTS	Hrs	CO
I	Principles of Quality Management: Definitions of Quality-Quality Philosophies of Deming – Cros by and Miller- Quality Planning – Vision and Mission Statements and Quality Policy.	-	CO1
II	Total Quality Management: TQM Models-Human and System Components-Continuous Improvement Strategies – Deming Wheel – TQM Culture – Quality Circles-KAIZEN	-	CO2
III	Quality Management Tools for Business Applications: Principles and Applications of Quality Function Development – Seven old QC Tools – Seven New Management Tools	-	CO3
IV	Quality Imperatives for Business Improvement: Dimensions of Quality- Total Productive Maintenance – Costs of Quality – Business Process Reengineering – Quality Assurance and ISO9000 Certification-ISO 9001:2000-ISO 14000.	-	CO4
V	TQM Implementation Strategies: Organizational Structure and Mindset of Individuals-Change Management Strategies- Training for TQM-TQM. Road Map-Six Sigma concept.	-	CO5
Text Books			
1.	Total Quality Management -Dale H.Besterfield et al - Pearson Education.		
2.	Quality Control and Total Quality Management -P.L.Jain – Tata McGraw Hill.		
3.	Total Quality Management - Poornima M.Charantimath – Pearson Education.		
Reference Books			
1.	<i>Besterfield, DH, et.al.</i> 2003, Total Quality Management , 3 rd edition, Prentice Hall		

2.	<i>Goetsch, DL & Davis, B 2006, Quality Management: Introduction to Total Quality Management for Production, Processing and Services, 5th edition, Pearson</i>
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COURSE OUTCOMES (CO)

After completion of the course, the students will be able to

CO1	Comprehend the quality management philosophies and frameworks
CO2	Obtain the knowledge on measuring process fulfills the established quality requirements.
CO3	Gain in-depth knowledge on various tools and techniques of quality management
CO4	Gain knowledge in identify areas for improvement and attain the best process for the improvement
CO5	Develop analytical skills for investigating and analyzing quality management issues in the industry and suggest implement able solutions to those issues.

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	L	M
CO2	M	H	M	M	M
CO3	M	M	H	M	L
CO4	M	L	H	H	M
CO5	L	L	M	M	H

H-High; M-Medium; L-Low

GUIDELINES

1. Submission of Record Note Books:

Candidates appearing for Practical Examinations and Project Viva-voce shall submit Bonafide Record Note Books otherwise the candidates will not be permitted to appear for the Practical Examinations.

2. Passing Minimum and Internal Mark Distribution (Theory and Practical)

I. Theory

The candidate shall be declared to have passed the Examination, if the candidate secure not less than 40 marks put together out of 100 in the Comprehensive Examination in each Theory paper with a passing minimum of 30 marks in External out of 75.

Internal Mark Distribution [CA-Total Marks: 25]

Attendance	: 05 marks
Assignment	: 05 Marks
Internal Examinations	: 15 Marks
Total	: 25 Marks

II. Practical

The candidate shall be declared to have passed the Examination, if the candidate secure not less than 40 marks put together out of 100 in the Comprehensive Examination in each Practical paper with a passing minimum of 24 marks in External out of 60.

Internal Marks Distribution [CA- Total Marks: 40]

Experiment	: 10 Marks
Attendance	: 5 Marks
Record	: 5 Marks Internal
Examinations	: 20 Marks
Total	: 40 Marks

3. CAREER COMPETENCY SKILLS

- **Viva voce- Semester III**
 - The student has to come in proper dress code for the Viva Voce
 - Questions will be asked to evaluate the reading, speaking and listening skills of the students.
 - E-mail and Letter drafting exercises will be given.

- **On Line Objective Examination (Multiple Choice questions) – Semester IV**
 - 100 questions-100 minutes
 - Twenty questions from each UNIT.
 - Online examination will be conducted at the end of the IV Semester.

➤ **QUESTION PAPER PATTERN AND MARK DISTRIBUTION**

THEORY

Question Paper Pattern and Mark Distribution (For 75 marks)

1. PART - A (10 x 2 = 20 Marks)

Answer ALL questions

Two questions from each UNIT

2. PART - B (5 x 5 = 25 Marks)

Answer ALL questions

One question from each UNIT with Internal Choice

3. PART - C (3 x 10 = 30 Marks)

Answer ANY THREE questions

Open Choice - 3 out of 5 questions

18UBACCA301	ALLIED III: ENTREPRENEURIAL DEVELOPMENT	SEMESTER - III	
COURSE OBJECTIVES			
The Course aims			
<ul style="list-style-type: none"> To prepare a ground where the students view entrepreneurship as an attractive career option. To know the process involved in entrepreneurship 			
Credits : 4		Total Hours: 40	
UNIT	CONTENTS	Hrs	CO
I	Introduction to Entrepreneurship: Meaning, Functions, Types, Qualities of Entrepreneurs - Women Entrepreneurs - Role of entrepreneur in economic development.	08	CO1
II	Idea Generation - Opportunity Evaluation - Venture Life cycle - Venture capitalist.	08	CO2
III	Business Organizations - Types: Sole Proprietorship, Partnership, Co-operative Society and Joint Stock Company - EDP: Objectives, Phases of EDP.	08	CO3
IV	Environmental Factors influencing entrepreneurship - Business Model - Elements of a Business Plan - Preparation of Business Plan.	08	CO4
V	Institutional Finance to Entrepreneurs - Role of TIIC, SIDBI and Commercial Banks - Incentives and Subsidies to Entrepreneurs - Role of DIC, MSME, SIDCO and NSIC.	08	CO5
Text Book			
1	<i>Gupta, C.B. and Srinivasan, N. P.</i> 2009. Entrepreneurial Development. [Third Edition]. Sultan Chand & Sons, New Delhi.		
Reference Books			
1	<i>Khanka, S.S.</i> 2009. Entrepreneurial Development. [Ninth Edition]. S. Chand & Co., Ltd., New Delhi.		
2	<i>Vasanth Desai,</i> 2007. Dynamics of Entrepreneurial Development and Management. [First Edition]. Himalaya Publishing House, New Delhi		
3	<i>Saravananavel, P.</i> 1997. Entrepreneurship Development. [Second Edition]. Ess Pee Publishing House, Chennai.		

COURSE OUTCOMES (CO)

After the completion of the course, the student will be able to

CO 1	Acquisition of a thorough knowledge about the various functions, qualities of entrepreneurs.
CO 2	Enhance the students on venture life cycle and capitalize.
CO 3	Familiarize the students with EDP schemes and phases of EDP.
CO 4	Create awareness an environmental factors influencing entrepreneurship.
CO 5	Acquire knowledge about MSME, SIDCO & NSIC and other training institutes in EDP

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	H	L	L
CO2	M	H	M	L	M
CO3	L	M	H	M	L
CO4	M	H	M	M	L
CO5	L	H	H	L	M

H-High; M-Medium; L-Low

18UBACCA401	ALLIED IV : HUMAN RESOURCE MANAGEMENT	SEMESTER- IV	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> • The students would be able to understand the concepts and principles of Human Resource Management. • To provide a contemporary understanding of the influence of HR practices and policies on organizations 			
Credits : 4		Total Hours: 40	
UNIT	CONTENTS	Hrs	CO
I	Introduction - Meaning and Definition, Nature, Evolution, Scope, objectives and Importance of HRM - Role and Qualities of a good HR manager - Functions of HRM.	08	CO1
II	Human Resources Planning and Policies - Nature, Importance and objectives of HR Planning - Process of HR Planning - HR planning techniques - HRM Policies - Need, Type and Scope of HRM Policies.	08	CO2
III	Recruitment and Selection - Sources of Recruitment - Difference between recruitment and selection - Selection process - screening of applicants - Tests - Interview - Types of interview - Process of conducting interview - Checking of references - Medical examination - Final selection - Placement - Induction.	08	CO3
IV	Training and Development - Need - Importance of training - Types of training - Methods of training - Evaluation of Training - Management Development - Importance - Methods of conducting MDPs.	08	CO4
V	Performance Appraisal - Need - Process - Techniques. Promotion, Transfer, Termination - Promotional policies - Merit Vs Seniority - Transfer - Objectives of transfer - Types of Transfers - Termination of Services - Employee attrition - Factors responsible for attrition, Dismissal, Discharge, Voluntary retirement schemes.	08	CO5
Text Book			
1	<i>SubbaRao, P.</i> 2018. Essentials of Human Resource Management and Industrial Relations. [15 th Edition]. Himalaya Publishing House, New Delhi		

Reference Books	
1	<i>Jaishankar, K.</i> 2013. Human Resources Management. [3 rd Edition]. Margham Publications, Chennai
2	<i>Mamoria, C.B & V.S.P. Rao</i> 2018. Personnel Management. [13 th Edition]. Himalaya Publishing House, New Delhi.
3	<i>Aswathappa, K.</i> 2017. Human Resources Management. [8 th Edition]. Tata McGraw Hill Publishing House, New Delhi.

COURSE OUTCOMES (CO)

After the completion of the course, the student will be able to

CO 1	Acquire knowledge of basic concepts, functions and process of Human Resource Management.
CO 2	Compute the role of HR planning and policies.
CO 3	Design and formulate various HRM processes such as recruitment, selection etc
CO 4	Evaluate the Training & Development role of human resource in the global
CO 5	Formulate various HRM performance and appraisal, Discharge, Voluntary Retirement Schemes

MAPPING

PSO \ CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	M	M	M
CO2	H	L	L	H	L
CO3	H	M	M	M	M
CO4	M	L	L	H	L
CO5	H	L	L	M	M

H-High; M-Medium; L-Low

18UBAM501	CORE XIII : STRATEGIC MANAGEMENT	SEMESTER - V	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To make the students to understand the concept of Strategic Management. To Integrate the Knowledge gained in the Functional areas of Management. To make the Students to learn about the Strategic Implementation in his/her Business. 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Strategic Management - Definition - Scope- Benefits - Features - Objectives and Goals. Strategic Business Unit (SBU) - Strategic Management Process.	10	CO1
II	Environmental Analysis and Diagnosis - Forecasting - Internal Scanning - SWOT analysis - Vision - Mission- Social Responsibility and Business Ethics- Organizational Appraisal.	10	CO2
III	Strategic Formulation and Choice - Modernization - Diversification - Mergers, Acquisition and Takeover Strategies - Integration - BCG matrix.	10	CO3
IV	Alliances and Collaborative Partnerships), Retrenchment - Generic Strategies - Strategic Implementation-Functional Strategies - Total Quality Management.	10	CO4
V	Strategic control and evaluation - Establishing Strategic Control- Evaluation Techniques - Strategy for Diversified Company - Corporate Social Responsibility.	10	CO5
Text Book			
1	<i>Azhar Kazmi</i> , 2008. Strategic Management and Business Policy . [Third Edition]. Tata McGraw Hill Publishing House, New Delhi.		
Reference Books			
1	<i>Srinivasan, R.</i> 2008. Strategic Management: The Indian Context . [First Edition]. Prentice Hall of India, New Delhi.		
2	<i>Mamoria and Mamoria and Subba Rao</i> , 2001. Business Planning and Policy . [First Edition]. Himalaya Publishing House, New Delhi.		
3	<i>Mathur, U.C.</i> 2005. Text Book of Strategic Management . [Second Edition]. Macmillan India Ltd., New Delhi.		
4	<i>Sankaran .S.,</i> Strategic Management , Margham Publications.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to	
CO1	Explore the Basic Concepts of Strategic Management and its Process
CO2	Identify the Environmental Issues, Forecasting, SWOT analysis, Vision, mission, Social Responsibility of the Business.
CO3	Enumerate the Strategic Formulation, Choice, Acquisition and Takeover Strategies- Integration and BCG matrix.
CO4	Highlight Generic Strategies, Strategic Implementation, Functional Strategies, Total Quality Management.
CO5	Describe Strategic control and evaluation, Establishing Strategic Control, Strategy for Diversified Company, Corporate Social Responsibility.

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	H	M
CO2	M	M	H	L	M
CO3	M	H	M	M	M
CO4	L	H	M	H	L
CO5	H	M	M	H	M

H-High; M-Medium; L-Low

18UBAM502	CORE XIV : ENTREPRENEURIAL DEVELOPMENT	SEMESTER - V	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> • To make the student to understand the concept. • To acquire requisite knowledge and skills for becoming successful entrepreneurs and • To facilitate generation of young entrepreneurs. 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction to Entrepreneurship: Meaning, Functions, Types, Qualities of Entrepreneurs - Venture Life cycle - Women Entrepreneurs - Role of entrepreneur in economic development.	10	CO1
II	Idea Generation - Idea Generation and Opportunity Evaluation - Entrepreneurial Motivation - Need for Achievement-Entrepreneurial Development Programme - Objectives, Phases of Entrepreneurial Development Programme. Barriers to Entrepreneurship Development.	10	CO2
III	Business Organizations - Types: Sole Proprietorship, Partnership, Co-operative Society, Joint Stock Company: Features, Advantages and Disadvantages of various types of business organization	10	CO3
IV	Incentives and Subsidies to Small Scale Industries - Problems of Small Scale Industries, Merits and Demerits of Family Business - Benefits to Industrial Units located in Backward Areas - Industrial Estates.	10	CO4
V	Institutional Finance to Entrepreneurs - Role of TIIC, SIDBI and Commercial Banks - Incentives and Subsidies to Entrepreneurs - Role of DIC, MSME, and NSIC.	10	CO5
Text Book			
1	<i>Gupta, C. B. and Srinivasan, N. P.</i> 2009 Entrepreneurial Development [Third Edition]. Sultan Chand & Sons, New Delhi.		
Reference Books			
1	<i>Khanka, S.S.</i> 2009. Entrepreneurial Development . [Ninth Edition]. S. Chand & Co., New Delhi.		
2	<i>Vasanth Desai,</i> 2007. Dynamics of Entrepreneurial Development and Management . [First Edition]. Himalaya Publishing House, New Delhi.		
3	<i>Saravanel, P.</i> 1997. Entrepreneurship Development . [Second Edition]. Ess Pee Publishing House, Chennai.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to	
CO1	Describe the concept and theories of entrepreneurship and its role in economic development of nation.
CO2	Develop business plan and identify the reasons of failure of business plans.
CO3	Know about how to start a new business organization.
CO4	Comprehend government policies and regulatory framework available in India to facilitate the process of entrepreneurial development.
CO5	Identify different sources of finance for new enterprises and assess the role of financial institutions and various government schemes in entrepreneurial development.

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	H	M
CO2	M	H	M	M	H
CO3	M	L	H	M	M
CO4	M	L	H	M	M
CO5	M	H	H	H	L

18UBAM503	CORE XV : INTERNATIONAL BUSINESS MANAGEMENT	SEMESTER - V	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To make the students to understand the conceptual and regulatory framework of exports and imports in India. To help the Students to Learn about the export and import procedure in the international domain To provide students with the knowledge, skills, and abilities to understand the global economics, political, cultural and social environment within which firms operate. 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction: International Business Meaning and Importance - Elements- Factors Influencing International Business - Role of Export and Import in Economic Development - International business environment - GATT - WTO.	10	CO1
II	Exports and imports procedure - Registration Process: IEC Number, documents required for IEC Number - Export Documentation: Commercial Invoice, Packing List, Certificate of Inspection, Certificate of Insurance, Bill of Lading, Certificate of Origin, Bill of Exchange.	10	CO2
III	Export Shipment Procedure: Shipment Advice, Cargo Insurance, Customs Clearance, Receipt and Shipment Documents from C and F Agent,- Globalization: Meaning - Features - Stages -Production -Investment and Technology, Globalization - Advantages and Disadvantages- INCO Terms.	10	CO3
IV	Documents against Acceptance (D/A), Documents against Payment (D/P), Letter of Credit (L/C): Benefits, Types - Export Finance: Pre-Shipment Finance, Post-Shipment Credit Methods of payment: Advance Payment, Open Account, Consignment Sales.	10	CO4
V	Export Incentives - Special facility provided for FTZ, SEZ, and EOU, Star Export House - Import Management: Import Clearance Procedure	10	CO5
Text Book			
1	<i>Aseem Kumar, 2007. Export and Import Management. [First Edition]. Excel Books, New Delhi.</i>		
Reference Books			

1	<i>Balagopal, and T.A.S. 2007. Export Management. [Nineteenth Edition]. Himalaya Publishing House, New Delhi.</i>
2	<i>Varshney, R. C. and Bhattacharayya, B. 1999. International Marketing Management. [Third Edition]. Sultan Chand and Sons, New Delhi.</i>
3	<i>Srinivasan, R. 2008. International Marketing. [Third Edition]. PHI Learning Private Ltd., New Delhi.</i>

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to	
CO1	Explain how international factors affect domestic concerns
CO2	Manage the preparation of documents and the application of procedures to support the movement of products and services in the organization's global supply chain.
CO3	Enhance their cognitive knowledge of global issues; interpersonal skills with individuals from various cultures, and social responsibility awareness on global issues.
CO4	Identify and interpret relevant international financial documents.
CO5	Recommend strategies to support principles of Corporate Sustainability, Corporate Social Responsibility and Ethics associated with an organization.

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	M	L
CO2	H	H	M	M	L
CO3	L	M	H	M	L
CO4	H	M	H	M	M
CO5	H	H	M	M	L

H-High; M-Medium; L-Low

18UBAM504	CORE XVI : BUSINESS RESEARCH	SEMESTER - V	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To provide clear understanding on the concepts, methodology and applications of marketing research. To acquire requisite knowledge and skills for conducting researches. 			
<i>Note: Theory Only.</i>			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Definition of Business Research - Types of Research (Applied and Basic) - Steps in research - Research design - Elements of research design.	10	CO1
II	Sources of data: Primary - Secondary. Data Collection Methods: pilot study - Interview- Questionnaire- Observation. Scales: Nominal - Ordinal - Interval - Ratio. Attitudinal Scales: Rating - Ranking.	10	CO2
III	Sampling: Meaning of population, element, sample, sampling unit and subject. Sampling Process - Probability Sampling - Non-probability Sampling - Determination of sample size - Sampling Errors.	10	CO3
IV	Analysis and interpretation of data - Coding, Tabulation, Hypothesis - Characteristics of good Hypothesis - Types of Hypothesis. Chi-square test - Z test - T-test and ANOVA.	10	CO4
V	Report writing - Steps in writing a research report - Layout of research report - Types of Reports -Mechanics and precautions while writing a research report - Oral presentation.	10	CO5
Text Book			
1	<i>Uma Sekaran and Roger Bougie 2014. Research Methods for Business, [Fifth Edition] Wiley India (P) Ltd, New Delhi.</i>		
Reference Books			
1	<i>Kothari, C.R. 2010. Research Methodology, [Ninth Edition] New Age International, New Delhi.</i>		
2	<i>Rajendra Nargundkar, 2003. Marketing Research: Text and Cases, [Third Edition]. Tata McGraw Hill Publishing House, New Delhi.</i>		
3	<i>Rao, K. V. 2009. Research Methods in Commerce and Management. [First Edition]. Sterling Publishers Pvt. Ltd., New Delhi.</i>		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to	
CO1	Recognize and distinguish between the different kinds of research.
CO2	Understand research problem and selection of sampling
CO3	Know the methods of data collection.
CO4	Identify the steps involved in data preparation.
CO5	Aware of various types of research report, the steps in report writing and the factors in organizing a research report.

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	M	L
CO2	M	H	M	M	M
CO3	M	M	H	M	M
CO4	M	L	M	H	M
CO5	H	M	L	M	H

H-High; M-Medium; L-Low

18UBAM505	CORE XVII : MANAGEMENT INFORMATION SYSTEM	SEMESTER - V	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To understand the concepts, Methodology and applications of marketing research. To acquire adequate knowledge in DBMS and Transaction Processing Systems. 			
Credits: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction to Information System: Definition - Need & Objectives of information system - Components & Resource of Information System -Types of Information System.	10	CO1
II	Management Information System: Definition- Characteristics - Role of the MIS in Organization & Impact of MIS - Steps in implementing MIS-MIS in Management Functions (Planning, Organizing & Controlling).MIS for Business Planning: Strategic Planning in MIS.	10	CO2
III	Decision Support System (DSS): Concept and Philosophy - Characteristics - Components of DSS - Tools -Decision Structure -Usage of DSS in Management system.	10	CO3
IV	Database Management System (DBMS): Introduction - Definition - Characteristics - Difference Between File System and DBMS-Functions -Types - Architecture of DBMS - Applications.	10	CO4
V	Transaction Processing System (TPS): Definition & TPS Cycle. Expert System: Introduction of ES - Meaning - Benefits & Limitations of ES,ES Applications, Differences between TPS, DSS & ES in their processes.	10	CO5
Text Book			
1	<i>James A O Brien & George M. Marakas</i> 2011. Management Information Systems , [Tenth Edition] McGraw Hill Higher Education.		
Reference Books			
1	<i>Kenneth.C.Laudon, Jane.P. Laudon</i> 2013. MIS - Managing the digital firm , Pearson Publications.		
2	<i>L M Prasad, Usha Prasad</i> 2005. Management Information System , Sultan Chand & Sons.		
3	<i>Mahadeo Jaiswal Monika Mital.</i> 2012. Management Information Systems , Oxford University press.		
4	<i>P.C Reddy,</i> 2010 Management Information Systems , S K Kataria and Sons publications		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to	
CO1	Compare the processes of developing and implementing information systems
CO2	Describe the role of information technology and information systems in business
CO3	Know the components and functions of computer systems, both hardware and software.
CO4	Describe how relational databases store business data and provide desired information
CO5	Analyze the business case for a proposed (new/upgraded) information system.

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	L	M
CO2	M	M	H	M	H
CO3	H	H	H	M	L
CO4	H	L	H	M	H
CO5	H	M	M	H	L

H-High; M-Medium; L-Low

18UBASB501	SBC III : BUSINESS PROCESS OUTSOURCING	SEMESTER - V	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To inculcate the fundamentals of outsourcing. To educate the skills necessary for outsourcing jobs. 			
Credits: 2		Total Hours: 25	
UNIT	CONTENTS	Hrs	CO
I	BPO - Meaning - Definition - Evaluation & Recent Development - In sourcing - Outsourcing - Needs - Technical requirement - BPO Models.	05	CO1
II	BPO Industry- Employment Opportunities-Compensation Levels- Components and working of a call centre- Issues and problems.	05	CO2
III	Call Centers - Functions - Processes - classifications - Telemarketing - Tele selling - Skill set required for BPO- Preparing for a Job Approach.	05	CO3
IV	Numerical aptitude - Basic Computer Skills - Type Master- Future trends and threats. Transaction Processing in BPO.	05	CO4
V	Improving Efficiency - Handling Calls - Team Player - Pleasing the Customers - Converse efficiently - Reducing stress.	05	CO5
Text Book			
1	Kulkarni, Sarika. 2005 Business Process Outsourcing . Jaico Publishing House, New Delhi.		
Reference Books			
1	<i>Vinod V Sople</i> . 2016. Business Process Outsourcing . [Second Revised Edition] India: PHI Learning, India.		
2	<i>Alexis Leon, Mathew Leon</i> . 1999 Fundamentals of Computer Science & Communication engineering . Vikas Publishing, New Delhi.		
3	<i>R.S. Aggarwal</i> . 2017. Quantitative Aptitude , [Second Edition], S Chand, New Delhi.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to	
CO1	Understanding the basic theme about BPO and its requirement needs
CO2	Exhibit about BPO industry and gain knowledge about its hurdles
CO3	Understanding the skill sets which is required to go with call centers
CO4	Understanding about the technical knowledge and future up gradation
CO5	Understanding the efficiency building and enhancing in outsourcing efficiently

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	M	L
CO2	M	H	M	M	M
CO3	M	M	H	M	M
CO4	M	L	M	H	M
CO5	H	M	L	M	H

H-High; M-Medium; L-Low

18UBAM601	CORE XVIII : INVESTMENT MANAGEMENT	SEMESTER - VI	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To help the students to develop cognizance of the importance of Financial Management in corporate valuation To enable students to describe how people analyze the corporate leverage under different conditions and understand why people value different corporates in different manner. 			
Credits: 5		Total Hours: 50	
Unit	CONTENTS	Hrs	CO
I	Investment - Meaning, Investment and Speculation, Investment process, Investment and Gambling. Financial markets - New Issue market, floating new issues, NIM participants.	10	CO1
II	Stock exchange - Functions, trading and settlement process, Kinds of brokers. Investment alternatives - Corporate Bonds - Preference shares, Equity Shares - Features and Types.	10	CO2
III	Risk - Types of risk, measurement of risk. Returns - Measurement of returns. Valuation of Bonds, Valuation of Preference shares, Valuation of Equity.	10	CO3
IV	Fundamental Analysis - Economic analysis, Industry analysis, Company analysis. Relevance of fundamental analysis. Technical Analysis - Charts - technical indicators. Fundamental Analysis Vs Technical Analysis.	10	CO4
V	Portfolio Management: Meaning, Portfolio process, determinants, principles and policies. Sources of investment information.	10	CO5
Text Book			
1	<i>Preeti Singh</i> , 2007. Investment Management . [Fifteenth Edition]. Himalaya Publishing House, New Delhi.		
Reference Books			
1.	<i>Punitahvathi Pandian</i> , 2009. Security Analysis and Portfolio Management [Third Edition]. Vikas Publishing House, New Delhi.		
2.	<i>Bhalla, V.K.</i> 2008. Investment Management . [Fifteenth Edition]. Sultan Chand & Sons, New Delhi.		
3.	<i>Avadhani, V.K.</i> 2004. Investment Management [Eight Edition]. Himalaya Publishing House, New Delhi.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to	
CO1	Understand what institutional investors are and how they operate
CO2	Identify and distinguish between the principal investment products
CO3	Understand the importance of establishing investor preferences
CO4	Identify the characteristics of the principal asset classes
CO5	Distinguish between active and passive portfolio strategies and styles

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	M	L
CO2	M	H	M	M	M
CO3	M	M	H	M	M
CO4	M	L	M	H	M
CO5	H	M	L	M	H

H-High; M-Medium; L-Low

18UBAM602	CORE XIX : SERVICES MARKETING	SEMESTER - VI	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To provide an in-depth understanding of the uniqueness and challenges inherent in managing and delivering services. To facilitate a thorough knowledge of services marketing strategies and its implications in various service sectors. 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Services marketing: Meaning- Nature and scope of services-characteristics - classification of services- importance of services marketing - Difference between services and products-Relationship marketing strategy.	10	CO1
II	Service Marketing mix: New services and development-Pricing services-Promoting services-People in services--Customer support service- Service marketing triangle.	10	CO2
III	Consumer behavior in services: Meaning, Types, Determinants of service expectations- Customer perceptions- Customer satisfaction - SERVQUAL - The Gaps model of service quality.	10	CO3
IV	Designing of services: Service blue printing-Target marketing in services- Services market segmentation- Service positioning-Service differentiation.	10	CO4
V	Applications of services marketing in financial, hospital and educational sector. Emerging Issues in Services Marketing: Service Marketing in e-Commerce and e-Marketing -Innovations in Services Marketing.	10	CO5
Text Book			
1	<i>Valarie Zeithaml, Mary Bitner, 2013 Services Marketing [Sixth Edition], Tata McGraw Hill Publishers.</i>		
Reference Books			
1	<i>Rajendra Nargundkar, 2008. Services Marketing. [Third Edition]. Tata McGraw Hill, New Delhi.</i>		
2	<i>Supriya Singh, 2012. Services Marketing. [First Edition]. Thakur Publishers, Chennai.</i>		
3	<i>Helen Woodruffe, 2007. Services Marketing. [Second Edition]. Macmillan, USA.</i>		
4	<i>Rama Mohana Rao, K. 2009. Services Marketing. [Second Edition]. Pearson Education, New Delhi.</i>		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to	
CO1	Exhibit the knowledge on nature of services, and distinguish between products and services
CO2	Explain the unique challenges of services marketing, including the elements of product, price, place, promotion, processes, physical evidence, and people
CO3	Demonstrate knowledge on consumer behavior, perception and expectation and creates an way that achieves excellence in customer service.
CO4	Designing service and application of services in various sectors to energizes their better service according to future trends.
CO5	Explain the integration of new technologies in enhancing the effectiveness and efficiency of service offering to the extend.

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	H	M
CO2	M	H	M	M	H
CO3	M	L	H	M	M
CO4	M	H	H	H	L
CO5	L	M	M	H	H

H-High; M-Medium; L-Low

18UBAM603	CORE XX : BANKING AND INSURANCE PRINCIPLES	SEMESTER - VI	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To make the students familiar with Banking functions and Insurance and its classifications. To provide an in-depth understanding Insurance Markets. 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Structure of commercial banking - Functions, Nationalization of Commercial banks in India - Need-Advantages & Disadvantages of Nationalization of Commercial banks. Central banking: Meaning and Function- RBI objectives- Functions regulatory and promotional role.	10	CO1
II	Negotiable Instruments Act 1881-Negotiable Instruments-Characteristics- cheque - Essentials requirements-Endorsements-kinds-crossing-types-Demand draft-Bills of Exchange.	10	CO2
III	Emerging Trends in Banking: Universal Banking, Venture Capital, Project Financing, Merchant Banking, E-Banking, and Credit Cards.	10	CO3
IV	Meaning & Definition of insurance, Evolution of insurance, Role and Importance of insurance, Principles of Insurance-. Concept of Risk, Types of Risk, Concept of Insurable Risk. Insurance Regulatory Development Authority (IRDA).	10	CO4
V	Self Study: Classification of Insurance- Life Insurance contracts- Endorsement - Claims. General Insurance - Types- Fire, Marine and Motor Insurance - General insurance Vs Life Insurance.	10	CO5
Text Book			
1	<i>Gupta P. K</i> , 2019. Insurance and Risk Management , [Second Edition] Himalaya Publishing House.		
Reference Books			
1	<i>Dr Periyasamy P</i> , 2019 second edition Principles and Practices of Insurance , [Second Edition], Himalaya Publishing House.		
2	<i>Vaish M</i> , 1997 Money, Banking and International Trade , [Eighth Edition] New Age International Pvt. Ltd.		
3	Gordon E, Natarajan K, 2003. Banking, Theory, Law & Practice , [Twenty Seventh Edition], Himalaya Publishing House.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to	
CO1	Understand the banking system in India
CO2	Gain knowledge on RBI and its role in Banking sector
CO3	Apply the strategies in effective utilization of Electronic Banking systems
CO4	Gain knowledge on Insurance and the functions of IRDA
CO5	Evaluate the Insurance Products.

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	M	M
CO2	H	H	L	H	L
CO3	H	H	M	L	M
CO4	H	H	M	H	M
CO5	H	M	H	L	H

H-High; M-Medium; L-Low

18UBAM604	CORE XXI : CUSTOMER RELATIONSHIP MANAGEMENT	SEMESTER - VI	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To make the students understand the organizational need, benefits and process of creating long-term value for individual customers To disseminate knowledge regarding the concept of e-CRM and e-CRM technologies. To enable the students understand the technological and human issues relating to implementation of Customer Relationship Management in the organizations 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction to CRM: Definition – Types of CRM – Context of CRM – Constituencies of CRM – Importance of CRM - Basis of building relationship – Types of relationship marketing – customer life cycle.	10	CO1
II	Understanding relationship: Meaning, Need for relationship between company, customer and supplier – Customer information Database – Customer Profile Analysis - Customer perception, Expectations analysis –Customer loyalty, satisfaction and business performance.	10	CO2
III	Phases of CRM – Customer portfolio management- Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM	10	CO3
IV	Strategic CRM planning process – Implementation issues – CRM Tools- Analytical CRM – Operational CRM – Role of CRM Managers.	10	CO4
V	Trends in CRM: e- CRM Solutions – Data Warehousing – Data mining for CRM – an introduction to CRM software packages.	10	CO5
Text Book			
1	<i>Francis Buttle, 2004. Customer Relationship Management : Concepts & Tools, [Second Edition]. Elsevier Publications.</i>		
2	<i>G.Shainesh, Jagdish, N.Sheth, 2010. Customer Relationships Management Strategic Prespective, [Fourth Edition], Macmillan Publications.</i>		
Reference Books			
1	<i>H.Peeru Mohamed and A.Sahadevan. 2005. Customer Relation Management, [Sixth Edition], Vikas Publishing.</i>		
2	<i>Jim Cathear, 2005. The Eight Competencies of Relationship selling, [Second Edition], Macmillan India.</i>		
3	<i>Hendry Assel, 2008. Consumer Behavior, [Sixth Edition.] Cengage Learning Publishers.</i>		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to	
CO1	Understand the basic concepts of Customer relationship management.
CO2	To understand marketing aspects of Customer relationship management.
CO3	Learn basics of analytical Customer relationship management
CO4	Understand basics of operational Customer relationship management
CO5	Apply the trends in CRM

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	M	H
CO2	H	L	M	H	L
CO3	M	H	L	H	M
CO4	H	M	M	H	L
CO5	M	H	M	H	H

H-High; M-Medium; L-Low

18UBASB601	SBC IV : EVENT MANAGEMENT	SEMESTER - VI	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To enable students to understand the essentials of planning an event. To acquaint students with practical aspects of organizing events of various forms 			
Credits: 2		Total Hours: 25	
UNIT	CONTENTS	Hrs	CO
I	Introduction to events - Definition, evolution, need and benefits -Types of events- event management & event marketing	05	CO1
II	Event Designing - Stages - 5 Cs of events - Reach - Interaction - Direct and Indirect interaction - event as a marketing tool	05	CO2
III	Key elements of events: Event infrastructure, Target audience, Clients, event organizers, venue, media.	05	CO3
IV	Event Market: Customers of event market - Segmentation, targeting, positioning and repositioning of events.	05	CO4
V	Stages of event management - Pre-event activities, during - event activities, post-event activities, evaluation of event performance-measuring performance and correcting deviations.	05	CO5
Text Book			
1	<i>Sanjaya Singh Gaur and Sanjay V Saggere, 2003. Event Marketing and Management, [First Edition], Vikas Publications, New Delhi.</i>		
Reference Books			
1	<i>Razaq Raj, Paul Walters & Tahir Rashid, 2013. Event management - Principles and Practice, [First Edition], Sage Publications.</i>		
2	<i>Dr.Ashutosh Chaturvedi , 2009. Event management, a professional and developmental approach, [First Edition], Global India Publications Pvt Ltd., New Delhi.</i>		
3	<i>Judy Allen, 2008. The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and other Special Events, [Second Edition], Wiley Publishers.</i>		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to	
CO1	Understand the basics of planning, conducting and managing the events in the organization.
CO2	Get knowledge in designing of event and its marketing tools.
CO3	Exhibit the coordination of various elements to fine tune the events.
CO4	Equipped with marketing skills.
CO5	Gain knowledge on practical aspects of organizing events of various forms.

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	M	L
CO2	M	H	M	M	M
CO3	M	M	H	M	M
CO4	H	M	M	H	M
CO5	M	M	L	L	H

H-High; M-Medium; L-Low

18UBAEL501	ELECTIVE I : LOGISTICS MANAGEMENT	SEMESTER - V	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To understand the fundamental of logistics and distribution. To acquire knowledge on the supply chain management. 			
Credits: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Logistics Management: Origin and Definition – Types of Logistics – Logistics Management - Concepts in Logistics and Physical Distribution.	10	CO1
II	Types of Inventory Control - Demand Forecasting - Warehousing and Stores Management – Routing - Transportation Management..	10	CO2
III	Supply Chain Management: Introduction and Development- Nature and Concept - Importance of Supply Chain - Value Chain - Components of Supply Chain - The Need for Supply Chain.	10	CO3
IV	Role of a Manager in Supply Chain - Supply Chain Performance Drivers - Key Enablers in Supply Chain Improvement..	10	CO4
V	Aligning the Supply Chain with Business Strategy -- Outsourcing and 3PLs – Fourth Party Logistics – Bull Whip Effect and Supply Chain – Supply Chain Relationships.	10	CO5
Text Book			
1	<i>G Raghuram & N Rangaraj</i> , 2011 Logistics and Supply Chain Management - Cases and Concepts . Mac Millan Publications.		
2	<i>Agarwal, D.K.</i> , (2003), Textbook of Logistics and Supply Chain Management , Macmillan India Ltd, New Delhi.		
Reference Books			
1	Janat Shah 1st Edition, Supply Chain Management - Text and Cases , , Pearson Publications.		
2	<i>L.Natarajan</i> , 2013. Logistics & Supply Chain Management [First Edition] Margham Publications, Chennai.		
3	<i>Sunil Chopra, Peter Meindl & D.V.Kalra</i> , 2013. Supply Chain Management , [Fifth Edition], Perason Publications.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to	
CO1	Know the origin, types and concepts in logistics and distribution.
CO2	Understand the concepts of warehousing and stores management.
CO3	Give idea about the concepts of supply chain.
CO4	Analyze the supply chain performance drivers.
CO5	Gain the knowledge of supply chain business strategy.

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	M	L
CO2	M	H	M	M	M
CO3	M	M	H	M	M
CO4	H	M	M	H	M
CO5	M	M	L	L	H

H-High; M-Medium; L-Low

18UBAEL502	ELECTIVE I : FINANCIAL INSTITUTIONS AND SERVICES	SEMESTER - V	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> The course aims to make the students understand the various financial institutions and services rendered by them. To acquaint students with practical knowledge on Stock Market operations. 			
Credits: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Indian financial system - financial system and economic development - Development of financial system in India - weakness of Indian Financial System - Money Market - Capital Market - Banks as financial intermediaries - Reserve Bank of India, Commercial Banks and Co-operative Banks -functions.	10	CO1
II	National Housing Bank - Housing Development Finance Corporation - Housing Development Corporation - functions and services. Special financial institutions - IDBI, ICICI, IFCI, EXIM Bank - SFCs - SIDCS - functions and services.	10	CO2
III	Bombay Stock Exchange (BSE) - National Stock Exchange (NSE) - OTCEI - SEBI - powers and functions - IRDA - Discount and Finance House of India (DFHI).	10	CO3
IV	Financial Services - overview- growth - problems faced by financial services sector - Non - Banking financial intermediaries - Unit Trust of India - Mutual funds - hire purchase finance companies - lease finance companies - consumer finance.	10	CO4
V	Merchant banking - functions and services - credit rating - credit rating agencies in India.	10	CO5
Text Book			
1	<i>Gorden and Natarajan, 2018 Financial markets, Institution and Services, [First Edition], Himalaya Publishing House.</i>		
Reference Books			
1	<i>Bhole L M, 2004 Financial Institutions and Market: structure, growth and innovations, [Third Edition], Tata McGraw Hill Publications.</i>		
2	<i>Avadhani V A, 2017. Investment and Securities Markets in India, [Tenth Edition], Himalaya Publishing House.</i>		
3	<i>Khan M Y, 2007. Financial Services, [Third Edition], Tata McGraw Hill Publications.</i>		
	<i>Bhatia & Batra, 2008. Management of Financial services, [First Edition], Deep & Deep Publications Private Limited, New Delhi.</i>		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to	
CO1	Know the basic concept of Indian Financial System.
CO2	Understand about Financial Institutions.
CO3	Learn the concept of working of secondary markets.
CO4	Gain knowledge on Mutual Funds and its merits and demerits.
CO5	Know the merchant banking operations.

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	M	L
CO2	M	H	M	M	M
CO3	M	M	H	M	M
CO4	H	M	M	H	M
CO5	M	M	L	L	H

H-High; M-Medium; L-Low

18UBAEL601	ELECTIVE II : ORGANISATIONAL DEVELOPMENT	SEMESTER - VI	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To find out the issues related to human in an organisation. To provide depth knowledge on Organizational setup and make them understand on developmental aspects. 			
Credits: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction: Definition of Organization Development (OD) - History of Organization Development - Values, Assumptions, and benefits of OD.	10	CO1
II	Models and theory of planned change - systems theory - participation and empowerment - Teams and Team work - parallel learning structures - Managing the OD process - Diagnosis - action component - The Programme Management Component.	10	CO2
III	OD Interventions: Classifying OD interventions - Team intervention - intergroup and third-party peacemaking interventions - comprehensive interventions - structural interventions.	10	CO3
IV	Training experiences: T-Group - Behavioral modeling - life and career planning. Issues in consultant - client relationships: Entry and contracting - diagnosis and appropriate interventions - the consultant as a model - implications of OD for the client.	10	CO4
V	System Ramifications: Resistance to change efforts - training and the development of consultation skills - rewards - constructive feedback - staffing and career development - organizational justice - monetary costs and skill demands. Future of organization development: Changing environment - fundamental strengths of OD - OD's future.	10	CO5
Text Book			
1	<i>Wendell L, Frencl and Cecil H.Bell Junior J, 2001. Organizational Development [Second Edition], Prentice Hall of India. New Delhi.</i>		
Reference Books			
1	<i>Cummings, G, Thomas and Worley, G, Christopher. 2005. Organization Development and Change, [First Edition]. Thomson - South - Western Publications, Singapore.</i>		
2	<i>Singh, K, Anup, Gupta, K Rajen and Abad Ahmed. 2001. Designing and Pareek,</i>		
3	<i>Udai. 2004 Training Instruments in HRD and OD, [First Edition]. Tata McGraw Hill. New Delhi.</i>		
4	<i>Marquardt, J, Michael. 2003. Building the learning Organization., [First Edition]. Jaico Books. New Delhi.</i>		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to	
CO1	Understand the origin of the Organisational Development.
CO2	Gain the concepts of various Organisational Development process.
CO3	Exhibit the knowledge on classification Organisational Development Interventions.
CO4	Analyze the training experiences and career planning in the organisation.
CO5	Gain the concepts of resistance to change and future of Organisational Development.

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	M	L
CO2	M	H	M	M	M
CO3	M	M	H	M	M
CO4	H	M	M	H	M
CO5	M	M	L	L	H

H-High; M-Medium; L-Low

18UBAEL602	ELECTIVE II : HUMAN RESOURCE DEVELOPMENT	SEMESTER - VI	
COURSE OBJECTIVES			
The course aims			
<ul style="list-style-type: none"> To understand the HRD techniques. To gain knowledge on HRD concepts, Training and Developments. 			
Credits: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Human Resource Development - Nature and Scope - Evolution - Difference between Human Resource Management and Human Resource Development - HR system designing.	10	CO1
II	HRD Methods/Instruments - HRD Process - HRD Outcomes - Performance Management and its objectives - Performance Appraisal Techniques - 360 Degree Feedback.	10	CO2
III	Performance counseling and interpersonal feedback - Developing dynamic relationship through effective counseling - Potential appraisal and development - Career planning and development.	10	CO3
IV	Training - Conceptual framework - Identification of training needs - Training objectives - Designing training programmes - Training methods - Evaluating the effectiveness of training programmes - Retraining.	10	CO4
V	HRD Interventions - Human Resource Information Systems (HRIS) - Steps in implementing HRIS - HRD in Indian Industry - Future of HRD.	10	CO5
Text Book			
1	<i>Rao T.V., Verma KK, Ani K Khandelwal and Abraham S.J</i> 2016. Alternative Approaches and Strategies of Human Resource Development , Rawat Publications		
Reference Books			
1	<i>Kandula R. Srinivas</i> , 2004, Strategic Human Resource Development , [Third Printing], Prentice Hall India		
2	<i>Rathan Reddy B.</i> 2007, Effective Human Resource Training and Development Strategy , Himalaya Publishing House.		
3	<i>Silvera D.M.</i> 1988. Human Resource Development - The Indian Experience , New India Publications		
4	<i>Rao T.V.</i> 1985, Performance Appraisal : Theory & Practice , Vikas Publications, New Delhi.		

COURSE OUTCOMES (CO)

After completion of the course, the students will be able to	
CO1	Know the basic concept of Human Resource Management
CO2	Understand the concept of Recruitment, Tests and Training Methods
CO3	Know the purpose of performance appraisal and methods
CO4	Understand the concept of career planning and absenteeism
CO5	Know the motivational factors for job satisfaction

MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	M	L
CO2	M	H	M	M	M
CO3	M	M	H	M	M
CO4	H	M	M	H	M
CO5	M	M	L	L	H

H-High; M-Medium; L-Low

18UBAAL501	ADVANCED LEARNER COURSE (ALC) : CUSTOMS DUTY AND GOODS AND SERVICE TAX	SEMESTER - V	
Course Objectives The course aims			
<ul style="list-style-type: none"> To import basic knowledge about major indirect taxes in India To apply theoretical background of GST in practical applications 			
Note: Question paper shall cover 100% theory.			
			Total Hours: 50
UNIT	CONTENTS		Hrs
I	Indirect Tax in India - Introduction - Types of Taxes - Indirect Tax - Meaning - Features - Difference between Direct Tax and Indirect Tax - Introduction to GST - Evolution of GST in India - Features of GST - Benefits of GST - Drawbacks of GST - Structure of GST.	-	CO1
II	Goods and Service Tax Council - Functions of GST Council - Goods and Service Tax Network - Functions - Services Rendered by GSTN - Levy and Collection of CGST/ IGST/ SGST/ UTGST - Composition Scheme under GST - Merits and Demerits - GST Rate Schedule for Selected Goods and Services.	-	CO2
III	Concept of Supply - Meaning and Scope of Supply - Salient Features of Supply -Types of Supply - Inter- State Supply versus Intra- State Supply - Composite and Mixed Supply - Place of Supply - Time and Value of Supply.	-	CO3
IV	Registration - Need - Nature and Procedure of Registration - GST Forms for Registration and Cancellation - Assessment - Types of Assessment -Returns - Types of Returns	-	CO4
V	Customs Act, 1962 - Overview of Customs Law - Definitions - Functions of Customs Department - Types of Customs Duty - Types of goods in Customs - Import and Export Procedures - Prohibited and Restricted Goods - Exemptions from Custom Duty.	-	CO5
Text Book			
1	<i>Dr.Nitit Bhasin and Dr. Sameer Lama, 2018 GST and Customs Law, Taxman Publications (P) Ltd.,New Delhi</i>		
Reference Books			

1	<i>CA (Dr.) K.M. Bansal, 2018 GST and Customs Law, Taxman Publication (P) Ltd., New Delhi</i>
2	<i>Mohd. Rafi, 18th edn., 2017 Indirect Tax Management & Practice, Bharat Law House Pvt. Ltd.</i>
3	<i>FCA. Vineet Gupta & dr. N.K. Gupta, 2nd Edn., 2018 Goods & Services Tax Law, Practice & Procedures, Bharat Law House Pvt. Ltd.</i>

MAPPING					
PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	L	M
CO2	M	H	M	M	M
CO3	M	M	H	M	L
CO4	M	L	H	H	M
CO5	L	L	M	M	H
H-High; M-Medium; L-Low					

GUIDELINES**MARK DISTRIBUTION**

Theory			Practical		
CA	CE	Total	CA	CE	Total
25	75	100	40	60	100

1. PASSING MINIMUM AND INTERNAL MARK DISTRIBUTION**(Theory and Practical)****(i) THEORY**

The candidate shall be declared to have passed the Examination, if the candidate secure not less than 40 marks put together out of 100 in the Comprehensive Examination in each Theory paper with a passing minimum of 30 marks in External out of 75.

Internal Marks Distribution [CA- Total Marks: 25]

Attendance	: 5 Marks
Assignment	: 5 Marks
Internal Examinations	: 15 Marks
Total	: 25 Marks

(ii) PRACTICAL

The candidate shall be declared to have passed the Examination, if the candidate secure not less than 40 marks put together out of 100 in the Comprehensive Examination in each Practical paper with a passing minimum of 24 marks in External out of 60.

Internal Marks Distribution [CA - Total Marks: 40]

Experiment	: 10 Marks (10 -12 Experiments)
Attendance	: 5 Marks
Record	: 5 Marks
Internal Examinations	: 20 Marks
Total	: 40 Marks

1. CAREER COMPETENCY SKILLS I, II, III & IV

Methodology of Assessment

1. On Line Objective Examination (Multiple Choice questions) - Semester IV

- 100 questions - 100 minutes.
- Twenty questions from each UNIT.
- On line examination will be conducted at the end of the III Semester.

2. Viva Voce- Semester III

- A Student has to come in proper dress code and he/she should bring 2 copies of Resume for the Viva Voce.
- A student may be asked to
 - Give Self Introduction
 - Submit the resume to the examiner(s) and answer the questions based on it.
 - Speak on any given topic for at least two minutes.
 - Give a presentation for 10 minutes on a topic of their choice.
 - Sit with other students in a Group for a Discussion.

2. PROJECT WORK /PROJECT REPORT

18UBAPR601	PROJECT	SEMESTER - VI
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- Students should undertake project in their area of specialization during the fifth and sixth semester. The project shall be assessed both internally (40marks) and externally (60marks).
- The project topic should be finalized in consultation with the internal project guide.
- The students should submit the progress report of their project work every week to the internal guide failing which their project will not be approved.
- The Student has to attend three reviews before completing his/her Project. All the three reviews will be evaluated by internal resource person.
- The final copy along with the certificate of the company and the work diary should be submitted to the department.
- Upon completion of the project work/project report the candidate will be required to appear for a viva-voce conducted by an external examiner.

- The candidate shall be declared to have passed the Examination, if the candidate secure not less than 40 marks put together out of 100 in the Comprehensive Examination in each Project with a passing minimum of 24 marks in External out of 60.
- A candidate failing to secure the prescribed passing minimum in the dissertation shall be required to re-submit the project report with the necessary modifications.

Organization of the Project:

The students have to take up a group project work (5 to 7 students in a group) for 100 marks.

Project Time frame:

The students should choose a topic for the project in the beginning of the V semester and submit the report by the end of the VI semester. This component will be included in the VI semester itself.

Areas of the Project:

Marketing, Human Resource Management and Finance.

Work Diary:

Student should maintain a work diary wherein weekly work carried out has to be written. Guide should review the work every week.

Monitoring the Project:

The respective supervisor has to monitor the project work carried out by the students periodically.

Scheme of Evaluation:

CIA Mark Distribution:		
Reviews	Activity	Marks
I	Selection of the field of study, Topic and Research Design.	15
II	Literature, Data collection and Analysis.	15
III	Final submission along with work diary.	10
Total Marks		40

External Evaluation:

Mark Distribution:	
Activity	Marks
Record Note:	10
Viva-Voce:	50
Total External Marks	60

2. QUESTION PAPER PATTERN AND MARK DISTRIBUTION
THEORY

Question Paper Pattern and Mark Distribution (For 75 marks)

1. PART - A (10 x 2 = 20 Marks)

Answer ALL questions

Two questions from each UNIT

2. PART - B (5 x 5 = 25 Marks)

Answer ALL questions

One question from each UNIT with Internal Choice

3. PART - C (3 x 10 = 30 Marks)

Answer ANY THREE questions Open Choice - out of 5 questions

(One question from each UNIT)