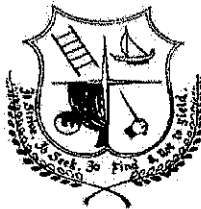


ETHIRAJ COLLEGE FOR WOMEN, (AUTONOMOUS)

CHENNAI-600008

DEPARTMENT OF BBA

SYLLABUS



CHOICE BASED CREDIT SYSTEM

OUTCOME BASED EDUCATION

(OFFERED FROM THE ACADEMIC YEAR 2018-19)

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## REVISED SYLLABUS - JUNE 2018

Department of BBA is revising syllabi with effect from the academic year 2018-2019, under CBCS aimed to build the capacity of the students and provide inputs for their social service and social analysis capabilities.

Every academic year is divided into two semesters. Each semester will have a minimum of 90 working days and each day will have 5 working hours. Teaching is organized into a modular pattern of credit courses. Credit is normally related to the number of hours, a teacher teaches a particular subject. It is also related to the number of hours a student spends learning a subject or carrying out an activity.

### REGULATIONS

1. Eligibility for Admission:

Candidates for admission to the first year of the Bachelor of Business Administration (BBA) course shall be required to have passed Higher Secondary Examination conducted by the Government of Tamil Nadu, or an examination accepted as equivalent thereto by the syndicate of the University of Madras.

Aggregate marks obtained in Commerce/Business Studies, Accountancy, Mathematics/Business Mathematics/Economics/Statistics and any other subject will be considered for admission.

2. Eligibility for the award of Degree:

A candidate shall be eligible for the award of the Degree only if she has undergone the prescribed course for a period of not less than three academic years, passed the examinations of all the six semesters prescribed.

3. Course of Study:

The main subject of study for Bachelor Degree shall consist of the following:

PART- I: Foundation courses exclusive for languages

PART-II: English

PART-III: Core courses and Allied courses

PART-IV: Non-major electives and Soft skills

PART-V: Extension Activities / Sports / NCC

4. Passing Minimum:

A candidate shall be declared to have passed in each paper/ practical of the main subject of study wherever prescribed, if she secures not less than 40% of the marks prescribed for the examination.

5. Classification of successful candidates:

Part I, II, III & IV

Successful candidates passing the examinations and securing the marks (i) 60% and above and (ii) 50% and above but below 60% in the aggregate shall be declared to have passed the examination in the FIRST and SECOND class respectively. All other successful candidates shall be declared to have passed the examination in the THIRD Class.

Candidates who pass all the examinations (Part I, II, III & IV) prescribed for the course in the FIRST APPEARANCE ITSELF ALONE are eligible for ranking.



## **PROGRAMME EDUCATIONAL OBJECTIVES**

Our programme will produce graduates who will be able to

**PEO1:** Apply and advance the knowledge and skills acquired, to become a creative professional in their chosen field.

**PEO2:** Engage in self-directed continuous learning, aimed at global competency, which will promote professional and personal growth

**PEO3:** Develop management skills and entrepreneurial skills, by harnessing core competencies tempered by values and ethics

**PEO4:** Work towards achieving economic and social equity for women through application of relevant knowledge

**PEO5:** Contribute to promoting environmental sustainability and social inclusivity

## **PROGRAMME OUTCOMES**

**PO 1:** Acquaint with conventional as well as contemporary fields in diverse domains of Commerce and Management.

**PO 2:** Designed for capacity building to various avenues of employment, entrepreneurship and higher education.

**PO 3:** Acquire the core competencies of business acumen, analytical & critical thinking, and communication skills and employ empirical approach for effective team building, crisis management and business solutions.

**PO 4:** Apply the knowledge and skills to thrive on the evolving challenges of trade & industry.

**PO 5:** Analyse the challenges of the dynamic world with a global outlook.

**PO 6:** Sensitized to ethical and moral issues in business to be more socially responsible.

## **PROGRAMME SPECIFIC OUTCOMES**

**PSO 1:** Develop conceptual and practical knowledge in the field of business and management.

**PSO 2:** Provide strong analytical and critical thinking foundation enabling problem solving skills in the various disciplines of management.

**PSO 3:** Demonstrate leadership qualities to take the business/firm to greater heights.

**PSO 4:** Enhance the employability and professional skills to become successful managers/executives in reputed firms.

**PSO 5:** Manage their business more successfully and also to identify new business opportunities and marketing avenues to establish start-ups.

**PSO 6:** Strengthen the ability to learn continuously to adapt to the dynamic challenges of the business world and lead business with conscience- moral, ethical and environmental values.

## Programme Profile

SEM	PART	COURSE CODE	TITLE OF THE PAPER	CREDITS	Hrs / week	TOTAL HOURS	CAMARKS	SE MARKS	TOTAL
I	I		Language	3	5	75	40	60	100
	II		English	3	5	75	40	60	100
	III	BS18/1C/POM	Principles of Management	4	5	75	40	60	100
	III	BS18/1C/AM1	Accounting for Managers – I	4	5	75	40	60	100
	III	BS18/1A/BSC	Business Communication	5	6	90	40	60	100
	IV	1 abc	1a -Basic Tamil	2	2	30	-	50	50
			1b- Advanced Tamil						
IV		1N -Small Business Management (BS18/1N/SBM)	3	2	30	-	50	50	
IV		Soft Skills	3	2	30	-	50	50	
II	I		Language	3	5	75	40	60	100
	II		English	3	5	75	40	60	100
	III	BS18/2C/AM2	Accounting for Managers – II	4	5	75	40	60	100
	III	BS18/2C/MEC	Managerial Economics	4	5	75	40	60	100
	III	BS18/2A/PRA	Computer Applications in Business (Practical)	5	6	90	40	60	100
	IV	1 abc	2a -Basic Tamil	2	2	30	-	50	50
			2b- Advanced Tamil						
IV		2N -Corporate Soft skills [BS18/2N/CSS]	3	2	30	-	50	50	
IV		Soft Skills	3	2	30	-	50	50	
III	III	BS18/3C/ORB	Organizational Behaviour	4	5	75	40	60	100
	III	BS18/3C/PMG	Production Management	4	5	75	40	60	100
	III	BS18/3C/MKM	Marketing Management	4	5	75	40	60	100
	III	BS18/3C/EDT	Entrepreneurial Development	4	5	75	40	60	100
	III	BS18/3A/BSM	Business	5	6	90	40	60	100

		Mathematics							
	IV		Soft Skills	3	2	30	-	50	50
	IV		EVS	2	2	30	-	50	50
IV	III	BS18/4C/BSL	Business Law	4	5	75	40	60	100
	III	BS18/4C/HRM	Human Resource Management	4	5	75	40	60	100
	III	BS18/4C/MLM	Materials and Logistics Management	4	5	75	40	60	100
	III	BS18/4C/BST	Business Taxation	4	5	75	40	60	100
	III	BS18/4A/BSS	Business Statistics	5	6	90	40	60	100
	IV	Part-IV	Soft Skills	3	2	30	-	50	50
	IV		Value Education	2	2	30	-	50	50
	V	III	BS18/5C/RMT	Resource Management Techniques	4	6	90	40	60
III		BS18/5C/ECL	Economic Laws	4	6	90	40	60	100
III		BS18/5C/FMG	Financial Management	4	6	90	40	60	100
III		BS18/5C/MIS	Management Information System	4	6	90	40	60	100
III		BS18/5E/RSM	Research Methodology	5	6	90	40	60	100
III		BS18/5E/BTP	Banking Theory and Practice	2					100
III		Business Environment (Self Study paper for Advanced learners)	2					100	
VI	III	BS18/6C/IRL	Industrial Relations and Labour Laws	4	6	90	40	60	100
	III	BS18/6C/IBS	International Business	4	6	90	40	60	100
	III	BS18/6C/BCG	Business Ethics & Corporate Governance	4	6	90	40	60	100
	III	BS18/6C/FSS	Financial Services	4	6	90	40	60	100
	III	BS18/6E/PRO	Project	5	6	90	-	100	100

The above courses of the UG Programme enrich the skills in Employability, Skill Development / Entrepreneurship which caters to needs of the students.

**Total minimum credits** for the programme: 142(1 credit mandatory for extension activity)

### EVALUATION PATTERN CONTINUOUS ASSESSMENT

INTERNAL VALUATION IS DONE BY COURSE TEACHERS

#### PART I, II AND III-THEORY PAPERS

COMPONENT	TIME	MAX.MARKS	CA MARK
TEST I	2 HRS	50 MARKS( TO BE CONVERTED)	10
TEST II	2 HRS	50 MARKS( TO BE CONVERTED)	10
ASSIGNMENT/SEMINAR/ FIELD VISIT	-	-	10
PARTICIPATORY LEARNING	-	-	10
<b>TOTAL</b>			<b>40</b>

#### PART III- PRACTICAL PAPERS

COMPONENT	MARKS
TEST I	10
TEST II	10
ASSIGNMENT	10
OBSERVATION	10

#### CA QUESTION PAPER PATTERN-PART III

Section	Word Limit	Marks	Total
A	50	3X2 =6 Marks	50
B	200	3X8= 24 Marks	
C	500	1X20 =20Marks	

## RUBRICS FOR CONTINUOUS ASSESSMENT

Assignment	Content/originality/Presentation/Schematic Representation and Diagram/Bibliography
Seminar	Organization/Subject Knowledge/Visual Aids/Confidence level/presentation-Communication and Language
Field Visit	Participation/Preparation/Attitude/Leadership
Participation	Answering Questions/Clearing Doubts/Participating in Group Discussions/Regular Attendance
Case Study	Finding the Problem/Analysis/Solution/Justification
Problem Solving	Understanding Concepts/Formula and Variable Identification/Logical Sequence/Answer
Group Discussion	Preparation/Situation Analysis/Relationship Management/Information Exchange/Delivery Skills
Flipped/Blended Learning	Preparation/Information Exchange/ Group interaction/Clearing doubts

## **END SEMESTER EVALUATION PATTERN**

### **THEORY & PRACTICAL PAPERS**

#### **PART III**

**SEMSTER I/II/III/IV/V/VI**

DOUBLE VALUATION BY COURSE TEACHER AND EXTERNAL EXAMINER

MAXIMUM MARKS: 100 TO BE CONVERTED TO 60

PASSING MINIMUM: 40

#### **PART IV**

SINGLE VALUATION

WRITTEN TEST

MAXIMUM MARKS: 50

PASSING MINIMUM: 20



### SEMESTER I- COURSE PROFILE

COURSE CODE	TITLE OF THE PAPER	CREDITS	Hrs / week	TOTAL HRS	L-T-P	CA MARKS	SE MARKS	TOTAL
Part-I	Language	3	5	75		40	60	100
Part-II	English	3	5	75		40	60	100
BS18/1C/POM	Principles of Management	4	5	75	3-2-0	40	60	100
BS18/1C/AMI	Accounting for Managers – I	4	5	75	3-2-0	40	60	100
BS18/1A/BSC	Business Communication	5	6	90	4-2-0	40	60	100
Part-IV Non Major	1a -Basic Tamil  1b- Advanced Tamil  1N -Small Business Management [BS18/1N/SBM]	2	2	30		-	50	50
Part-IV	Soft Skills	3	2	30		-	50	50

### SEMESTER II- COURSE PROFILE

COURSE CODE	TITLE OF THE PAPER	CREDITS	Hrs / week	TOTAL HRS	L-T-P	CA MARKS	SE MARKS	TOTAL
Part-I	Language	3	5	75		40	60	100
Part-II	English	3	5	75		40	60	100
BS18/2C/AM2	Accounting for Managers-II	4	5	75	3-2-0	40	60	100
BS18/2C/MEC	Managerial Economics	4	5	75	3-2-0	40	60	100
BS18/2A/PRA	Computer Applications in Business	5	6	90	3-0-3	40	60	100
Part-IV Non Major	1a -Basic Tamil  1b- Advanced Tamil  1N -Small Business Management [BS18/1N/SBM]	2	2	30		-	50	50
Part-IV	Soft Skills	3	2			-	50	50



### SEMESTER III – COURSE PROFILE

COURSE CODE	TITLE OF THE PAPER	CREDITS	Hrs / week	TOTAL HRS	L-T-P	CA MARKS	SE MARKS	TOTAL
BS18/3C/ORB	Organizational Behaviour	4	5	75	3-2-0	40	60	100
BS18/3C/PMG	Production Management	4	5	75	3-2-0	40	60	100
BS18/3C/MKM	Marketing Management	4	5	75	3-2-0	40	60	100
BS18/3C/EDT	Entrepreneurial Development	4	5	75	3-2-0	40	60	100
BS18/3A/BSM	Business Mathematics	5	6	90	4-2-0	40	60	100
Part-IV	Soft Skills	3	2	30	-	-	50	50
	EVS	2	2	30		-	50	50

### SEMESTER IV – COURSE PROFILE

COURSE CODE	TITLE OF THE PAPER	CREDITS	Hrs / week	TOTAL HRS	L-T-P	CA MARKS	SE MARKS	TOTAL
BS18/4C/BSL	Business Law	4	5	75	3-1-1	40	60	100
BS18/4C/HRM	Human Resource Management	4	5	75	3-2-0	40	60	100
BS18/4C/MLM	Materials and Logistics Management	4	5	75	3-2-0	40	60	100
BS18/4C/BST	Business Taxation	4	5	75	3-2-0	40	60	100
BS18/4A/BSS	Business Statistics	5	6	90	4-2-0	40	60	100
Part-IV	Soft Skills	3	2	30	-	-	50	50

	Value Education	2	2	30		-	50	50
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### SEMESTER V – COURSE PROFILE

COURSE CODE	TITLE OF THE PAPER	CREDITS	Hrs / week	TOTAL HRS	L-T-P	CAMARKS	SE MARKS	TOTAL
BS18/5C/RMT	Resource Management Techniques	4	6	90	3-3-0	40	60	100
BS18/5C/ECL	Economic Laws	4	6	90	3-3-0	40	60	100
BS18/5C/FMG	Financial Management	4	6	90	3-3-0	40	60	100
BS18/5C/MIS	Management Information System	4	6	90	3-1-2	40	60	100
BS18/5E/RSM	Research Methodology	5	6	90	4-2-0	40	60	100
BS18/5E/BTP	Banking Law –Theory and Practice							
Self Study paper for Advanced learners	Business Environment	2						100

### SEMESTER VI – COURSE PROFILE

COURSE CODE	TITLE OF THE PAPER	CREDITS	Hrs / week	TOTAL HRS	L-T-P	CAMARKS	SE MARKS	TOTAL
BS18/6C/IRL	Industrial Relations and Labour Laws	4	6	90	3-3-0	40	60	100
BS18/6C/IBS	International Business	4	6	90	3-3-0	40	60	100
BS18/6C/BCG	Business Ethics & Corporate Governance	4	6	90	3-3-0	40	60	100
BS18/6C/FSS	Financial Services	4	6	90	3-3-0	40	60	100

BS18/6E/PRO	Project	5	6	90	3-2-1		100	100
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## SEMESTER- I

### PRINCIPLES OF MANAGEMENT

**TEACHING HOURS : 75 HRS**  
**COURSE CODE : BS18/1C/POM**

**CREDITS : 4**  
**L-T- P : 3-2-0**

#### **OBJECTIVES:**

1. To provide an insight into the basic managerial functions.
2. To describe the various forms of structure available to an organization
3. To discuss contemporary management issues and challenges.

#### **COURSE OUTLINE:**

##### UNIT I

Management – Nature, scope and importance –Levels of Management- Steps in Management Process- Contribution of Taylor, Fayol, Elton Mayo and Peter Drucker to Management thought.  
[14 hrs]

##### UNIT II

Planning : Meaning, nature and objectives of planning –Types of planning – Planning process – Objectives– Policies- Procedures and Methods- MBO: Concept and Process - Decision making : Meaning and Process.  
[15 hrs]



### UNIT III

Organizing : Nature and elements – Types of organization structure (line and staff, committees, project, Matrix) – Formal and Informal Organization - Span of control: Meaning and Factors determining span of control -Authority – Sources, types and limits - Responsibility- Power - Departmentation -Need – Importance – Types. [16 hrs]

### UNIT IV

Delegation – Types- Advantages – Disadvantages - Decentralization- Determinants –Advantages – Limitations– Delegation Vs Decentralization

Staffing - Meaning and functions of staffing-Directing – Nature, significance and principles of directing- Leadership-Meaning- Leadership styles [15 hrs]

### UNIT V

Controlling-Nature, importance, merits and demerits of controlling - Control process – Coordination- Meaning, nature and characteristics. [15 hrs]

- **Simple case studies in Planning, Decision making, Delegation and Control.**

### **RECOMMENDED TEXTBOOKS:**

1. C.B Gupta, Business Management, Ninth edition, 2012, Sultan Chand Sons, New Delhi.
2. L.M.Prasad, Principles and practice of Management, 2010, Sultan chand &sons, New Delhi.

### **REFERENCE BOOKS:**

1. Koontz O' Donell, Essentials of Management, 2015, Tata McGraw Hill.
2. M Prakash and Parag Diwan, Management principles and practices, 2010, Excel books, New Delhi.
3. Appannaiah & Dinakar, Managing organizations, 2017, Himalaya publishing house, Mumbai
4. James A. F. Stoner, R. Edward Freeman, Daniel R Gilbert, Management, 2011, Pearson, Noida.
5. Neeru Vasishth, Principles of Management text and cases, Taxmann publications private limited, 2014

### **JOURNALS:**

1. Prabandhan: Indian Journal of Management
2. International journal of Business and Management

### **E-LEARNING RESOURCES:**

1. [file:///C:/Users/bmlab34/Downloads/116\\_Sample\\_Chapter.pdf](file:///C:/Users/bmlab34/Downloads/116_Sample_Chapter.pdf)
2. <http://www.civicus.org/view/media/Overview%20of%20Planning.pdf>
3. <https://www.managementstudyhq.com/advantages-and-disadvantages-of-mbo.html>

4. <http://egyankosh.ac.in/bitstream/123456789/13299/1/Unit-7.pdf>
5. <http://www.yourarticlelibrary.com/planning/planning-types-corporate-operational-functional-and-proactive-planning/25637>
6. <https://www.legacee.com/types-of-leadership-styles/>
7. <https://www.wisdomjobs.com/e-university/principles-of-management-and-organisational-behaviour-tutorial-366/steps-in-control-process-12772.html>

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Develop an understanding of the functions of management and contributions made by management theorists to the field of scientific and modern management.
CO 2	Demonstrate critical thinking when presented with managerial problems and express their views and opinions on managerial issues by applying the concepts of planning and decision making
CO 3	Identify the factors influencing the design of organizational structure and the right span of control for effective functioning of an organization
CO 4	Identify and incorporate best staffing practices and apply principles of directing for hiring and managing employees
CO 5	Control and coordinate the work force in a systematic approach

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	3	2	2	3
CO 2	3	3	3	2	3	3
CO 3	2	2	2	2	3	2
CO 4	2	2	3	2	3	2
CO 5	2	3	2	2	3	2
Average	2.2	2.4	2.6	2	2.8	2.4

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1 NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)  
 Flipped Learning- Discussion oriented flipped learning and Group based flipped learning  
 E-content  
 Problem Solving-Group Discussion, Role Modelling  
 Quiz, Assignment  
 Peer Learning  
 Self-Study Papers – Differences between delegation and decentralization, Procedures and Methods

**QUESTION PAPER TEMPLATE**

SECTION	Total no of questions	No of questions to be answered	Word Limit	Marks	Remarks
Section A	10	10	50	10x2=20	Minimum of 2 questions from each unit
Section B	8	5	200	5x8=40	Minimum of 1 question from each unit 1 Case study analysis question is mandatory
Section C	4	2	500	2x20=40	Not more than 1 question from each unit



**SEMESTER- I**  
**ACCOUNTING FOR MANAGERS – I**

**TEACHING HOURS: 75 HRS**

**COURSE CODE : BS18/1C/AM1**

**CREDITS: 4**

**L-T-P : 3-2-0**

**OBJECTIVES:**

To enable students to

1. Understand the significance of accounting concepts and conventions in the preparation and presentation of financial reports.
2. Prepare financial statements of the company.
3. Analyze and interpret financial statements of a company.

**COURSE OUTLINE:**

UNIT I

Financial Accounting: Meaning - Objectives – Advantages and Limitations - Basic Accounting Concepts and Conventions - Indian Accounting Standards (IAS): Concept-Salient features-Benefits –International Financial Reporting Standards (IFRS)-Salient features and uses.

Double entry book keeping - Preparation of Journal and Ledger. [10 hrs]

UNIT II

Preparation of Trial Balance-Preparation of Trading, Profit & Loss Account and Balance Sheet. [16 hrs]

UNIT III

Management Accounting: Meaning and Scope – Objectives - Advantages – Limitations - Financial Accounting Vs Management Accounting.

Meaning and Nature of Financial Statements – Importance – Limitations - Tools of Analysis – Comparative Statement Analysis, Common Size Statements and Trend Analysis. [13 hrs]

UNIT IV

Concept of Fund-Schedule of Changes in Working Capital – Funds from Operations Cash from Operations - Preparation of Cash Flow Statement- Cash Flows from Operating, Investing and Financing activities - Importance of Cash Flow statement [18 hrs]

UNIT V

Accounting Ratios – Definition – Utility and Limitations – Calculation of Ratios – Financial, Turnover and Profitability Ratios. [18 hrs]

**RECOMMENDED TEXTBOOKS:**

1. R.L.Gupta & V.K.Gupta, Financial Accounting, Sultan Chand and sons, New Delhi, 2005
2. Dr.S.N.Maheshwari, Principles of Management Accounting, Sultan Chand and sons, New Delhi, 2005

#### REFERENCE BOOKS:

1. T.S.Reddy & Y.Hariprasad Reddy, Financial & Management Accounting, Margham Publications, Chennai, 2006.
2. M.C.Shukla, T.S.Grewal & S.C.Gupta, Advanced Accounts, S.Chand, New Delhi, 2003.
3. S.Pandian, Accounting for Managers, Ane Book Pvt.Ltd, New Delhi, 2008.
4. N.P.Srinivasan & M.Sakthivel Murugan, Accounting For Management, S.Chand, 2006, New Delhi
5. R.S.N.Pillai & Bagavathi, Management accounting, S.Chand, New Delhi, 2003.

#### JOURNALS:

1. Indian Journal Of Accounting, Published by Indian Accounting Association (IAA)
2. International Journal of Accounting and Financial Reporting  
<http://www.macrothink.org/journal/index.php/ijافر>

#### E-LEARNING RESOURCES:

1. <https://www.civilserviceindia.com/subject/Management/notes/financial-accounting.html>
2. <https://www.taxmann.com/blogpost/2000001622/accounting-principles-and-concepts.aspx>
3. <https://courses.lumenlearning.com/sac-finaccounting/chapter/ledgers-journals-and-accounts/>
4. <http://www.accountingnotes.net/management-accounting/management-accounting-meaning-limitations-and-scope/5859>
5. <https://efinancemanagement.com/financial-accounting/financial-statement-notes>
6. <https://www.learncbse.in/cash-flow-statement-cbse-notes-class-12-accountancy/>
7. <https://cleartax.in/s/accounting-ratio>
8. <http://ncert.nic.in/ncerts/l/leac205.pdf>
9. <http://www.icsi.edu/portals/25/PREPARATION%20OF%20FINANCIAL%20STATEMENTS%20UNDER%20COMPANIES%20ACT%202013.pptx>
10. <http://www.icsi.edu/portals/25/PREPARATION%20OF%20FINANCIAL%20STATEMENTS%20UNDER%20COMPANIES%20ACT%202013.pptx>



**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Apply accounting concepts and accounting standards in practical situations
CO 2	Prepare Final accounts to ascertain profit or loss of the business and its financial position
CO 3	Critically analyze financial statements of the enterprise , vertically and horizontally for business decision making
CO 4	Identify the changes in working capital and Ascertain cash flows from operating, investing and financing activities of an enterprise during an accounting year
CO 5	Analyse the profitability, liquidity and solvency position of a firm through Financial, turnover and profitability ratios

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	3	3	3	2
CO2	2	3	2	2	3	2
CO3	3	2	2	2	3	2
CO4	3	3	2	2	3	2
CO5	3	3	2	2	3	2
AVERAGE	2.8	2.8	2.2	2.2	3	2

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Problem Solving-Group Discussion-Role Modelling

Assignments

Peer Learning

Self-Study portions

**QUESTION PAPER TEMPLATE**

	Total no of questions	No of questions to be answered	Marks	Remarks
Section A	8 (Problems-7 Theory-1)	5	5x8=40	Minimum of 1 question from each unit
Section B	5 (Problems-4 Theory-1)	3	3x20=60	Minimum of 1question from each unit

## SEMESTER I

### BUSINESS COMMUNICATION

TEACHING HOURS: 90 HRS

COURSE CODE : BS18/1A/BSC

CREDITS: 5

L-T-P : 4-2-0

#### OBJECTIVES:

1. To develop the communication skills of the students.
2. To provide knowledge on the basic principles of drafting business letters.
3. To enhance presentation and negotiations skills of the students.

#### COURSE OUTLINE:

##### UNIT I

Business communication: Meaning and definition-Importance of effective communication in business -Types of Communication-Barriers of communication-Principles of communication.

Business letters: Functions-Kinds-Essentials of business letters [17 hrs]

##### UNIT II

Layout of Business Letters - Enquires and Replies-Orders and Execution-Complaints and Adjustments. HR Letters – Letters of Offer, Performance Appraisal and Termination.

[20 hrs]

##### UNIT III

Report writing: Importance of reports-Types-Characteristics of a good report-Preparing a report-Organization of the report-Agenda-Minutes. [18hrs]

##### UNIT IV

Presentation skills: Setting the objectives –planning – preparation – practice and rehearsal – getting ready – making the presentation – paralinguistic elements in presentation-Types of visual aids to support presentation.

Negotiation skills: Nature and Need-Factors affecting negotiation-Process of negotiation- Types of Negotiators- Tips for successful negotiation. [18hrs]

##### UNIT V

Technology in communication: E-mail – Email etiquette- Telephone Advantages and Disadvantages – Guidelines for effective telephonic conversation – Fax- Tele conferencing – Video conferencing.

Classified advertisement - Press release- Press conference. [17 hrs]

### RECOMMENDED TEXT BOOKS:

1. Rajendra Pal & J S Kohlahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017
2. Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017

### REFERENCE BOOKS:

1. Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008
2. Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008
3. R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015
4. R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006
5. Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010

### JOURNALS:

1. [https://www.researchgate.net/publication/235938453\\_Business\\_Communication](https://www.researchgate.net/publication/235938453_Business_Communication)
2. <https://journals.sagepub.com/home/bcq>

### E-LEARNING RESOURCES:

1. <https://www.toolshero.com>
2. <https://www.skillsyouneed.com>ips>
3. <https://www.ablebits.com>
4. <https://www.thebalancecareers.com>
5. <https://www.study.com>academy>
6. <https://edwardlowe.org>
7. <https://www.skillsyouneed.com>
8. <https://www.slideshare.com>
9. <https://www.slideshare.net>

### COURSE OUTCOME:

CO Number	CO STATEMENT
CO 1	Utilize the principles of communication for effective business operations.
CO 2	Demonstrate written communication skills in appropriate business situation
CO 3	Prepare business reports, agenda and minutes of meetings.
CO 4	Demonstrate excellent presentation and negotiation skills in business.
CO 5	Utilize the latest technology for effective business communication.

### MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	2	3	2	2
CO2	3	2	2	3	2	2
CO3	3	3	2	3	2	2
CO4	2	2	2	2	2	2
CO5	2	2	2	3	2	2
<b>AVERAGE</b>	2.6	2.2	2	2.8	2	2

KEY: **STRONGLY** CORELATED-3 **MODERATELY** CORELATED-2 **WEAKLY** CORELATED-1 **NO** CORELATION-0

### TEACHING METHODOLOGY

Lecture (Chalk and Talk-LCD)  
 Flipped Learning-E Content, Videos  
 Group Discussion-Seminar- Assignment-Report writing  
 Peer Learning  
 Self study

### QUESTION PAPER PATTERN

Section	Total no of questions	No of questions to be answered	Word Limit	Marks	Remarks
Section A	10	10	50	10x2=20	Minimum of 2 questions from each unit
Section B	8	5	200	5x8=40	Minimum of 1 question from each unit
Section C	4	2	500	2x20=40	Not more than 1 question from each unit

### SEMESTER- II



## ACCOUNTING FOR MANAGERS – II

**TEACHING HOURS: 75 HRS**

**COURSE CODE : BS18/2C/AM2**

**CREDITS: 4**

**L-T-P : 3-2-0**

### **OBJECTIVES:**

1. To provide basic knowledge elements of cost.
2. To impart knowledge on accounting techniques useful in managerial functions.
3. To enable use of costing techniques in decision making.

### **COURSE OUTLINE**

#### UNIT I

Cost Accounting: Meaning – Objectives – Advantages – Limitations - Cost Accounting Vs Financial Accounting - Cost Accounting Vs Management Accounting - Elements of Cost – Cost Sheet (Simple Problems) – Methods of Costing (Only Theory). [16 hrs]

#### UNIT II

Absorption costing – Marginal costing – Differential costing – Segregation of semi variable cost – cost volume profit analysis – break-even analysis – contribution – profit volume ratio – break-even point - break even charts – margin of safety. [15 hrs]

#### UNIT III

Composite P/V ratio – Composite breakeven point – breakeven point of merged plant – key factor – Utility of CVP analysis – fixation of selling price – maintaining a desired level of profit – decisions involving alternative choices [15 hrs]

#### UNIT IV

Budgets-Classification of Budgets - Preparation of different types of Budget (Sales Budget, Production Budget, Materials Budget, Summarized Cost of Production Budget and Cash Budget) - Flexible Budgets - Budgetary Control - Objectives – Advantages – Limitations – Control Ratios. [14 hrs]

#### UNIT V

Standard Costing: Objectives – Advantages and Limitations - Variance Analysis – Computation of variances – Materials variance – Labour variance – Sales variance.

(Mix and Yield variances excluded). [15 hrs]

### **RECOMMENDED TEXT BOOKS:**

1. S.N.Maheshwari, Principles of Management Accounting, Sultan Chand and sons, 2005
2. Jain & Narang, Cost Accounting, Kalyani Publishers, 1995

#### **REFERENCE BOOKS:**

1. Management Accounting, M.Y.Khan & P.K.Jain, McGraw Hill Education, New Delhi, 2013.
2. T.S.Reddy & Y.Hariprasad Reddy, Financial & Management Accounting, Margham Publications, 2006.
3. R.S.N.Pillai&Bagavathi, Management accounting, S.Chand, New Delhi, 2003.
4. N.P.Srinivasan & M.Sakthivel Murugan, Accounting For Management, S.Chand, 2006, New Delhi.
5. S.Pandian, Accounting for Managers, Ane Book Pvt.Ltd, New Delhi, 2008.

#### **JOURNALS:**

1. The Management Accountant journal.
2. International Journal of Accounting and Finance is a peer reviewed journal published by IPRJB.IJAF

#### **E-LEARNING RESOURCES:**

1. <https://courses.lumenlearning.com/sac-managacct/chapter/introduction-to-budgeting-and-budgeting-processes/>
2. <https://www.mbaknol.com/financial-management/most-important-types-of-budgets-in-managerial-accounting/>
3. <https://www.civilserviceindia.com/subject/Management/notes/cost-accounting.html>
4. [https://www.tutorialspoint.com/accounting\\_basics/cost\\_accounting\\_cvp\\_analysis.htm](https://www.tutorialspoint.com/accounting_basics/cost_accounting_cvp_analysis.htm)
5. <https://www.edupristine.com/blog/costing-methods>
6. <https://courses.lumenlearning.com/wm-accountingformanagers/chapter/cost-volume-profit-analysis-and-decision-making/>
7. <http://www.accountingnotes.net/cost-accounting/marginal-costing/profit-volume-ratio-with-formula-and-calculation/7718>
8. <https://www.studocu.com/en/document/lancaster-university/cost-and-management-accounting/practical/decision-making-using-cost-concept-and-cvp-analysis/4159682/view>
9. <https://www.accountingtools.com/articles/what-is-variance-analysis.html>
10. <http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-variance-analysis-cost-accounting/10656>

#### **COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Prepare cost sheet to ascertain Total cost and cost/ unit in order to prepare quotation
CO 2	Obtain Profit Volume Ratio, Break Even Point and Margin of safety of an enterprise
CO 3	Apply CVP analysis for Business decisions involving fixation of selling price, maintaining desired level of profit and selection among alternative choices
CO 4	Prepare various functional budgets to aid in effective discharge of managerial functions
CO 5	Analyse material, labour and sales variances for the purpose of cost control and maximization of profits

#### MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	2	3	3	2
CO2	3	2	2	3	3	2
CO3	3	3	3	3	3	2
CO4	3	3	3	3	3	2
CO5	2	3	2	2	3	2
AVERAGE	2.8	2.6	2.4	2.8	3	2

#### TEACHING METHODOLOGY:

Lecture (Chalk and Talk-OHP-LCD)

Problem Solving-Group Discussion-Role Modelling

Assignments

Peer Learning

Self-Study portions

#### QUESTION PAPER TEMPLATE

SECTION	Total no of questions	No of questions to be answered	Marks	Remarks
Section A	8 (Problems -7 Theory-1)	5	5x8=40	Minimum of 1 question from each unit
Section B	5 (Problems-4 Theory-1)	3	3x20=60	Minimum of 1 question from each unit

#### SEMESTER- II



## MANAGERIAL ECONOMICS

**TEACHING HOURS : 75 HRS**  
**COURSE CODE : BS18/2C/MEC**

**CREDITS : 4**  
**L-T-P : 3-2-0**

### **OBJECTIVES:**

1. To be acquainted with the basic concepts of economics.
2. To identify the applications and limitations of economic laws in decision-making and problem solving.
3. To provide knowledge on different types of markets.

### **COURSE OUTLINE:**

#### UNIT I

Introduction – Definition – Scope - Firm's Objective - Profit Maximization - Sales Maximization - Other Objectives - Role of Managerial Economist [14hrs]

#### UNIT II

Demand - Determinants of Demand - Law of Demand - Exceptions to the Law - Demand Distinction - Elasticity of Demand - Price Elasticity - Income Elasticity - Cross Elasticity – Demand forecasting – Meaning – Methods of forecasting [15hrs]

#### UNIT III

Production Function And Laws of Production – Meaning – Assumption – Isoquants – MRS - Producer's Equilibrium - Laws of Production - Laws of Variable Proportion – Laws of Returns to Scale [15 hrs] UNIT IV

Market Structure and Competition - Meaning and Classification of Market - Features of Perfect Market , Monopoly, Monopolistic, Oligopoly and Duopoly - Price Discrimination - Types - Price Discrimination under Monopoly – Price and output determination under Monopoly, Monopolistic and Oligopoly Markets [16hrs]

#### UNIT V

National income - Meaning – approaches to compute national income – Factors determining national income. Business cycle – definition- characteristics – phases – inflation – definition and meaning – types – demand-pull inflation – cost-push inflation – effects of inflation – anti-inflationary measures - deflation - meaning – effects of deflation. [15hrs]

### **RECOMMENDED TEXTBOOKS:**

1. DR.S.Sankaran, Managerial economics, Margham Publications, Chennai 2017.



2. K.P.M Sundharam & E.N. Sundharam, Business Economics, Sultan Chand & Sons, New Delhi 2018.

#### REFERENCE BOOKS:

1. DR.R.L.Varshney & K.L.Maheshwari, Sultan Chand & Sons, New Delhi 2018.
2. Micro economics, Students helpline publishing house (P) Ltd. Hyderabad 2012.
3. Sumithra Pal, Managerial economics, Mac Millan 2008.
4. BPP Learning media, Economics, VIVA books pvt.ltd. New Delhi 2009.
5. Craig h.Petersen, W.Cris Lewis & Sudhir K Jain, Pearson Education Inc, New Delhi 2009.

#### JOURNALS:

1. Indian Economic Journal/Sage Publications
2. International Journal of Economics and Business Research (IJEBR ...  
<https://www.inderscience.com> › jhome

#### E-LEARNING RESOURCES:

1. <https://businessjargons.com/determinants-of-elasticity-of-demand.html>
2. <http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>
3. <http://www.intelligenteconomist.com/profit-maximization-rule/>
4. [ps://scholar.cu.edu.eg/?q=mahmoudarafa/files/1.3\\_market\\_structures\\_and\\_price.pdf](ps://scholar.cu.edu.eg/?q=mahmoudarafa/files/1.3_market_structures_and_price.pdf)
5. <http://www.economicdiscussion.net/inflation/inflation-types-causes-and-effects-with-diagram/6401>

#### COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Exhibit the role of a manager by making strategic business decisions considering the internal and external environments.
CO 2	Utilize the concept of demand, elasticity of demand to identify the determinants of demand and forecast demand.
CO 3	Assess technically the possible ways of increasing the level of production.
CO 4	Develop knowledge on different market structures and make the price and output decisions.
CO 5	Develop an understanding of the role of government and taxes in controlling inflation and deflation.

#### MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
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<b>CO1</b>	2	2	3	2	3	2
<b>CO2</b>	3	2	2	2	3	2
<b>CO3</b>	1	2	2	2	2	2
<b>CO4</b>	2	2	2	2	2	2
<b>CO5</b>	2	3	2	2	1	2
<b>AVERAGE</b>	2	2.2	2.2	2	2.2	2

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY  
CORELATED-1 NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk- LCD)

Seminar

Peer Learning

Self-Study Papers

**QUESTION PAPER PATTERN:**

Section	Total no of questions	No of questions to be answered	Word Limit	Marks	Remarks
Section A	10	10	50	10x2=20	Minimum of 2 questions from each unit
Section B	8	5	200	5x8=40	Minimum of 1 question from each unit
Section C	4	2	500	2x20=40	Not more than 1 question from each unit

**SEMESTER- II**

**COMPUTER APPLICATIONS IN BUSINESS**

(Practical Paper)

**TEACHING HOURS: 90 HRS**  
**COURSE CODE : BS18/2A/PRA**

**CREDITS: 5**  
**L-T-P : 3-0-3**

**OBJECTIVES:**

- To be familiar with concepts and tools of contemporary information technology.
- To provide practical knowledge of basic operations in MSWord, MS Excel, Advance excel
- To integrate Microsoft Office applications for use in business

**COURSE OUTLINE:**

Unit I

Organization of Computers: - Computer System - Hardware – CPU - Computer Peripherals – Software - System Software - Types and Functions of Operating Systems – DOS – Windows Operating System – Application Software (10 hrs)

Unit II

Word Processing: Introduction and working with MS-Word in Ms-Office; word basic commands; formatting – text and documents- Using editing and proofing tools- Changing the layout of a document-Inserting elements to a word document- working with tables; working with graphics; Introduction to mail-merge. (20 hrs)

Unit III

Spread Sheet: Introduction to MS Excel –Quick review on MS Excel options, Ribbon, sheets- Managing workbooks- Manipulating data in a worksheet- Protecting & un protecting cells, rows, columns and sheets-Page layout and printer properties- Conditional formatting- Data sorting and filtering- Pivot tables-Pivot charts. (20 hrs)

Unit IV

Functions in Excel: Operators in Excel – Logical functions : If- AND – OR –NOT-Mathematical Functions: Count if – Degrees – Even & Odd- Exponent value- Integer function- Log function- Power function- Product function- SQRT function – Sum function – Sum IF function. Text Functions: Char function- Code function –Dollar function- Exact function- Find function- Left function-Lower function- RIGHT function  
Look up functions: H lookup – V look up.  
Date and Time functions. (20 hrs)

Unit V

Financial functions: Determining the PV of an investment- Net present value- PMT functions- IPMT and PPMT functions-IRR functions. Statistical functions: Average function- Median function- Mode function- STDEV function- Count function- The MIN and MAX functions- Calculating frequency distribution-Chi square test- Correlation- Excel short cuts (20 hrs)

**RECOMMENDED TEXT BOOKS:**

1. Ananthi Sheshasaayee and Sheshasaayee, Computer Applications in Business And Management, 2012, Margham Publications, Chennai.



2. Dr Ahmad Tasnim Siddiqui, Vivekanand Pandey, Computer Application in Management, 2017, Himalaya publishing house, Mumbai

### **REFERENCE BOOKS::**

1. Dr. U.S.Pandey & Varinder Kumar, Computer Applications in Business, 2012, Variety Books Publisher's Distributors, New Delhi.
2. R G Saha, Computer Business Application, 2017, Himalaya Publishing house, Mumbai
3. Alexis Leon and Mathews Leon, Fundamentals of Information of Technology, 2013, Vikas Publishrng House Pvt. Ltd, New Delhi.
4. Anannya Saha, R G Saha, Computer fundamentals, 2017, Himalaya Publishing house, Mumbai
5. Parameswaran R, Computer applications in business, S Chand & company, 2010, New Delhi.

### **Journals**

1. Journal of computer sciences and applications
2. Journal of computer applications

### **E-learning resources**

1. [https://www.vfu.bg/en/e-Learning/Computer-Basics--computer\\_basics2.pdf](https://www.vfu.bg/en/e-Learning/Computer-Basics--computer_basics2.pdf)
2. <https://ptgmedia.pearsoncmg.com/images/9780735623026/samplepages/9780735623026.pdf>
3. <https://www.keynotesupport.com/excel-basics/excel-for-beginners-guide.shtml>
4. [https://www.mta.ca/uploadedFiles/Community/Administrative\\_departments/Human\\_Resources/Training\\_and\\_professional\\_development/Classroom/Excel%20Training%20-%20Level%201.pdf](https://www.mta.ca/uploadedFiles/Community/Administrative_departments/Human_Resources/Training_and_professional_development/Classroom/Excel%20Training%20-%20Level%201.pdf)
5. <https://excelwithbusiness.com/blog/use-vlookup-hlookup-index-match-excel/>
6. <https://www.excelfunctions.net/excel-functions-list.html>
7. <https://support.office.com/en-us/article/keyboard-shortcuts-in-excel-1798d9d5-842a-42b8-9c99-9b7213f0040f>

### **COURSE OUTCOMES**

<b>CO Number</b>	<b>CO STATEMENT</b>
CO 1	Understand the features of hardware, software, operating systems and its functions and analyze its requirement for business purpose
CO 2	Apply word basic commands, editing and proofing tools, creating tables, changing layout and mail merge concept for creating and managing business documents and effective communication
CO 3	Handle business data by applying the in built features of excel and use pivot tables for analyzing customer and sales data
CO 4	Make use of logical, mathematical, text and look up functions for business decisions

CO 5	Apply financial and statistical function of excel for financial forecast, project analysis and analysis of business data
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#### MAPPING-COURSE OUTCOME WITH PROGRAMME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	2	1	2	2	2
CO 2	3	2	2	3	3	2
CO 3	3	3	2	3	3	2
CO 4	3	3	3	3	3	3
CO 5	2	3	2	3	3	3
Average	2.8	2.6	2	2.8	2.8	2.4

KEY: STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY  
CORELATED-1 NO CORELATION-0

#### TEACHING METHODOLOGY:

1. Lecture -LCD
2. Flipped Learning- Discussion oriented flipped learning and Virtual flipped classroom
3. E Content, Videos
4. Quiz, Assignment
5. Peer Learning
6. Self-Study Papers – Creating and Managing tables

### SEMESTER III

#### ORGANISATIONAL BEHAVIOUR

**TEACHING HOURS: 75 Hrs**  
**COURSE CODE: BS18/3C/ORB**

**CREDITS: 4**  
**L-T-P: 3-2-0**

#### **OBJECTIVES:**

- To give an insight into how individual behavior can be made meaningful to increase organizational effectiveness.
- To understand group behavior in the organization
- To understand the concepts of organizational behavior and its systems.

#### **COURSE OUTLINE:**

##### UNIT I

Fundamentals of Organizational Behavior – Definition – Scope – Importance and Limitations of OB – Theoretical framework (Cognitive, Behaviorist and Social Cognitive) – Contributing Disciplines to OB [15hrs]

##### UNIT II

Individual Process and Behavior I: Ability – Definition – Significance – Intellectual and Physical abilities. Learning – Attitudes: Meaning – Characteristics- Formation – Work related attitudes. Values – Meaning – Types of values – Difference between values and attitudes. [15hrs]

##### UNIT III

Individual Process and Behavior II: Personality– Meaning– Determinants of personality– Personality traits– Influence of personality on OB. Perception– Meaning– Perceptual process. Motivation– Meaning– Importance– Financial and Non Financial motivational techniques– Theories of motivation – Maslow– Herzberg two factor theory– Theory X&Y– Evaluation– Criticism. Emotional Intelligence: Meaning– Concepts– Emotional Intelligence in the work place. [15hrs]

##### UNIT IV

Interpersonal Processes and Behavior: Group dynamics- Formal & informal groups- Group behavior–Team management: Meaning– Significance– Developing work teams– Team effectiveness & Team building– Managing Conflicts: Meaning of Conflicts– Types of conflicts– Overcoming conflict. [15hrs]

##### UNIT V

Organizational Culture: Definition– Types of Culture– Creating positive organizational culture– Workplace spirituality– Organizational Change: Definition– Nature of Organizational Change– Types of Organizational Change– Overcoming resistance to change- Organisational Climate-



Meaning – Characteristics – Learning organization: Concept– Developing a learning organization . [15hrs]

**RECOMMENDED TEXT BOOKS:**

1. L.M.Prasad, Organizational behaviour, Sultan Chand, New Delhi, 2006.
2. J. Jayashankar, Organizational Behavior, Margham publications, Chennai, 2005.

**REFERENCE BOOKS::**

1. K.Aswhatha, Organisational behavior, Himalayas publishing house, Mumbai, 2004.
2. Luthans Fred, Organizational Behavior, Tata McGraw Hill, 2009.
3. Appannaiah, Reddy & Kavitha, Organisational behavior, Himalaya Publishing house, 2017, Mumbai.
4. Subha Rao P, Organisational Behaviour, Himalaya Publishing house, 2017, Mumbai
5. Stephen P Robins, Organisational behavior, Pearson Education, 2018, Noida.

**JOURNALS**

1. Journal of organizational behavior
2. International journal of organizational behavior

**E-learning**

1. <https://iedunote.com/organizational-behavior>
2. <http://www.indiaclass.com/theoretical-framework-of-organizational-behaviour/>  
<https://www.google.com/amp/s/www.citeman.com/117-contributing-disciplines-to-the-ob-field.html/amp>
3. [https://www.tutorialspoint.com/organizational\\_behavior/organizational\\_behavior\\_learning.htm](https://www.tutorialspoint.com/organizational_behavior/organizational_behavior_learning.htm)
4. [https://www.tutorialspoint.com/organizational\\_behavior/organizational\\_behavior\\_personality.htm](https://www.tutorialspoint.com/organizational_behavior/organizational_behavior_personality.htm)
5. [https://www.tutorialspoint.com/organizational\\_behavior/organizational\\_behavior\\_perception.htm](https://www.tutorialspoint.com/organizational_behavior/organizational_behavior_perception.htm)
6. <https://www.referenceforbusiness.com/management/Gr-Int/Group-Dynamics.html>
7. <https://www.elorus.com/blog/team-management-definition-the-importance-of-teamwork-and-collaboration-in-the-workplace/>

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Apply theories and concepts of organisational behaviour in workplace to create an effective organisational environment
CO 2	Analyze workplace behaviours from theoretical perspective of ability, learning, attitude and values
CO 3	Determine the influence of perception, personality and emotions on workplace behaviour in order to exhibit positive behaviour and to create solutions in a challenging context
CO 4	Create a conducive environment to facilitate group functioning, articulate conflict management competencies in managing and resolving conflicts
CO 5	Identify forces of change and manage a planned organizational change and ways to create a positive organizational culture for effective functioning of an organisation

### MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	2	3	3	3	3
CO 2	3	2	3	2	3	3
CO 3	2	2	3	3	3	3
CO 4	3	2	3	2	3	3
CO 5	2	2	3	3	3	3
Average	2.6	2	3	2.6	3	3

KEY: STRONGLY CORELATED-3; MODERATELY CORELATED-2; WEAKLY CORELATED-1 and NO CORELATION-0

### TEACHING METHODOLOGY:

1. Lecture (Chalk and Talk-OHP-LCD)
2. Flipped Learning- Discussion oriented flipped learning, Group based flipped learning and Virtual flipped classroom
3. E Content, Videos
4. Problem Solving-Group Discussion and Role play
5. Quiz, Assignment
6. Peer Learning
7. Field Visits
8. Self-Study Papers – Ability( Physical and Mental ability)

### QUESTION PAPER TEMPLATE

Section	Total no of questions	No of questions to be answered	Marks	Remarks
Section A	10	10	10x2=20	Minimum of 2 questions each unit
Section B	8	5	5x8=40	Minimum of 1 question from each unit
Section C	4	2	2x20=40	Not more than 1questionfrom each unit



## SEMESTER- III

### PRODUCTION MANAGEMENT

**TEACHING HOURS: 75 Hrs**

**COURSE CODE: BS18/3C/PMG**

**CREDITS: 4**

**L-T-P: 3-2-0**

#### **OBJECTIVES:**

1. To understand the concepts of production and the role of production manager.
2. To make them aware of the importance of good plant location and layout and enable them to make effective location and layout decisions.
3. To provide knowledge on various tools and techniques for effective cost control, quality control and production efficiency.

#### **COURSE OUTLINE:**

##### **UNIT I:**

Production Management – Objectives – Functions and Responsibilities of Production Manager – Production System-Continuous-Intermittent-Job-Batch(Meaning, Advantages and Disadvantages)- Recent trends in Production Management – Green Production – Importance of green production. (15 hrs)

##### **UNIT II:**

Plant Location: Objectives – Importance – Factors influencing Plant Location– Advantages and disadvantages of Urban, Sub-Urban and Rural locations. Plant Layout: Objectives – Factors influencing Plant Layout – Types of Plant Layout-Product, Process and Stationary layout. (18 hrs)

##### **UNIT III:**

Production Planning and Control: Objectives – Functions – Stages – Routing and Scheduling – Dispatching and Follow Up. Maintenance Management: Objectives – Breakdown Maintenance: Objectives – Disadvantages – Suitability – Preventive Maintenance: Objectives – Types – Advantages – Limitations. (15 hrs)

##### **UNIT IV:**

Inspection: Objectives – Functions – Centralized and Decentralized Inspection – Quality Control: Objectives – Advantages – SQC [Statistical Quality Control]: Techniques – Benefits – Control Charts – X Chart – R Chart – C Chart – P Chart – Quality Circle – Characteristics – Advantages – TQM – Meaning- Objectives-Importance (13 hrs)

##### **UNIT V:**

Work Study: Objectives – Importance – Procedure – Benefits - Method Study: Objectives – Procedure Involved in Method Study - Work Measurement: Objectives – Techniques – Procedure for work measurement – Steps for Conducting Time Study. (14 hrs)

### **RECOMMENDED TEXT BOOKS**

1. P.Saravanavel and S.Sumathi, Production and Materials Management, Margham publications, Chennai, 2006.
2. K.Shridhara Bhat; Production Management; Himalaya Publishing House; Nagpur 2005

### **REFERENCE BOOKS**

1. R.B Khanna, Production and materials management , Prentice Hall Publications, 2005
2. S.N Chari, Production and materials management, Tata McGraw-Hill, 2004.
3. Paneerselvam, Production and operations management, Prentice Hall Publications, Newdelhi, 2012.
4. Kanishka Bedi, Production and operations management, Oxford University press, Newdelhi, 2013
5. K.C. Jain & P.L.Verma, Production and operations management, Dreamtech Press, 2019.

### **JOURNALS**

1. Prabandhan: Indian Journal of Management
2. International Journal of Operations & Production Management

### **E LEARNING SOURCES**

1. <http://www.nitc.ac.in/app/webroot/img/upload/Production%20Management%20Module%201%20Course%20notes.pdf>
2. <https://www.slideshare.net/KirtiGupta64/latest-trends-in-production-and-operational-management>
3. <http://www.yourarticlelibrary.com/business/plant-layout-business/plant-layout-concept-objectives-principles-and-types/69514>
4. <https://mymbaguide.com/notes-on-production-planning-and-control/>
5. <https://www.wisdomjobs.com/e-university/production-and-operations-management-tutorial-295/inspection-9633.html>
6. <https://accountlearning.com/importance-and-advantages-of-quality-control-system/>
7. <https://accountlearning.com/quality-circles-meaning-characteristics-advantages-problems/>
8. <https://www.knowledgiate.com/nature-and-importance-of-work-study/>
9. <http://www.yourarticlelibrary.com/ergonomics/method-study/objectives-procedure-and-selection-of-work-for-method-study/34500>
10. <http://www.economicdiscussion.net/engineering-economics/work-measurement-definition-objectives-and-techniques/21707>

### **COURSE OUTCOMES**

CO Number	CO STATEMENT
CO 1	Develop an understanding of the role of production manager and also select a suitable production system.
CO 2	Analyse and decide a good location for the plant and its layout.
CO 3	Demonstrate efficient planning and control of production activities.
CO 4	Develop strategies to ensure high quality products are manufactured and distributed.
CO 5	Identify the ways and means to attain a competitive edge in the market through effective method, materials and labour.

### MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	3	3	3	2
CO2	3	3	2	2	2	1
CO3	3	2	3	2	2	2
CO4	2	2	2	2	2	2
CO5	3	3	2	2	3	3
AVERAGE	2.8	2.4	2.4	2.2	2.4	2

KEY: STRONGLY CORELATED-3; MODERATELY CORELATED-2; WEAKLY CORELATED-1 and NO CORELATION-0

### TEACHING METHODOLOGY

Lecture (Chalk and Talk-LCD)  
 Flipped Learning-E Content, Videos  
 Group Discussion-Seminar- Assignment  
 Field Visits-Report writing  
 Peer Learning  
 Self study

### QUESTION PAPER PATTERN

Section	Total no of questions	No of questions to be answered	Word Limit	Marks	Remarks
Section A	10	10	50	10x2=20	Minimum of 2 questions from each unit
Section B	8	5	200	5x8=40	Minimum of 1 question from each unit
Section C	4	2	500	2x20=40	Not more than 1 question from each unit

### SEMESTER III



## **MARKETING MANAGEMENT**

**TEACHING HOURS: 75Hrs**

**CREDITS: 4**

**COURSE CODE: BS18/3C/MKM**

**L-T-P: 3-2-0**

### **OBJECTIVES:**

1. To provide adequate knowledge on marketing functions
2. To provide basic exposure to several sub areas of marketing like consumer behaviour, market segmentation, product management, pricing, promotion and distribution.
3. To provide insight into the latest trends in marketing.

### **COURSE OUTLINE:**

#### UNIT I:

Marketing – Importance – Functions – Marketing environment- Factors influencing Marketing Environment– Market Segmentation – Need and basis of market segmentation- Targeting and Positioning. (15hrs)

#### UNIT II:

Consumer Behaviour –Factors influencing consumer behaviour - general consumers, industrial consumers, online consumers-Recent concepts in marketing – Green marketing, Digital marketing, Relationship marketing. (15hrs)

#### UNIT III:

Marketing Mix – definition - Product – Product policy - Product mix – Branding, Packaging and labelling (functions, kinds and advantages) - Product life cycle – strategies of PLC – New product development. (15hrs)

#### UNIT IV:

Price – Pricing objectives – Pricing policies – Methods of pricing – Distribution channel (levels, advantages and disadvantages) – Factors to be considered in selecting a channel – Channel conflicts (causes and overcoming conflicts). (15hrs)

#### UNIT V:

Promotional Mix – Advertisement-Features – advantages – disadvantages-types – Sales promotion – Forms , Advantages and limitations, – Public Relations – features, tools, advantages, disadvantages – Publicity – features, advantages and disadvantages- Personal selling – Features ,advantages and disadvantages- Direct Marketing – channels of direct marketing ,advantages and disadvantages. (15hrs)

### **RECOMMENDED TEXT BOOKS:**



1. Dr. C B Gupta, Dr. N. Rajan Nair, Marketing Management, Sultan Chand & Sons, New Delhi, 2018
2. Philip Kotler, Marketing Management, Prentice Hall of India Pvt Ltd., New Delhi, 2004

#### REFERENCE BOOKS:

1. M. Vidhya, Marketing, MJP Publishers, Chennai, 2010
2. Alexander Chernev, Strategic Marketing Management, Cerebellum Press, Inc., USA, June 2014
3. David Meerman Scott, The New Rules Of Marketing & PR, John Wiley & Sons, Inc., USA, 2007
4. Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, Marketing 4.0, John Wiley & Sons, Inc., USA, 2017
5. Jacquelyn Ottman, The New Rules Of Green Marketing, Green Key Publishing Ltd., 2011, Routledge, 2017

#### JOURNALS:

1. <https://ijmm.net/currentissue.php#1>
2. [https://www.iupindia.in/Marketing\\_Management.asp](https://www.iupindia.in/Marketing_Management.asp)

#### E-LEARNING RESOURCES:

1. [https://www.tutorialspoint.com/marketing\\_management/marketing\\_management\\_functions.htm](https://www.tutorialspoint.com/marketing_management/marketing_management_functions.htm)
2. <https://www.feedough.com/market-segmentation-definition-basis-types-examples/>
3. <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/16952-market-segmentation.html>
4. [https://www.tutorialspoint.com/consumer\\_behavior/consumer\\_behavior\\_tutorial.pdf](https://www.tutorialspoint.com/consumer_behavior/consumer_behavior_tutorial.pdf)
5. <http://www.yourarticlelibrary.com/marketing/market-segmentation/consumer-behaviour-meaningdefinition-and-nature-of-consumer-behaviour/32301>
6. <https://www.feedough.com/what-is-green-marketing-the-complete-guide/>
7. <https://businessjargons.com/product-mix.html>
8. <https://www.business.qld.gov.au/running-business/growing-business/becoming-innovative/developing-products/new-products/launching-commercialising>
9. <https://www.tutor2u.net/business/reference/product-life-cycle>
10. <http://www.yourarticlelibrary.com/marketing/pricing/methods-of-pricing-cost-oriented-method-and-market-oriented-method/32311>
11. <https://edwardlowe.org/how-to-establish-a-promotional-mix/>

#### COURSE OUTCOME:

CO Number	CO STATEMENT
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CO 1	Identify the marketing functions, environment and segmentation for effective positioning of the products.
CO 2	Assess the factors influencing consumer behavior and apply recent marketing trends in business
CO 3	Develop new products and services that are consistent with evolving marketing needs.
CO 4	Formulate effective pricing policy and select an appropriate channel of distribution.
CO 5	Critically analyze the various promotional tools and formulate effective promotional strategies for success of the enterprise.

#### MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	2	3	3
CO2	3	3	3	3	2	3
CO3	3	3	3	3	3	3
CO4	2	3	2	2	3	2
CO5	3	3	3	2	3	3
AVERAGE	2.8	3	2.6	2.4	2.8	2.8

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY  
CORELATED-1 NO CORELATION-0

#### TEACHING METHODOLOGY

Lecture (Chalk and Talk-LCD)  
Flipped Learning-E Content, Videos  
Group Discussion-Seminar- Assignments  
Peer Learning  
Self study

#### QUESTION PAPER PATTERN

Section	Total no of questions	No of questions to be answered	Word Limit	Marks	Remarks
Section A	10	10	50	10x2=20	Minimum of 2 questions from each unit
Section B	8	5	200	5x8=40	Minimum of 1 question from each unit
Section C	4	2	500	2x20=40	Not more than 1 question from each unit

### SEMESTER III ENTREPRENEURIAL DEVELOPMENT



**TEACHING HOURS:75 Hrs**  
**COURSE CODE: BS18/3C/EDT**

**CREDITS: 4**  
**L-T-P: 3-2-0**

**OBJECTIVES:**

1. To provide an insight into the various functional aspects of starting and managing own business.
2. To develop the entrepreneurial skills of the students
3. To identify the role of various financial and promotional institutions in Entrepreneurial development

**COURSE OUTLINE:**

**UNIT I:**

Entrepreneurship – Role of entrepreneurs in economic development-Entrepreneur Vs. Intrapreneur - Characteristics of a successful Entrepreneur – Functions of an entrepreneur- Types of entrepreneurs --Factors influencing entrepreneurial growth- Entrepreneurial challenges – E-entrepreneurship. [15 hrs]

**UNIT II:**

Women entrepreneurship – Problems and prospects of women entrepreneurs- Social Entrepreneurship. Entrepreneurial training- Entrepreneurial Development Programmes ( EDP)- Need- Objectives- Phases- Entrepreneurial leadership- Characteristics- Components [12 hrs]

**UNIT III:**

Defining Business Idea – Idea generating techniques- Identification of business opportunities- Business plan- Perspectives in business plan preparation- Elements of business plan- Business plan failures. [15hrs]

**UNIT IV:**

Marketing feasibility- Stages in new product development- Product life cycle- Customer analysis-Sales analysis- Competition analysis. Financial feasibility- Financial ratio analysis- Break even analysis- Profitability analysis- Social cost- benefit analysis-Assessment of fixed and working capital requirements- long term and short term sources of funds. Technical feasibility- Technology analysis- Choice of technology- Raw material analysis [18hrs]

**UNIT V:**

Entrepreneurship Development schemes offered by various financial institutions - Commercial banks, IDBI, ICICI, SIDBI, SFCs - Role of Central Government and State Government in promoting Entrepreneurship - Role of following agencies in the Entrepreneurship Development - District Industries Centers (DIC), Micro Small and Medium Enterprises(MSME), National Entrepreneurship Development Board (NEDB), Entrepreneurship development institute of India (EDII), National Institute for Entrepreneurship and Small Business Development(NIESBUD) [ 15 Hrs]

**Internal component**

Presentation of report by students: Study visit by students to any enterprise of own choice. With the help of a questionnaire the students will record observation regarding – the background of entrepreneur, reasons for selecting the entrepreneurial career, starting the enterprise, the type of enterprise, the process of setting this enterprise, products/ services, production process, investment made and marketing practices followed, profit or loss, growth and development, problems faced, institutions/organizations which offered support for his/her career. Preparation of a brief report based on the observations made during study-visit to an enterprise

**RECOMMENDED TEXT BOOKS:**

1. Srinivasan.N.P and C.B. Gupta, Entrepreneurship in India, Sultan chand &sons, New Delhi, 2000
2. Jayashree Suresh, Entrepreneurial Development, Margham Publications, Chennai, 2006.

**REFERENCE BOOKS:**

1. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Himalaya publishing house, mumbai, 2002
2. S.S.Khanka, Entrepreneurial Development, S.Chand & Company ltd, New Delhi, 2005.
3. Harvard Business Review; Harvard Business Review on Entrepreneurship; Harvard Business School Press; USA 1999
4. E.Gordon, & K.Natarajan, Entrepreneurship Development; Himalaya Publishing House; Mumbai 2017
5. A.K.Lal, Entrepreneurship Development and Management; Vayu Education India; New Delhi 2011

**JOURNALS:**

1. The Journal Of Entrepreneurship – Published in Association with Entrepreneurship Development Institute of India
2. International Journal of Innovative Research in Science, Engineering and Technology- International Journal

**E-LEARNING RESOURCES:**

1. <https://courses.lumenlearning.com/boundless-business/chapter/introduction-to-entrepreneurship/>
2. <http://www.rroj.com/open-access/women-entrepreneurs--problems-of-womenentrepreneurs-.php?aid=48589> -
3. [http://www.mbaexamnotes.com/business\\_idea.html](http://www.mbaexamnotes.com/business_idea.html)
4. <https://www.businessstudynotes.com/finance/project-management/types-feasibility-study/>
5. <https://msme.gov.in/all-schemes>

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
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CO 1	Understand the importance of entrepreneurship and are motivated to start an enterprise.
CO 2	Able to face the challenges of women entrepreneurs and develop entrepreneurial leadership skills.
CO 3	Identify business opportunities, Generate business ideas and prepare business plan
CO 4	Carry out feasibility studies for projects in hand
CO 5	Raise funds and avail assistance through various funding and support agencies for their finance

#### MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	3	3	3	2	3
CO2	2	3	3	3	2	2
CO3	2	3	3	3	3	2
CO4	2	3	3	3	2	2
CO5	2	3	3	2	2	3
AVERAGE	2	3	3	2.8	2.2	2.4

#### TEACHING METHODOLOGY:

Lecture (Chalk and Talk-LCD)  
 E Content, Videos  
 Problem Solving, Assignments  
 Peer Learning, Self-Study  
 Field Visits, Report writing

#### QUESTION PAPER TEMPLATE

Section	Total no of questions	No of questions to be answered	Word Limit	Marks	Remarks
Section A	10	10	50	10x2=20	Minimum of 2 questions from each unit
Section B	8	5	200	5x8=40	Minimum of 1 question from each unit
Section C	4	2	500	2x20=40	Not more than 1 question from each unit

#### SEMESTER III

#### BUSINESS MATHEMATICS

TEACHING HOURS: 90hrs  
 COURSE CODE: BS18/3A/BSM

CREDITS: 5  
 L-T-P: 4-2-0

## OBJECTIVES:

1. To develop mathematical continuity for learning.
2. To apply mathematical concepts in finding solutions to business problems.
3. To familiarize students with the application of mathematical techniques in business decision process.

## COURSE OUTLINE

### UNIT I:

Set & Set Operations - Union of Sets - Intersection of Sets - Difference of Sets - Complement of a set – Venn Diagram – Law of sets - Application of sets in Business.  
Arithmetic Progression –  $n^{\text{th}}$  term - sum to  $n$  terms – properties of an AP - Geometric Progression –  $n^{\text{th}}$  term – sum to  $n$  terms. (18hrs)

### UNIT II:

Matrices – Fundamentals about matrices and their operational rules – Matrix multiplication – Inversion of Square matrices of not more than  $3^{\text{rd}}$  order (Application of matrices in Business to be focused) (18hrs)

### UNIT III:

Simple Interest and Compound Interest - Annuities – immediate annuity – annuity due – present value of immediate annuity – deferred annuity – present value of a perpetuity. (18hrs)

### UNIT IV:

Applications of Derivatives in Business – Total cost function – Average cost – Marginal cost-Average Revenue - Marginal Revenue - Maxima and Minima (18hrs)

### UNIT V:

Linear Programming Problems –meaning-application- formulation (Simple problems only) (18hrs)

## RECOMMENDED TEXTBOOKS:

1. P.R Vittal , Business mathematics & Statistics , Margham publications, Chennai 2018.
2. S.R.Arora& Dinesh Khattar , Business Mathematics with applications, S.Chand& company ltd, New Delhi 2015.

## REFERENCE BOOKS:

1. R.S,Soni Essentials of Business Mathematics & Business Statistics, Ane Books pvt ltd, New Delhi, 2009.
2. D.C Sancheti & V.K Kapoor Business Mathematics, Sultan Chand & Sons, New Delhi 2018.
3. S.P. Gupta & P.K. Gupta, Business Statistics & Business Mathematics, Sultan Chand & sons, New Delhi, 2015.
4. Introductory Mathematics for business & economics, Sultan Chand & Sons, New Delhi 2016
5. D.Bose. An Introduction to Mathematical Methods, Himalaya Publishing House, Chennai,

#### JOURNALS:

India Mathematics Journal  
International Journal of Mathematics

#### E-LEARNING RESOURCES:

1. <https://www.toppr.com/guides/maths/sets/venn-diagrams/>
2. <https://www.scribd.com/doc/19613606/Applications-of-Matrices-to-Business-and-Economics>
3. <https://www.pearsonhighered.com/assets/samplechapter/0/1/3/4/0134437764.pdf>
4. <http://math.hawaii.edu/~mchyba/documents/syllabus/Math499/extracredit.pdf>
5. <http://mu.ac.in/portal/wp-content/uploads/2017/10/dormsemIlinearprogramming.pdf>

#### COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Draw and use Venn diagrams to solve real problems in business.
CO 2	Perform elementary matrix operation and use matrices in business decision making.
CO 3	Utilise the concept of annuity and time value of money to make decisions in real life situations.
CO 4	Use derivatives in marginal analysis and application of differential calculus to find the maxima and minima of a function.
CO 5	Formulate complex business problems into a mathematical model to find solution.

#### MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	2	1	2
CO2	3	3	2	2	2	2
CO3	3	3	2	2	3	2
CO4	2	3	2	2	2	2



<b>CO5</b>	3	3	2	2	3	2
<b>AVERAGE</b>	2.8	3	2	2	2.2	2

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY  
CORELATED-1 NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk)

Problem Solving

Quiz

Peer Learning

Self-Study Papers

**QUESTION PAPER TEMPLATE**

SECTION	Total no of questions	No of questions to be answered	Marks	Remarks
Section A	7 (No theory)	5	5x3=15	Minimum of 1 question from each unit
Section B	8 (No theory)	5	5x8=40	Minimum of 1 question from each unit
Section C	5 ( No theory)	3	3x15=45	One question from each unit

**SEMESTER IV**

**BUSINESS LAW**

**TEACHING HOURS: 75 Hrs**

**COURSE CODE: BS18/4C/BSL**

**CREDITS: 4**

**L-T-P: 3-2-0**



## **OBJECTIVES:**

1. To provide a basic knowledge of the Indian Legal system under which business has to be operated.
2. To provide an insight into the application of commercial laws to business transactions.
3. To provide knowledge of the regulatory framework of companies with reference to various provisions of Company Act.

## **COURSE OUTLINE:**

### UNIT I

Contract Act: Meaning & Nature of contract– Agreement– Essential elements of a valid contract– Offer and Acceptance– Consideration– Capacity to Contract– Free consent– Legality of Object. [15hrs]

### UNIT II

Discharge of contract– Performance of contracts– Breach of contracts– Remedies of breach– Quasi contract– E-Contract. [15hrs]

### UNIT III

Company Act 2013: Meaning– Nature & Characteristics of a Company– Types of companies– Meaning, Duties, Rights, Responsibilities & Liabilities of a promoter– Incorporation of companies– Memorandum of association & Articles of Association and their alteration– Doctrine of Ultravires– Doctrine of Indoor Management– Doctrine of Constructive Notice– Doctrine of alter ego– Prospectus: Meaning– Types (Abridged, Red-Herring, Shelf Prospectus) – Contents. [15hrs]

### UNIT IV

Financial Structure: Equity share capital– Preference share capital– Allotment of shares– Minimum subscription– Share certificate– Share warrants– Membership in a company: Modes of acquiring membership– Rights of members– Register of members– Dematerialization & Re-materialization of securities– Transfer & Transmission of shares– Borrowing powers and Debentures. [15hrs]

### UNIT V

Directors: Types– DIN– Appointment of directors– Qualification– Disqualifications- Meetings: Company Meetings- Meetings of Shareholders- Meetings of Directors- Meetings of Creditors- Meetings of Debenture holders-Introduction to E-Governance and XBRL: CIN – FCRN- Digital Signature Certificate- E-filing of documents under the MCA-21 system-Categories of E-Forms- XBRL – Benefits of XBRL [15hrs]

### **Recommended Books**

1. Kapoor N. D., Business law, Sultan Chand and sons, New Delhi,2006.
2. Tejpal Sheth, Company Law, Taxman publication, 2018, New Delhi.

### **REFERENCE BOOKS::**

1. Shukla M.C, Mercantile Law, S.Chand & co Ltd, New Delhi,2000.
2. G.K.Kapoor, Business & corporate laws, Sultan Chand & sons, New Delhi, 2006.

3. S. S. Gulshan, Business law, Excel books, 2008, New Delhi
4. K R Bulchandani, Business Law for management, Himalaya Publication, 2017, Mumbai.
5. R K Bangia, Company law, Allahabad law agency, 2018, Allahabad.

### JOURNAL

1. Indian law journal
2. International journal of law

### E-learning resources

1. <https://www.owlgen.com/question/what-are-the-essential-elements-for-a-contract-to-be-valid>
2. <https://www.casrilanka.com/casl/images/stories/EDBA/contract%20law.pdf>
3. [https://www.lawnotes.in/Indian\\_Contract\\_Act\\_1872](https://www.lawnotes.in/Indian_Contract_Act_1872)
4. <https://taxguru.in/company-law/memorandum-articles-association-companies-act2013.html>
5. [http://corporatelawreporter.com/companies\\_act/section-29-of-companies-act-2013-public-offer-of-securities-to-be-in-dematerialised-form/](http://corporatelawreporter.com/companies_act/section-29-of-companies-act-2013-public-offer-of-securities-to-be-in-dematerialised-form/)
6. <https://www.caclubindia.com/articles/types-of-directors-under-companies-act-2013-25510.asp>

### COURSE OUTCOMES

CO Number	CO STATEMENT
CO 1	Assess the elements of a valid contract in contract formation
CO 2	Apply legal principles of performance, discharge and breach of contract in contractual dealings
CO 3	Develop an understanding of the types of companies , role of promoters and legal rules relating to incorporation of company and employ it in formation of a company
CO 4	Comply with the provisions relating to share certificate, share warrant, transfer and transmission of shares, borrowing powers of the company and identify the long term sources of funds to fulfill the financial requirements of a company
CO 5	Identify the role of XBRL in the expeditious preparation of financial and non financial information, duties and responsibilities of board of directors

### MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	2	2	3	3	3
CO2	3	3	2	2	3	3
CO3	2	2	2	2	3	3
CO4	3	3	2	3	3	3
CO5	3	3	2	3	3	3
AVERAGE	2.6	2.6	2	2.6	3	3

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY  
CORELATED-1 NO CORELATION-0

**TEACHING METHODOLOGY:**

1. Lecture (Chalk and Talk-OHP-LCD)
2. Flipped Learning- Discussion oriented flipped learning, Group based flipped learning and Virtual flipped classroom
3. E Content, Videos
4. Problem Solving- Case study analysis
5. Quiz, Assignments
6. Peer Learning
7. Field Visits
8. Self-Study Papers – Long term sources of funds

**QUESTION PAPER TEMPLATE**

Section	Total no of questions	No of questions to be answered	Marks	Remarks
Section A	10	10	10x2=20	Minimum of 2 questions from each unit
Section B	8	5	5x8=40	Minimum of 1 question from each unit
Section C	4	2	2x20=40	Not more than 1 question from each unit

**SEMESTER IV**

**HUMAN RESOURCE MANAGEMENT**

**TEACHING HOURS: 75Hrs**

**COURSE CODE: BS18/4C/HRM**

**CREDITS: 4**

**L-T-P: 3-2-0**

**OBJECTIVES:**



1. To understand the concepts of HRM and its system.
2. Identify HRM issues, challenges and its role in decision making
3. To provide knowledge on various aspects of HRM

**COURSE OUTLINE:**

UNIT I:

Human Resource Management- Objectives – Importance – Scope - Functions of HRM – Environment of HRM - Strategic HRM – Meaning- Objectives- Personnel Management Vs Human Resources Management - Difference between Traditional HRM and Strategic HRM.

[10 hrs]

UNIT II:

Human Resources planning- Meaning and Importance - Job Analysis, Job Description and Job Specification - Recruitment: Meaning and Sources of recruitment. Selection - Meaning and Methods of selection– Interview - Kinds of interview – Steps in interview Procedure – Tests - Kinds and Importance of Tests- Induction – Placement.

[18 hrs]

UNIT III:

Performance Appraisal – Meaning and Importance – Methods of Performance Appraisal. Training – Importance- Benefits - Methods of Training - Executive Development - Meaning and Methods - Career Planning - Meaning and Objectives.

[17 hrs]

UNIT IV:

Job Evaluation– Advantages - Limitations - Methods of Job evaluation. Wage and salary administration – Objectives - Essentials of a sound wage and salary structure – Components of compensation – Executive compensation – Profit sharing – Labour co-partnership – Employee Stock Option Plans (ESOP)

[16 hrs]

UNIT V:

Transfer - Promotion: Meaning and Importance – Seniority Vs Merit –Demotion – Absenteeism – Causes – effects – Control – labour turnover – Causes – Effects - Control . Human resource audit – Meaning, objectives, importance.

[14 hrs]

**RECOMMENDED TEXT BOOKS:**

1. Dr. C B. Gupta, Human Resource Management, Sultan Chand & Sons, New Delhi, 2018
2. K. Aswathappa, Human Resource Management, Mc Graw Hill, India Pvt Ltd., 2013

**REFERENCE BOOKS:**



1. Dr. P C. Tripathi, Personnel Management & Industrial Relations, Sultan Chand & Sons, New Delhi, 2017
2. Gary Dessler, Human Resource Management, Pearson Prentice Hall, India, 2008
3. Dr. S S. Khanka, Human Resource Management, S. Chand & company Ltd., New Delhi, 2013
4. R S Dwivedi, Human Resource Management, Himalaya Publishing House Pvt Ltd., 2009
5. P.Subba Rao; Personnel and HRM, Himalaya Publishing House pvt ltd; 2009.

**JOURNALS:**

<http://www.macrothink.org/journal/index.php/ijhrs>

<http://www.publishingindia.com/jshrm/32/association-between-the-demographic-and-organizational-factors-inducing-professional-and-non-professional-life-management/787/5470/>

**E-LEARNING RESOURCES:**

1. <http://www.yourarticlelibrary.com/hrm/human-resource-management-functions-managerial-operative-and-advisory-function/27995>
2. <http://www.whatishumanresource.com/strategic-human-resources-management>
3. <https://www.tbs-sct.gc.ca/gui/ipg-expr-eng.asp>
4. [https://www.tutorialspoint.com/recruitment\\_and\\_selection/what\\_is\\_selection.htm](https://www.tutorialspoint.com/recruitment_and_selection/what_is_selection.htm)
5. <https://www.toppr.com/guides/business-management-and-entrepreneurship/human-resource-management/selection-process/>
6. <https://www.toppr.com/guides/business-management-and-entrepreneurship/human-resource-management/performance-appraisal/>
7. <http://www.yourarticlelibrary.com/performance-appraisal/performance-appraisal-methods-traditional-and-modern-methods-with-example/35492>
8. <http://www.yourarticlelibrary.com/employees/training-methods-on-job-training-and-off-the-job-training-methods/5421>
9. <http://www.yourarticlelibrary.com/hrm/jobs/job-evaluation-concept-objectives-and-procedure-of-job-evaluation/35332>
10. <http://www.yourarticlelibrary.com/employee-management/wages/objectives-and-principles-of-wage-and-salary-administration/35350>
11. <http://www.yourarticlelibrary.com/essay/human-resource-management/essay-on-labour-turnover-meaning-effects-and-causes-hrm/75272>

**COURSE OUTCOME:**

CO Number	CO STATEMENT
CO 1	Develop an understanding of the human resource functions and environment to manage human resource effectively.
CO 2	Identify the human recourse requirement and select suitable work force.
CO 3	Evaluate the performance of human resource and develop suitable training, development and career planning programs

CO 4	Frame sound compensation policy for high employee retention
CO 5	Develop effective promotion policy and reduce absenteeism and labour turnover.

#### MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	2	2	2	3
CO2	3	3	3	2	2	2
CO3	2	3	3	2	2	3
CO4	2	2	2	2	2	2
CO5	2	2	2	2	2	3
AVERAGE	2.4	2.4	2.4	2	2	2.6

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY  
CORELATED-1 NO CORELATION-0

#### TEACHING METHODOLOGY

Lecture (Chalk and Talk-LCD)  
Flipped Learning-E Content, Videos  
Group Discussion-Seminar- Assignment  
Peer Learning  
Self study

#### QUESTION PAPER PATTERN

Section	Total no of questions	No of questions to be answered	Word Limit	Marks	Remarks
Section A	10	10	50	10x2=20	Minimum of 2 questions from each unit
Section B	8	5	200	5x8=40	Minimum of 1 question from each unit
Section C	4	2	500	2x20=40	Not more than 1 question from each unit

#### SEMESTER IV

#### MATERIALS AND LOGISTICS MANAGEMENT

TEACHING HOURS: 75Hrs  
COURSE CODE: BS18/4C/MLM

CREDITS: 4  
L-T-P: 3-2-0

OBJECTIVES:



1. To provide an insight into the functions of Materials, Logistics and Supply Chain Management
2. To enable them to take decisions relating to material handling, inventory management, packaging, warehousing and transportation
3. To understand the various types of marketing channels

### **COURSE OUTLINE:**

#### UNIT I:

Materials Management- objectives – importance – functions – Integrated approach to materials management. Logistics – objectives – functions – significance-Supply chain management – objectives – functions – significance. (15hrs)

#### UNIT II:

Material handling –Objectives – Importance – Principles of Material Handling - Material handling equipments – Packaging –objectives – functions – types of packaging. (15hrs)

#### UNIT III:

Inventory Control: EOQ – Meaning, assumptions, limitations – EBQ – Determination of Stock Levels – Replenishment System (P System, Q System) – ABC – VED – FSN Analysis –Just In Time – Meaning and Benefits – MRP – Meaning, objectives, steps in MRP. (15hrs)

#### UNIT IV:

Ware housing –importance- functions - types of warehouses- Transportation – importance – functions – Factors to be considered while taking transport decisions - types of transportation. (15hrs)

#### UNIT V:

Physical distribution-objectives-Importance- participants in physical distribution process – factors to be considered while selecting the distribution channel-Channels for consumer goods, industrial goods and services- Traditional marketing channel-Integrated marketing channels – Horizontal, vertical, multi channel marketing systems. (15hrs)

### **RECOMMENDED TEXT BOOKS:**

1. P.Saravanavel and S.Sumathi, Production and Materials Management, Margham Publications, 2006.
2. Logistics & Supply Chain Management, Martin Christopher.

### **REFERENCE BOOKS:**

1. R.B Khanna, production and materials management , Prentice Hall Publications, 2005
2. S.N Chari, Productin and materials management, Tata McGraw-Hill, 2004.

3. Raghuram . G & Rangaraj. N., Logistics and Supply chain Management-Cases and concepts, Macmillan
4. K.Shridhara Bhat; Material Management; Himalaya Publishing House; Mumbai 2005
5. Ailwadi S C, Logistics Management, PHI Learning Pvt. Ltd. New Delhi, 2012.

**JOURNALS:**

1. International Journal on Logistics Management
2. Journal of purchasing and materials management
3. Journal of Supply chain management

**E LEARNING SOURCES:**

1. <http://www.yourarticlelibrary.com/material-management/materials-management-objectives-scope-and-functions/57432>
2. <https://www.slideshare.net/DevikaAntharjanam/3integrated-approach-tomaterialmanagement>
3. <https://www.mbacrystalball.com/blog/operations-management/logistics-scm/>
4. <https://www.slideshare.net/rohit3615/materials-handling-15528281>
5. <https://www.investopedia.com/terms/e/economicorderquantity.asp>
6. <https://www.slideshare.net/zebakan38/transportation-warehousing-and-inventory-decisions>
7. <https://www.businessmanagementideas.com/marketing/physical-distribution/physical-distribution-definition-objectives-importance-and-components-marketing/17992>
8. <https://whhttps://www.slideshare.net/gadekar1986/integrated-marketing-channelsww.marketing-schools.org/types-of-marketing/traditional-marketing.html>

**COURSE OUTCOMES**

CO Number	CO STATEMENT
CO 1	Develop an understanding of the functions involved in Materials, Logistics and Supply chain management.
CO 2	Implement and maintain effective material handling system and develop more competitive packaging for the products.
CO 3	Identify proper inventory control techniques and reduce the working capital requirements as well as render efficient service to the consumers.
CO 4	Analyse and select suitable mode of transportation to dispatch the goods and make wise decisions relating to location and operation of warehouses.
CO 5	Decide effective distribution network through proper marketing channels and its control.

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	1	3	3	2	2
CO2	2	3	2	2	2	2
CO3	3	3	2	2	2	2
CO4	3	3	2	2	3	2
CO5	2	2	2	2	3	2
AVERAGE	2.6	2.4	2.2	2.2	2.4	2



KEY: STRONGLY CORELATED-3; MODERATELY CORELATED-2; WEAKLY CORELATED-1 and NO CORELATION-0

### TEACHING METHODOLOGY

Lecture (Chalk and Talk-LCD)  
Flipped Learning-E Content, Videos  
Group Discussion-Seminar- Assignment  
Peer Learning  
Self study

### QUESTION PAPER PATTERN

Section	Total no of questions	No of questions to be answered	Word Limit	Marks	Remarks
Section A	10	10	50	10x2=20	Minimum of 2 questions from each unit
Section B	8	5	200	5x8=40	Minimum of 1 question from each unit
Section C	4	2	500	2x20=40	Not more than 1 question from each unit

### SEMESTER IV

### BUSINESS TAXATION

TEACHING HOURS: 75 Hrs  
COURSE CODE: BS18/4C/BST

CREDITS: 4  
L-T-P: 3-2-0

**OBJECTIVES:**

1. To acquire knowledge on Tax Laws applicable in India.
2. To provide basic understanding of indirect taxes.
3. To give an insight to GST.

**COURSE OUTLINE:**

UNIT I: Tax- Definition - Features of tax – Objectives - Canons of taxation - Classification of taxes - Direct and Indirect taxes - Merits and demerits. [15 Hrs]

UNIT II: Goods and Services Tax - Introduction – Objectives – Major benefits of GST- Difference between GST and earlier tax structure - GST vs. VAT – Strengths, weaknesses opportunities, Threats of GST system in India – Types of GST in India-CGST,SGST,IGST and UTGST. [15 Hrs]

UNIT III: GST - Levy and collection of tax - Compensation cess - Reverse charge levy - Special provisions relating to electronic commerce operators - Composition levy - Procedure for opting composition scheme - Exemption from GST – Registration - persons liable for registration - Compulsory registration - Procedure for registration - Input Tax Credit - Documents for availing credit - Availability of credit in special circumstances – Reversal of credit - Utilization of input tax credit. [15 Hrs]

UNIT IV: Customs duty – Meaning – Objectives - Important definitions – Baggage - Custom area – Export - Export goods – Import - Import goods – Goods - Indian customs waters - Prohibited goods – Classification of goods – meaning - need - Types of customs duties - Purposes for prohibition of import and export of goods. [15 Hrs]

UNIT V: Tax audit and export promotion - Tax audit – Meaning - Audit of business income - Scope of tax audit - Schemes for encouraging exports - Excise duty concessions - Customs duty drawback - Exemption from income tax - EOU and SEZ. [15 Hrs]

**RECOMMENDED TEXTBOOKS:**

1. T.S. Reddy & Y.Hariprasad Reddy , Business Taxation, Margham Publications, Chennai 2018.
2. V.Balachandran, Indirect taxation ,Sulthan Chand & Sons, New Delhi 2018

**REFERENCE BOOKS:**

1. DINKAR Pagare & V. Balachandran , Business taxation , Sultan Chand & sons New Delhi 2007.
2. DR. Vandhana Bangar , Yogendra Bangar , Indirect tax laws, AadhyaPrakasam Allahabad 2018.
3. Dr.D lavanya & M.Vanisree, Business Taxation, Thakur Publications Chennai 2018.
4. The Special Economic Zones Act, 2005 BARE ACT, Commercial Law Publishers (India) Pvt Ltd Delhi 2019
5. The Customs Act, 1962 BARE ACT, Commercial Law publishers (India) Pvt.Ltd.Delhi, 2019

## JOURNAL

1. VISION: Journal of Indian Taxation
2. Journal of International Taxation

## E-LEARNING RESOURCES:

1. <https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/>
2. <http://www.bdbindia.org/media/GSTseminarppt.pdf>
3. <http://www.mib.gov.in/sites/default/files/presentation%20on%20GST.pdf>
4. <https://taxguru.in/custom-duty/types-duties-customs.html>
5. <https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901>

## COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Develop an understanding of the concept of tax, different types of taxes and the tax system in India.
CO 2	Identify the challenges and the strengths of GST in India.
CO 3	Demonstrate the procedures of GST registration and its applicability
CO 4	Develop an understanding of the various taxes levied in foreign trade.
CO 5	Utilise various business opportunities under export promotion schemes in India, enabling to set up business in SEZ.

## MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	1	2	2	2
CO2	3	2	2	2	2	2
CO3	3	1	2	2	2	2
CO4	3	2	2	2	2	2
CO5	3	2	3	3	3	2



<b>AVERAGE</b>	3	1.8	2	2.2	2.2	2
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KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY  
CORELATED-1 NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-LCD)  
E Content, Videos  
Group Discussion- Quiz-Seminar  
Peer Learning  
Field Visits  
Self-Study Papers

**QUESTION PAPER PATTERN**

Section	Total no of questions	No of questions to be answered	Word Limit	Marks	Remarks
Section A	10	10	50	10x2=20	Minimum of 2 questions from each unit
Section B	8	5	200	5x8=40	Minimum of 1 question from each unit
Section C	4	2	500	2x20=40	Not more than 1 question from each unit

**SEMESTER IV**

**BUSINESS STATISTICS**

**TEACHING HOURS: 90Hrs**

**COURSE CODE: BS18/4A/BSS**

**CREDITS: 5**

**L-T-P: 4-2-0**

**OBJECTIVES:**

To enable students to

1. Understand the concepts of statistics in the context of business.
2. Apply the statistical tools in decision-making.
3. Utilize statistical analysis in Research

## **COURSE OUTLINE:**

### **UNIT-I:**

Measures of Central Tendency: Mean, Median, Mode, Harmonic mean and Geometric mean. Measures of Dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation, Co-efficient of variation. Measures of Skewness and kurtosis. (18hrs)

### **UNIT-II:**

Correlation Analysis: Meaning and significance - Methods of studying simple correlation - Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient. Regression Analysis: Meaning and significance, Regression vs. Correlation. Linear Regression and Standard error of estimate. (18hrs) **UNIT-III:**

Analysis of Time Series: Meaning and significance. Utility, Components of time series Measurement of Trend – Graphical method – Semi average method – Moving Average method – Method of least squares – Measurement of seasonal variation – Method of averages – Ratio to trend, Ratio to moving averages. (18hrs)

### **UNIT-IV:**

Index Numbers: Meaning and significance, problems in construction of index numbers, methods of constructing index numbers-weighted and unweighted, chain index numbers, Value Index Number – Consumer price Index number – aggregate expenditure method and family budget method. Test of adequacy of Index Number – Unit Test – Time Reversal Test – Factor Reversal Test – Circular Test (18hrs)

### **UNIT-V:**

Introduction to testing of Hypothesis: Concept, Level of Significance, Process of testing, Type I and Type II errors - Test of significance – Large sample test for population mean and proportion – Test for population means single – Two sample and paired test - Chi-square test for independence of attributes – One way and two way ANOVA. (18hrs)

## **RECOMMENDED TEXTBOOKS:**

1. S.P.Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi, 2007.
2. N.Arora, S.Arora; Statistics for Management; S.Chand and Company Ltd.; New Delhi 2006

## **REFERENCE BOOKS:**

1. P.R.Vittal, Business Mathematics and Statistics, Margham publications, Chennai, 2004.
2. J.K.Sharma, Business Statistics, Pearson education, New Delhi, 2007.



3. Richard.I.Levin, David.S.Rubin; Statistics for Management; Pearson Education; New Delhi 2011
4. Divya Saxena; Business Statistics; Vayu Education of India; New Delhi 2010
5. R.P.Hooda; Statistics for Business and Economics; Macmillan Business Books; New Delhi 2005

**JOURNALS:**

1. <https://www.springer.com/statistics/journal/13171>
2. <https://www.scimagojr.com/journalsearch.php?q=200147130&tip=sid>

**E-LEARNING RESOURCES:**

1. <https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/>
2. <https://www.toppr.com/guides/business-mathematics-and-statistics/measures-of-central-tendency-and-dispersion/measure-of-dispersion/>
3. <https://www.toppr.com/guides/business-mathematics-and-statistics/measures-of-central-tendency-and-dispersion/measure-of-dispersion/>
4. <https://sol.du.ac.in/mod/book/view.php?id=1317&chapterid=1071>
5. <https://www.scribd.com/doc/19848703/Methods-of-Time-Series>
6. <https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/>
7. [https://www.sagepub.com/sites/default/files/upm-binaries/40007\\_Chapter8.pdf](https://www.sagepub.com/sites/default/files/upm-binaries/40007_Chapter8.pdf)

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Apply descriptive statistics in effective business decision making
CO 2	Ascertain cause and effect relationship between business factors and predict direction of business
CO 3	Analyse time series data to identify trend and seasonal variations to forecast and take business decisions
CO 4	Construct and compare index numbers to analyse business and economic activities
CO 5	Utilize statistical analysis in business projects to arrive at solutions

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	3	2	2	3	2
CO2	2	3	2	2	3	2
CO3	3	3	2	2	3	2
CO4	2	3	2	2	3	2
CO5	2	3	2	2	3	2
AVERAGE	2.2	3	2	2	3	2



KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY  
CORELATED-1 NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk)

Problem Solving

Peer Learning

Field Visits

Self-Study Papers

**QUESTION PAPER TEMPLATE**

Section	Total no of questions	No of questions to be answered	Marks	Remarks
Section A	8 (Problems-6 Theory-2)	5	5x8=40	Minimum of 1 question from each unit
Section B	5 (Problems-5)	3	3x20=60	Minimum of 1 question from each unit

**SEMESTER- V**

**RESOURCE MANAGEMENT TECHNIQUES**

**TEACHING HOURS: 90 Hrs**

**COURSE CODE: BS18/5C/RMT**

**CREDITS: 4**

**L-T-P :3-3-0**

**OBJECTIVES:**

1. To provide adequate knowledge on the application of resource management techniques in business.

2. To impart knowledge on the construction of mathematical models for managerial decisions.
3. To provide basic understanding of optimal utilization of limited resources by applying the techniques.

### **COURSE OUTLINE:**

#### UNIT-I:

Introduction to Operation Research - Scope - LPP - Graphical Method - Simplex Method of solving Linear Programming Problems. [18hrs]

#### UNIT-II:

Transportation Model - Basic Feasible Solution –Northwest corner- least cost method – VAM- balanced TP - Degeneracy - Optimal Solution (MODI). Assignment Model and Assignment Algorithm –Unbalanced - maximisation & minimisation - Restricted Assignment problems. [18hrs]

#### UNIT-III:

Project Management - Network Analysis – CPM - Network Construction - Critical Path and Duration - PERT - Time Estimates for PERT –project length - distinction Between PERT and CPM. [18 hrs]

#### UNIT-IV:

Waiting Line Theory - Applications of Single Channel System - Single Channel – Queuing Model (Simple Problems). Game Theory - Meaning - Rules of Game - Saddle Point - Pure strategies – value of the game – Dominance Property - Different Methods of Solving Game Theory problems (No LPP Method). [18 hrs]

#### UNIT-V:

Decision theory- conditions of decision making – maximax,maximin,minimax regret criterion – EVPI – Decision trees (simple problems) [18 hrs]

### **RECOMMENDED TEXTBOOKS:**

1. P.R. Vittal&V.Malini Operation Research, Marghampublications,Chennai 2018.
2. V.K Kapoor , Operation Research Techniques for Management,Sultan Chand &sons, New Delhi 2017.

### **REFERENCE BOOKS:**

1. M.Sathya Narayana & Lalitha Raman, Operations Research, Himalaya publishing house, Mumbai, 2001.
2. Dr P.K Gupta & Dr. Manmohan, Operations Research an Introductory text

3. Dr.P.K Gupta & DR. Manmohan, problems in Operations Research, Sultan Chand & sons New Delhi 2018.
4. DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019
5. R Paner Selvam, Operations Research, Prentice Hall India, New Delhi

**JOURNALS:**

1. Prabandhan : Journal of Management
2. International Journal of Operations research

**E-LEARNING RESOURCES:**

- 1.
2. <https://www.onlinemathlearning.com › linear-programming-example>
3. [www.math.harvard.edu › 20\\_spring\\_05 › handouts › assignment\\_overheads](http://www.math.harvard.edu › 20_spring_05 › handouts › assignment_overheads)
4. [www.pondiuni.edu.in › sites › default › files](http://www.pondiuni.edu.in › sites › default › files)
5. <https://www.cs.cmu.edu › afs › class › www › slides › 021507games107>
6. [wps.prenhall.com › wps › media › objects › ModD](http://wps.prenhall.com › wps › media › objects › ModD)
7. [https://www.kellogg.northwestern.edu › weber › Notes\\_6\\_Decision\\_trees](https://www.kellogg.northwestern.edu › weber › Notes_6_Decision_trees)

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Apply quantitative techniques to formulate business problems into linear programming problems for optimization of results.
CO 2	Utilise Assignment and transportation model to maximize profit and minimize cost in business.
CO 3	Use CPM and PERT to plan, schedule and control project activities.
CO 4	Propose the best strategy and predict how firms behave in a specific strategic situation
CO 5	Develop and apply systematic and analytical decision skills to determine the best choice using decision trees

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	3	3	3	2
CO2	3	3	3	2	2	2
CO3	3	3	3	2	1	2
CO4	3	2	3	3	2	2
CO5	3	3	3	3	2	2



<b>AVERAGE</b>	3	2.8	3	2.6	2	2
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KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY  
CORELATED-1 NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-LCD)  
Problem Solving-Group Discussion  
Peer Learning-  
Self-Study

**QUESTION PAPER PATTERN**

Section	Total no of questions	No of questions to be answered	Marks	Remarks
Section A	8 Problems-6 Theory-2	5	5x8=40	Minimum of 1 question from each unit
Section B	5 Problems-5 No theory	3	3x20=60	Minimum of 1 question from each unit

**SEMESTER- V**  
**ECONOMIC LAWS**

**TEACHING HOURS: 90 Hrs**  
**COURSE CODE: BS18/5C/ECL**

**CREDITS: 4**  
**L-T-P: 3-3-0**

**OBJECTIVES:**

1. To create awareness on consumer protection and right to information Act
2. To provide knowledge on competition policies, Foreign exchange Act
3. To impart knowledge on the Intellectual property rights.

**COURSE OUTLINE:**

**UNIT I:**

Consumer Protection Act: Definitions – Consumer protection councils – consumer disputes redressal agencies. Right to Information Act – objectives – Right to information and obligations of public authorities. Cyber Laws and Information Technology Act 2000 - Cyber crimes – Types – objectives of the Act-- Digital signatures. [18 hrs]

**UNIT II:**

Competition Act 2005 –Provisions relating to Anti competitive agreements – abuse of dominant position & Mergers. Foreign Exchange Management Act, 1999-applicability-definitions-authorized person, foreign exchange, foreign currency- Provisions relating to authorized person, current account and capital account transactions only. [18 hrs]

**UNIT III:**

Introduction to Intellectual Property Rights – Meaning and kinds. Copyrights Act 1957– Definitions –features - ownership of copyright and the rights of the owner – terms of copyright – assignment and licensing- registration of copyrights. [18 hrs]

**UNIT IV:**

Patents Act 1970 – Definitions - features - patentable inventions -Applications for patents – Examination of patents – Opposition for grant of patent – Anticipation – Provision of secrecy of certain events – Grant and sealing of patents - Rights of patentee – Registration of patents [18hrs]

**UNIT V:**

Trade Marks Act – Definitions – features - Register and conditions for registration - Procedure and duration for registration – Effect of Registration – Assignment and transmission – Use of trademarks and registration – Collective marks – Certification trademarks [18hrs]

**RECOMMENDED TEXTBOOKS:**

1. Bare Acts.
2. P. Saravanavel and S. Sumathi, Business Regulatory framework, Himalaya Publishing house, 2006.

**REFERENCE BOOKS:**

1. A.Chandrasekaran, Intellectual Property Law, C.Sitaraman and Co., Chennai 2013
2. S.K.Singh, Intellectual Property Rights Laws, Central Law Agency, Allahabad 2009
3. Akileshwar Pathak, Legal Aspects of Business, Tata McGraw-Hill Publishers; New Delhi, 2005
4. Sushma Arora Raman Arora, Cyber Crimes & Laws, Taxmann, New Delhi, 2018
5. Narayanan, Intellectual Property Law, Eastern Law House, Kolkata, 2012

#### JOURNALS:

1. Journal of Intellectual Property Rights (JIPR) – NOPR, published by National Institute of Science Communication and Information Resources (NISCAIR).
2. The WIPO Journal: Analysis and Debate of Intellectual Property Issues published by Sweet & Maxwell (a division of Thomson Reuters) on behalf of the World Intellectual Property Organization.

#### E-LEARNING RESOURCES:

1. [www.icsi.edu/Webmodules/](http://www.icsi.edu/Webmodules/)
2. <http://www.economicdiscussion.net/acts/consumer-protection-act-1986/highlights-on-the-consumer-protection-act-1986/11053>
3. <https://www.toppr.com/guides/business-laws-cs/cyber-laws/information-technology-act-2000/>
4. <https://www.taxmann.com/blogpost/2000001668/foreign-exchange-management-act-objectives-provisions-of-fema-act-1999.aspx>
5. <https://www.taxmann.com › blogpost › the-competition-act-2002>
6. [http://www.nishithdesai.com/fileadmin/user\\_upload/pdfs/Research%20Papers/Intellectual\\_Property\\_Law\\_in\\_India.pdf](http://www.nishithdesai.com/fileadmin/user_upload/pdfs/Research%20Papers/Intellectual_Property_Law_in_India.pdf)

#### COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Demonstrate as vigilant consumers and apply Right to information Act in practical situations
CO 2	Utilize FEMA provisions and Competition Act provisions in the business processes
CO 3	Apply IPR concepts in business and obtain copyrights over business works
CO 4	Obtain patents for business inventions and commercially utilize patents
CO 5	Register trademarks of the enterprise and use them profitably.

#### MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO6
CO1	3	2	2	2	3	3
CO2	3	2	2	2	3	2
CO3	3	2	2	2	3	2



<b>CO4</b>	3	2	2	2	3	2
<b>CO5</b>	3	2	2	2	3	2
<b>AVERAGE</b>	3	2	2	2	3	2.2

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk -LCD)

E Content, Videos

Problem Solving

Assignments

Peer Learning

Field Visits

Self-Study

**QUESTION PAPER TEMPLATE**

**QUESTION PAPER PATTERN**

Section	Total no of questions	No of questions to be answered	Word Limit	Marks	Remarks
Section A	10	10	50	10x2=20	Minimum of 2 questions from each unit
Section B	8	5	200	5x8=40	Minimum of 1 question from each unit
Section C	4	2	500	2x20=40	Not more than 1 question from each unit

**SEMESTER-V**

**FINANCIAL MANAGEMENT**

**TEACHING HOURS: 90 Hrs**

**COURSE CODE: BS18/5C/FMG**

**CREDITS: 4**

**L-T-P: 3-3-0**

## **OBJECTIVES:**

1. To provide knowledge on the tools and conventions of Financial Management.
2. To develop and increase the decision making ability in the area of finance
3. To provide adequate knowledge on the functions of financial manager

## **COURSE OUTLINE:**

### UNIT I:

Meaning and Scope of Financial Management – Functions of finance – Objectives of Financial Management. Capital Structure – Meaning and importance – Components – EBIT-EPS Analysis – Determinants of Capital Structure – Long term sources of finance. (12 hrs)

### UNIT II:

Leverage – Financial, operating, composite leverage (simple problems)  
Cost of Capital – Meaning and Importance – Cost of Debt – Cost of Preference share capital – Cost of Equity – Cost of Retained Earnings – weighted Average cost of capital. (16 hrs)

### UNIT III:

Nature of Capital Budgeting – Importance – Difficulties – Kinds of Capital Budgeting Decisions – Evaluation Techniques - Accounting Rate of Return, Payback Period, Net Present Value, Internal Rate of Return, Terminal Value Method.(Simple Problems – Risk analysis excluded) – Capital Rationing. (15 hrs)

### UNIT IV:

Dividend – Meaning and importance of dividend decisions – Stability of Dividends – Determinants of Dividend policy. (16 hrs)

### UNIT V:

Working capital – Definition – Trade-off between Profitability and Risk – Need for working capital – Types – Determinants – Short term Sources of finance. (16 hrs)

(Problems to be given only from UNIT II & III)

## **RECOMMENDED TEXT BOOKS:**

1. I M Pandey, Financial Management, Vikas Publishing House Pvt Ltd., Noida, 2013
2. M Y Khan, P K Jain, Basic Financial Management, Mc Graw Hill, India Pvt Ltd., 2012

## **REFERENCE BOOKS:**

1. Dr. R P Rustogi, Basic Financial Management, Sultan Chand & Sons, New Delhi, 2018
2. Dr. S N Maheshwari, Elements Of Financial Management, Sultan Chand & Sons, New Delhi, 2017
3. Prasanna Chandra, Financial Management, Mc Graw Hill, India Pvt Ltd., 2015
4. Arthur J. Keown, John D. Martin, J William Petty, David F. Scott, Jr., Financial Management, Pearson Prentice Hall, India, 2009
5. Bhabatosh Banerjee, Fundamentals Of Financial Management, PHI Learning Pvt Ltd, Delhi, 2015

#### JOURNALS:

<https://onlinelibrary.wiley.com/journal/1467646x>

<http://www.publishingindia.com/ijfm/30/non-performing-assets-in-indian-banking-system-a-study-with-reference-to-sbh-before-the-merger/809/5626/>

#### E-LEARNING RESOURCES:

1. <https://edugeneral.org/blog/informative/functions-of-financial-management/>
2. <https://www.mbaknol.com/financial-management/objectives-of-financial-management/>
3. [www.investopedia.com/terms/o/optimal-capital](http://www.investopedia.com/terms/o/optimal-capital).
4. <https://www.civilserviceindia.com/subject/Management/notes/financial-and-operating-leverage.html>
5. <http://www.businessstudynotes.com/finance/financial-management/capital-budgeting-techniques-examples/>
6. <https://www.edupristine.com/blog/capital-budgeting-techniques>
7. <https://www.businessmanagementideas.com/financial-management/dividends/top-13-determinants-of-dividend-policy-financial-managemen>

#### COURSE OUTCOME:

CO Number	CO STATEMENT
CO 1	Apply the concepts of financial management in contemporary business and determine optimum capital structure.
CO 2	Develop knowledge on leverage and cost of capital enabling to arrange funds at minimum cost.
CO 3	Applying capital budgeting techniques to take wise investment decision.
CO 4	Develop knowledge on stability and determinants of dividends and take effective dividend decision to enhance investors confidence.
CO 5	Determine and maintain optimal working capital.

#### MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	2	2	2	2
CO2	2	3	2	2	2	2



<b>CO3</b>	2	2	3	2	2	2
<b>CO4</b>	3	2	2	2	2	2
<b>CO5</b>	2	2	2	2	2	2
<b>AVERAGE</b>	2.4	2.2	2.2	2	2	2

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY  
CORELATED-1 NO CORELATION-0

### TEACHING METHODOLOGY

Lecture (Chalk and Talk-LCD)  
Flipped Learning-E Content, Videos  
Group Discussion-Seminar- Assignment  
Peer Learning  
Self study

### QUESTION PAPER PATTERN

Section	Total no of questions	No of questions to be answered	Word Limit	Marks	Remarks
Section A	10 (Theory 8 Problem 2)	10	50	10x2=20	Minimum of 2 questions from each unit
Section B	8 (Theory 6 Problem 2)	5	200	5x8=40	Minimum of 1 question from each unit
Section C	4 (Theory 2 Problem 2)	2	500	2x20=40	Not more than 1 question from each unit

### SEMESTER-V

### MANAGEMENT INFORMATION SYSTEM

TEACHING HOURS: 90 Hrs  
COURSE CODE: BS18/5C/MIS

CREDITS: 4  
L-T-P: 3-1-2

OBJECTIVES:

- To recognize contemporary MIS theory and how information systems support business strategy, business processes, and practical applications in an organization.
- To provide basic knowledge on computer hardware, software, data representation, transaction processing and data base management systems.
- To impart knowledge on System development life cycle and various support systems used for business decisions.

### **COURSE OUTLINE:**

UNIT I: Foundations of Information systems: Concept of Data and information-Concept of System- Characteristics of a system – Information system: Meaning, Types & Components. [18hrs]

UNIT II: Kinds of systems in Organizations: Information systems at different organizational levels - Categorization on decision- Major types of systems in Organizations: Transaction processing system, Management information system, Decision support system, Executive support system – Group Decision support system- Expert system - Office automation.- Virtual machine: Concept and benefits of Virtual machine [18hrs]

UNIT III: Enterprise systems (ERP): Introduction to Enterprise resource planning- Characteristics of ERP- Benefits of ERP- ERP implementation- Business process re-engineering- System Development Life cycle: Meaning, Various stages involved in SDLC. [18hrs]

UNIT IV: Database management: Levels of Data- Objectives of Data base-Data base Management System-Benefits of Database Management System- Information system for Business- Introduction- Marketing information system- Human resource information system- Production/Manufacturing information system-Inventory control system-Financial information system-Payroll System- E-Commerce: Overview of E-Commerce- Benefits of E-Commerce Consumer to Business(C2B)-Business to Consumer(B2C)- Consumer to Consumer(C2C). [18hrs]

UNIT V: Tally - Introduction to accounting package– Company Operations –Accounting Information –Accounting vouchers –Financial reports. [18hrs]

### **RECOMMENDED TEXT BOOKS:**

1. James A O’Brain, George M Marakas, Ramesh Behl, Management Information System, Mc Graw Hill Education, New Delhi, 2013
2. C Laudon Kenneth C Laudon Jane, Management information system, 2018, Pearson education , Noida.

### **REFERENCE BOOKS:**

1. S.Palanivel, Tally, Margham publications, Chennai, 2007.

2. Laudon.K.P, Laudon.J and Laudon.K.C, Essentials of MIS, Pearson education, 2002.
3. Aman Jindal, Management Information System, Kalyani publishers, 2006, New Delhi.
4. C S V Murthy, Management information system, Himalaya publishing house, 2013, Mumbai.
5. Nirupama Sekar G, G Sekar, B Saravana Prasath, Enterprise information system & Strategic Management, Wolters Klumer India Pvt. Ltd, 2017, Haryana.

## JOURNAL

1. Journal of Management information systems
2. International journal of information management

## E-learning sources

1. <https://www.civilserviceindia.com/subject/Management/notes/conceptual-foundations-of-information-systems.html>
2. <https://www.symantec.com/connect/articles/what-virtual-machine-uses-and-advantages-provides-us-part-1>
3. [https://www.tutorialspoint.com/management\\_concepts/enterprise\\_resource\\_planning.htm](https://www.tutorialspoint.com/management_concepts/enterprise_resource_planning.htm)
4. <https://www.toolshero.com/quality-management/business-process-reengineering-bpr/>
5. <http://www.yourarticlelibrary.com/management/dbms/data-base-management-system-dbms-meaning-nature-and-objectives/70357>
6. <https://bizfluent.com/facts-7952572-define-accounting-information.html>
7. <https://www.tallyschool.com/tally-notes/>

## TEACHING METHODOLOGY:

1. Lecture (Chalk and Talk-OHP-LCD)
2. Flipped Learning- Discussion oriented flipped learning, Group based flipped learning and Virtual flipped classroom
3. E Content, Videos
4. Problem Solving-Group Discussion and Role play
5. Assignments
6. Peer Learning
7. Field Visits
8. Self-Study Papers – Components of information system

## COURSE OUTCOMES

CO Number	CO STATEMENT
CO 1	Identify the role of information systems in business and manage internal and external business processes effectively
CO 2	Evaluate complex situations and find solutions with expert knowledge on various support systems



CO 3	Select, acquire and implement ERP software in their enterprises. Apply system development life cycle process in project development
CO 4	Utilize DBMS concept to manage various databases of organisation
CO 5	Employ tally accounting functions in handling business accounts and financial analysis

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	2	2	3	3	3
CO2	3	3	2	2	3	3
CO3	2	2	1	2	3	3
CO4	3	3	1	3	3	3
CO5	3	3	1	3	3	3
<b>AVERAGE</b>	2.6	2.6	1.4	2.6	3	3

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1

**QUESTION PAPER PATTERN**

Section	Total no of questions	No of questions to be answered	Word Limit	Marks	Remarks
Section A	10	10	50	10x2=20	Minimum of 2 questions from each unit
Section B	8	5	200	5x8=40	Minimum of 1 question from each unit
Section C	4	2	500	2x20=40	Not more than 1 question from each unit

**SEMESTER-V**  
**RESEARCH METHODOLOGY**

**TEACHING HOURS: 90 Hrs**  
**COURSE CODE: BS18/5E/RSM**

**CREDITS: 5**  
**L-T-P: 4-2-0**

**OBJECTIVES:**

To enable students to

1. Have knowledge about types of research and research tools
2. Select appropriate data collection and sampling methods
3. Prepare good research instrument and report

### **COURSE OUTLINE:**

#### **UNIT I:**

Research – Meaning – objectives –Importance of research– Features of good research —Types of Research - Problems encountered by researchers in India. Nature and Scope of Business Research – Role of Business Research in decision making. Applications of Business Research [18hrs]

#### **UNIT II:**

Research process – Steps involved .Research Design: meaning, need, Features of a good design, important concepts relating to research design- different Research designs - Exploratory, Descriptive, Experimental Research Designs [18hrs]

#### **UNIT III:**

Sources of Data - primary Data - Observation, Questionnaire, Schedule, Interview. Other methods of data collection: Pantry Audit, Consumer panels, mechanical devices, projective techniques, Indepth interviews - Case study method - Secondary data - Documentary Sources. Sampling - Design of Sample – How to select Sample – Types of Sampling. [18hrs]

#### **UNIT IV:**

Measurement & Scaling: Primary scales of Measurement-Nominal, Ordinal, Interval & Ratio - Test of sound measurement - Scaling techniques- paired comparison, rank order, constant sum, semantic differential, itemized ratings, Likert's Scale. [18 hrs]

#### **UNIT V:**

Preparation of Research Reports: Purpose, Types, Contents, Layout. An overview of statistical packages for Research in social sciences. [18 hrs]

### **RECOMMENDED TEXT BOOKS:**

1. C.R.Kothari, Research Methodology, New age Publishers, New Delhi, 2010.
2. Donald H. Mc.Burney, Research Methods, Thomson Asia Pvt. Ltd. Singapore 2002.

### **REFERENCE BOOKS:**

1. Donald R.Cooper and Ramcis S.Schindler, Business Research Methods, Tata McGraw Hill Publishing Company Limited, New Delhi, 2000.
2. Uma Sekaran, Research Methods for Business, John Wiley and Sons Inc., New York, 2000.

3. R.Panneerselvam; Research Methodology; PHI Learning Private Ltd.; New Delhi 2014
4. Prof.P.Rasool Begum, Prof.V.Nagavalli; Research Methodology; Thakur Publishers; Chennai 2018
5. S.Nakkiran, M.Nazer, Fisseha Girmay; Business Research Methods; Avinash Paperbacks; Delhi 2011

### JOURNALS

1. International Journal of Research Methodology - <https://ijrm.humanjournals.com/>
2. Journal of Indian Business Research, Emerald Insight Publications

### E-LEARNING RESOURCES:

1. <http://mbaseminars.blogspot.com/2010/04/submitted-by-dancy-lobo-daryl-tauro.html>
2. <https://www.wisdomjobs.com/e-university/research-methodology-tutorial-355/different-steps-in-writing-report-11587.html>
3. <https://lecturenotes.in/materials/21513-research-methodology>
4. <https://www.nyu.edu/classes/bkg/methods/005847ch1.pdf>
5. [https://www.instituto-camoes.pt/cooperacao/formseminar\\_module8](https://www.instituto-camoes.pt/cooperacao/formseminar_module8)

### COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Identify the importance of research and its application in business
CO 2	Identify steps in research process and design a research plan
CO 3	Select appropriate data collection and sampling techniques for research projects in hand
CO 4	Utilize different types of scaling techniques in research instruments for measurement of data
CO 5	Prepare good research reports

### MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO6
CO1	2	2	2	2	2	2
CO2	2	3	2	2	2	2
CO3	2	3	2	2	2	2
CO4	2	3	2	2	2	2
CO5	2	3	2	2	2	2
AVERAGE	2	2.8	2	2	2	2



## TEACHING METHODOLOGY:

Lecture (Chalk and Talk-LCD)

E Content

Problem Solving

Assignments

Peer Learning

Field Visits

Self-Study

## QUESTION PAPER TEMPLATE

### QUESTION PAPER PATTERN

Section	Total no of questions	No of questions to be answered	Word Limit	Marks	Remarks
Section A	10	10	50	10x2=20	Minimum of 2 questions from each unit
Section B	8	5	200	5x8=40	Minimum of 1 question from each unit
Section C	4	2	500	2x20=40	Not more than 1 question from each unit

## SEMESTER- V

### BANKING THEORY AND PRACTICE

TEACHING HOURS: 90 hrs

COURSE CODE: BS18/5E/BTP

CREDITS: 5

L-T-P: 4-2-0

### Objectives:

- To understand the basic concepts and terminology of banking.
- To understand the role of RBI and Commercial Banks
- To acquire knowledge on the recent trends of banking in India.

## **COURSE OUTLINE:**

### UNIT I

Meaning and Definition of Banking - Features – Banking System - Banks and Economic Development - Nationalization of Banks.

### UNIT II

Commercial Banks -- functions of Commercial banks - agency services and general utility services – Employment of funds by commercial banks- Earning assets of a bank- Mechanism of credit creation- Limitations- The Clearing House System- Systems of Banking: Group Banking- Chain Banking –Banking- Unit Banking & Branch Banking- Investment Banking & Mixed Banking - Universal Banking- Merchant Banking and Virtual Banking.

### UNIT III:

Negotiable Instruments - Features of Cheques, promissory notes and bills of exchange - Origin of cheque - Definition – Requisites - Post dated and stale Cheques - Traveler's cheque – Crossing – Objects – Kinds – Endorsement –Meaning – Requisites – Types – Liabilities.

### UNIT IV

Reserve Bank of India – Functions of RBI – Monetary policy - – Quantitative and Qualitative methods of credit control

### UNIT V:

Technology trends in Banking : Automated Teller Machine (ATM) - Phone Banking – Net Banking-Payment Gateways - Consumer Credit - Credit cards - Meaning – Operation – Advantages - Disadvantages –Kissan Credit Card: Meaning- Benefits of KCC scheme

## **RECOMMENDED TEXT BOOKS:**

1. Varshney and Sundaram, Banking Theory Law & Practice, Sultan Chand & Sons 2010.
2. Shekhar K C and Lekshmy Shekhar, Banking Theory & Practice, Vikas Publishing House, New Delhi, 2005.

## **REFERENCE BOOKS:**

1. Gulshan K. Kapoor, Banking Law and Practice, 2007.
2. Bimal N . Patel , Dolly Jabbal , Prachi V. Motiyani , Banking Law , Eastern Book Company
3. Dr. OP. Gupta , Banking Law and Practice in India , Sahitya Bhavan Publication
4. Mukesh Mathur , Banking Law and Practice , Himanshu Publications , 2015

5. RN. Chaudhary , Banking Laws , Central Law Publication, 2016

## JOURNALS

Journal of Banking and Finance

International journal of Banking , Accounting and Finance

## E LEARNING RESOURCES:

<https://bbamantra.com/credit-control-rbi-objectives-tools/>

<https://www.mbainfoline.com/Articles%20on%20Management/Recent%20Trends%20in%20Banking.htm>

<http://www.economicdiscussion.net/banks/commercial-bank-definition-function-credit-creation-and-significances/607>

<https://www.toppr.com/guides/principles-and-practice-of-accounting/bills-of-exchange-and-promissory-notes/introduction-to-negotiable-instruments/>

<http://www.yourarticlelibrary.com/banking/indian-banking-system-structure-and-other-details-with-diagrams/23495>

<https://www.toppr.com/guides/business-economics-cs/money-and-banking/e-banking/>

## COURSE OUTCOMES

CO Number	CO STATEMENT
CO 1	Develop an understanding of the banking system in India
CO 2	Identify the functions and the role of Commercial Banks
CO 3	Utilise negotiable instruments effectively in business.
CO 4	Develop an understanding of the credit control operations of the Central Bank
CO 5	Utilize effectively the recent trends in banking to run business successfully.

## MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	2	2	2	2	2
CO2	2	2	2	2	2	2
CO3	2	2	2	2	2	2
CO4	2	2	2	2	2	2
CO5	3	2	2	2	2	3
AVERAGE	2.2	2	2	2	2	2.2



KEY: STRONGLY CORELATED-3; MODERATELY CORELATED-2; WEAKLY CORELATED-1 and NO CORELATION-0

**TEACHING METHODOLOGY**

Lecture (Chalk and Talk-LCD)  
 Flipped Learning-E Content, Videos  
 Group Discussion-Seminar- Assignment  
 Peer Learning,Self study

**QUESTION PAPER PATTERN**

Section	Total no of questions	No of questions to be answered	Word Limit	Marks	Remarks
Section A	10	10	50	10x2=20	Minimum of 2 questions from each unit
Section B	8	5	200	5x8=40	Minimum of 1 question from each unit
Section C	4	2	500	2x20=40	Not more than 1 question from each unit

**BUSINESS ENVIRONMENT**

(SELF STUDY PAPER FOR ADVANCED LEARNERS)

**OBJECTIVES:**

- To understand the different environment in the business climate
- To make aware of minor and major factors affecting the business in various streams
- To provide an insight into political, social and economic environment of the business
- To impart knowledge on techniques of environment analysis

**COURSE OUTLINE:**

**Unit I:**

Nature and scope of Modern Business- Changing concepts of Business- Definition of Business Environment- External factors influencing business operation and organization: Demographic- Economic- Geographical and Ecological- Social and Cultural- Political and legal - Technological

**Unit II:**

Economic & Non-Economic Environment: Basic aspects of business- Economic environment of Business-Non economic environment of Business

**Unit III:**

Political Environment: Economic Systems –Functions of an Economic system- Types of Economic System: Capitalism and Socialism

**Unit IV:**

Social and Cultural Environment: Impact and importance of population in Business- Urbanisation- Business and Culture – Technological Development and Social change- Advantages and Disadvantages of technology- Secularism in modern India

**Unit V:**

Environmental Analysis and Managerial Development: Techniques of Environmental Analysis- S.W.O.T Analysis – Qualifications Required for a Successful Businessman- Training and Development of Professional Managers- Management Development: Objectives, Methods and Advantages- Management Training Methods

**RECOMMENDED TEXT BOOKS:**

1. S. Sankaran, Business Environment, Margham Publications, 2010.
2. Francis Cherunilam, *Business Environment*-Himalaya Publishing House, New Delhi, 2014.

**REFERENCE BOOKS:**

1. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi, 2017
2. Mishra and Puri, Indian Economy, Himalaya Publishing House, New Delhi, 2015.
3. Raj Aggarwal, Business Environment, Excel Books, New Delhi, 2012.
4. Veena Keshav Pailwar, Business Environment, PHI Learning, New Delhi, 2012.

5. M. Adhikary, Economic Environment of Business ,Sultan Chand & Sons,2012

**E LEARNING SOURCES:**

1. <https://www.mbaknol.com/international-business/concept-of-business-environment/>
2. <https://byjus.com/commerce/economic-environment-in-india/>
3. [http://www.ftms.edu.my/images/Document/MOD001055%20-%20International%20Business/Zubair%20Hassan%20\(2013\)%20Chapter%204%20The%20political%20legal%20economic%20and%20technological%20environment.pdf](http://www.ftms.edu.my/images/Document/MOD001055%20-%20International%20Business/Zubair%20Hassan%20(2013)%20Chapter%204%20The%20political%20legal%20economic%20and%20technological%20environment.pdf)
4. <https://www.paypervids.com/factors-influence-business-environment/>

<b>CO Number</b>	<b>CO STATEMENT</b>
CO 1	Develop knowledge on various factors influencing Business Environment
CO 2	Identify Economic and Non Economic Environment factors of Business
CO 3	Develop an understanding of types of economic systems
CO 4	Develop an understanding on the relationship between business and social, cultural, technical environment
CO 5	Identify strengths,weaknessess, opportunities and threats of Business to take effective business decisions

**SEMESTER VI**

**INDUSTRIAL RELATIONS AND LABOUR LAWS**

**TEACHING HOURS: 90 Hrs**  
**COURSE CODE: BS18/6C/IRL**

**CREDITS:4**  
**L-T-P: 3-3-0**

**OBJECTIVES:**

1. To provide the basic concepts of industrial relations, trade unionism and collective bargaining.
2. To provide an insight into the grievances and discipline functions in industrial relations.
3. To provide knowledge on important labour laws.



## **COURSE OUTLINE:**

### **UNIT I:**

Industrial relations, Nature and condition - Evolution of industrial relations – Approaches – Causes of Poor Industrial Relations- Effects of Poor Industrial Relations – Suggestions to Improve IR. Trade Unions Act, 1926 -Definition of Trade union - Need for Trade Unions – Registration of trade union – Objectives- Functions of Trade Unions. [10hrs]

### **UNIT II:**

Collective Bargaining – Objectives – stages and prerequisites for collective bargaining process. Grievance- nature of grievances – causes – grievance redressal procedure. Discipline –causes of indiscipline – types of discipline- essentials of a good discipline system - kinds of punishment.

[24 hrs]

### **UNIT III:**

Industrial disputes Act 1947- Industrial conflicts – nature of conflicts – Provisions relating to strike and lockout--Procedure for settlement of industrial dispute-Conciliation-Arbitration- Provisions relating to – layoff , retrenchment , transfer and closure , discharge and dismissal. Workers Participation – forms of participation – prerequisites for successful participation – limitation of participation – Workers Participation in Management Bill 1990 – current trend in participation in Indian industries –Quality circles. [14hrs]

### **UNIT IV:**

Factories Act, 1948 –Provisions relating to Health, welfare-safety-working hours-holidays- Employment of women and children. Workmen Compensation Act, 1923 –important definitions- objective-advantages-Disablement under the act- accidents arising out of & in the course of employment-occupational disease - quantum of compensation. [22 hrs]

### **UNIT V:**

Employees' State Insurance Act 1948-applicability-objectives & an overview of benefits. Employees provident fund act 1952- applicability- objectives & benefits –contributions of employer and employees. [20 hrs]

## **RECOMMENDED TEXT BOOKS:**

1. Mamoria. C.B., Dynamics of Industrial Relations in India, Himalayan Publishing House, Bombay, 1996.
2. Kapoor.N.D., Handbook of Industrial law, Sultan chand &sons, New Delhi, 1998.

## **REFERENCE BOOKS:**

1. Tripathi.P.C. Personnel management and industrial relations, Sultan chand &sons, New Delhi, 2009.
2. C.B Gupta, Human Resource Management, Sultan Chand and Sons, 2010.
3. Dr.V.N.Parthiban; Industrial and Labour Laws; Sri Maruti Pathipagam; Chennai 2016
4. C.S.Venkata Ratnam; Industrial Relations; Oxford University Press; New Delhi 2007
5. Dr.M.R.Srinivasan; Industrial Relations and Labour Legislations; Margham Publications; Chennai 2016

## JOURNALS

1. International Journal of Comparative Labour Law and Industrial Relations - <http://www.kluwerlawonline.com/ijcl>
2. Indian Journal of Industrial Relations, Publisher: Shri Ram Centre for IR & HR Issue(s)

## E-LEARNING RESOURCES:

1. <http://www.scoopkiller.com/management-materials/human-resource-management/industrial-relation/>
2. <http://www.economicdiscussion.net/collective-bargaining/collective-bargaining-definition-types-features-and-importance/31375>
3. <http://dheerajtyagiclasses.com/dtadmin/uploads/149068060110.%20Industrial%20Disputes%20Act,%201947.pdf>
4. <https://youtu.be/aD5xAqx7ItM>
5. <http://dheerajtyagiclasses.com/dtadmin/uploads/14906800671-%20Factories%20Act%20-%20Final%20for%20print.pdf>

## COURSE OUTCOMES

CO Number	CO STATEMENT
CO 1	Use concepts in formulation of Business policies & discuss role of a Trade union in an enterprise.
CO 2	Select a suitable grievance redressal model & disciplinary procedure in their enterprise.
CO 3	Formulate effective collective Bargaining process
CO 4	Apply dispute settlement procedure as laid down by ID Act
CO 5	Plan Pay policies accommodating for EPF & ESI deductions.

## MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO6
CO1	3	2	2	2	3	2
CO2	3	2	2	2	3	2
CO3	3	2	2	2	3	2
CO4	3	2	2	2	2	2
CO5	3	2	2	2	2	2
AVERAGE	3	2	2	2	2.6	2

## TEACHING METHODOLOGY:

Lecture (Chalk and Talk-LCD)

E Content, Videos

Seminar

Peer Learning

Self-Study

**QUESTION PAPER PATTERN**

Section	Total no of questions	No of questions to be answered	Word Limit	Marks	Remarks
Section A	10	10	50	10x2=20	Minimum of 2 questions from each unit
Section B	8	5	200	5x8=40	Minimum of 1 question from each unit
Section C	4	2	500	2x20=40	Not more than 1 question from each unit

**SEMESTER VI**

**INTERNATIONAL BUSINESS**

**TEACHING HOURS: 90 hrs**

**COURSE CODE: BS18/6C/IBS**

**CREDITS: 4**

**L-T-P: 3-3-0**

**OBJECTIVES:**

1. To understand the concepts of international business.
2. To gain insight into the functional areas of international business.
3. To gain knowledge on the various modes of entry and the roles played by global institutions in international business

**COURSE OUTLINE:**

**UNIT I:**



Globalization – Globalization of markets and Production - Benefits and drawbacks of globalization — International business – international business vs. Domestic business – Advantage of IB – Problems of IB — Multi National enterprises – benefits and evils of MNE. International Business environment – Cultural, Political and Legal environment [18 hrs]

#### UNIT II:

Modes of entry in IB - Export, Counter trade, Licensing, franchising, management contract, mergers and acquisitions, turkey project, joint ventures (advantages and limitations) - Foreign Direct investment– FDI Vs Foreign portfolio investments –Types of FDI – Impact of FDI on host country – Benefits and costs of FDI to home countries. [18 hrs]

#### UNIT III:

Global institutions – WTO – IMF – World Bank group –NAFTA – EU (Functions, organization, objectives). Foreign exchange rates - Concepts - Determination of foreign exchange rates – Balance of payments (BOP) – Current account –Capital account – Official reserves account. [17 hrs]

#### UNIT IV:

Functional areas of International business - Financing for global business– Equity financing – Debt financing– Reasons for differences in accounting systems in different countries – significance of IAS-Determining Marketing potentials of a foreign country –international marketing Vs domestic marketing – marketing mix- Product, Price, Place, Promotion (strategies) [20 hrs]

#### Unit V:

HRM – Factors affecting international HRM – International HRM Vs Domestic HRM – Staffing polices - Recruitment – Cross cultural training. [17 hrs]

#### **RECOMMENDED TEXT BOOKS:**

1. Vyuptakash Saran, International Business
2. S Sankaran, International Business Environment, Mauglan Publication, Chennai, 2007

#### **REFERENCE BOOKS:**

1. Sumati Varma, International Business, Pearson, 2012
2. K. Aswathappa, International Business, Mc Graw Hill, India Pvt Ltd., 2015
3. Francis Cherunilam, International Business Text and Cases, PHI Learning Pvt Ltd., New Delhi, 2010
4. V K Bhalla, S Shiva Ramu, International Business Environment and Management, Anmol Publications Pvt Ltd., New Delhi, 2010
5. Charles W L Hill, Aruin Kumar Jain, International Business, Mc Graw Hill, India Pvt Ltd, New Delhi, 2006

## JOURNALS:

<http://ijbr-journal.org/IJBR-JOURNAL/Default.aspx>

<https://link.springer.com/article/10.1057/s41267-019-00219-7>

## E-LEARNING RESOURCES:

1. <http://www.civilserviceindia.com>
2. [www.pondiuni.edu.in](http://www.pondiuni.edu.in)
3. [www.tao.org](http://www.tao.org)
4. <https://www.academia.edu> (ppt)
5. <https://www.wto.org>
6. <https://www.imt.org>
7. <https://ustv.gov> , [www.britannica.com](http://www.britannica.com)
8. [www.economicswebinstitute.org](http://www.economicswebinstitute.org)
9. [www.compareremik.com](http://www.compareremik.com)
10. [www.economicdiscussion.net](http://www.economicdiscussion.net)
11. <http://www.tutorialspoint.com>
12. [www.fkms.edu.my](http://www.fkms.edu.my)

## COURSE OUTCOME

CO Number	CO STATEMENT
CO 1	Critically analyze the problems in international business environment and successfully manage the multinational enterprise.
CO 2	Enable to enter into international business having acquired knowledge on the various modes of entry.
CO 3	Develop knowledge on the role of Global institutions and International business concepts to effectively manage multinational enterprise.
CO 4	Take effective decisions in international finance and marketing functions./Take or formulate effective finance and marketing related decisions in international business
CO 5	Manage international human resources and cross cultural differences effectively in global scenario.

## MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	3	3	3	3
CO2	3	3	2	2	3	3
CO3	3	2	2	3	2	2
CO4	3	3	3	2	3	3
CO5	3	3	3	2	2	3
AVERAGE	3	2.6	2.6	2.4	2.6	2.8

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY  
CORELATED-1 NO CORELATION-0

### TEACHING METHODOLOGY

Lecture (Chalk and Talk-LCD)  
Flipped Learning-E Content, Videos  
Group Discussion-Seminar- Assignment  
Peer Learning  
Self study

### QUESTION PAPER PATTERN

Section	Total no of questions	No of questions to be answered	Word Limit	Marks	Remarks
Section A	10	10	50	10x2=20	Minimum of 2 questions from each unit
Section B	8	5	200	5x8=40	Minimum of 1 question from each unit
Section C	4	2	500	2x20=40	Not more than 1 question from each unit

### SEMESTER- VI BUSINESS ETHICS AND CORPORATE GOVERNANCE

**TEACHING HOURS: 90hrs**

**COURSE CODE: BS18/6C/BCG**

**CREDITS: 4**

**L-T-P: 3-3-0**

#### **OBJECTIVES:**

- To understand the role and importance of Ethics and Values in business.
- To understand the various dimensions of Ethical issues.
- To provide a basic knowledge on ethical consciousness and combating ethical violations.
- To provide an insight into the provisions relating to Corporate Governance

#### **COURSE OUTLINE:**



UNIT I: Business Ethics – Meaning – Concept of Business Ethics –Theories of Ethics – Advantages of Business Ethics– Impact of Ethics on Business policies and strategies – Role of CEO- Types of Ethical issues- Bribery –Theft-Coercion. [20 hrs]

UNIT II: Internal ethics - Hiring, Promotions, Wages and Exploitation of Employees – Discipline and Whistle Blowing - External Ethics of Business – Markets – Consumers and Fair Prices -Ethics in Advertisement and False claims [20 hrs]

UNIT III: Corporate social responsibility: Meaning- Importance- Social responsibility of business towards various groups- Implementing CSR – An overview of CSR under clause 135 of the Companies Act 2013. [15hrs]

UNIT IV: Introduction to Corporate Governance: Meaning& Need for Corporate Governance- Corporate Governance Theories – Elements of Corporate Governance [15 hrs]

UNIT V: Legal structure of Corporate Governance in India: Board structure – Powers of the Board- Board committee- Disclosure and transparency: An overview of Corporate Governance norms covered in the Listing agreement, SEBI regulations and Companies Act 2013. [20hrs]

#### **RECOMMENDED TEXT BOOKS:**

1. S.Sankaran, Business Ethics & Values, Margham Publishers, 2006.
2. C S Anoop Jain, Ethics, Governance and Sustainability, AJ Publication, 2018

#### **REFERENCE BOOKS::**

1. Manuel.G.Velasquez, Business Ethics Concepts and cases, Prentice hall, New Delhi, 2003.
2. Robert. A Peterson & O.C.Ferrell, Business Ethics, Prentice hall, New Delhi, 2006.
3. U.C.Mathur, Corporate Governance and Business Ethics, Macmillan, New Delhi, 2005.
4. Roshan Lodha, Ethics, Governance and Sustainability, Kolkata, 2016, Law point publication.
5. Shekhar, Govinda Bhat, Ethics in Management, 2017, Himalaya Publishing house, Mumbai.

#### **Journals:**

1. Journal of business Ethics
2. International journal of Business Ethics in Developing Economies

E-learning sources:

1. [http://ww2.it.nuigalway.ie/staff/h\\_melvin/prof\\_skill/L1\\_handout.pdf](http://ww2.it.nuigalway.ie/staff/h_melvin/prof_skill/L1_handout.pdf)
2. [https://www.academia.edu/8076604/Internal\\_and\\_External\\_Factors](https://www.academia.edu/8076604/Internal_and_External_Factors)
3. [https://americanenglish.state.gov/files/ae/resource\\_files/business\\_ethics\\_ch4.pdf](https://americanenglish.state.gov/files/ae/resource_files/business_ethics_ch4.pdf)
4. [http://corporatelawreporter.com/companies\\_act/section-135-of-companies-act-2013-corporate-social-responsibility/](http://corporatelawreporter.com/companies_act/section-135-of-companies-act-2013-corporate-social-responsibility/)
5. <https://smallbusiness.chron.com/key-elements-corporate-governance-57244.html>
6. <https://www.corporate-cases.com/2013/01/clause-49-of-listing-agreement.html>

#### COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Identify and analyze ethical issues in business to formulate business policies and strategies within ethical framework
CO 2	Apply ethical principles in major functional areas of business
CO 3	Formulate CSR Strategies/ programmes in accordance with the provisions of CSR under companies Act
CO 4	Determine appropriate corporate governance theories and apply it to the Corporate governance structure
CO 5	Comply with the legal norms of corporate governance in accordance with companies act 2013.

#### MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	3	3	2	2	3
CO2	3	3	2	2	3	3
CO3	3	2	2	2	2	3
CO4	3	2	2	2	2	3
CO5	3	2	2	2	2	3
AVERAGE	2.8	2.4	2.2	2	2.2	3

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1 NO CORELATION-0

#### TEACHING METHODOLOGY:

1. Lecture (Chalk and Talk-OHP-LCD)

2. Flipped Learning- Discussion oriented flipped learning, Group based flipped learning and Virtual flipped classroom
3. E Content, Videos
4. Problem Solving-Group Discussion and Case study analysis
5. Assignment
6. Peer Learning
7. Field Visits
8. Self-Study Papers – External Ethics

### QUESTION PAPER TEMPLATE

Section	Total no of questions	No of questions to be answered	Marks	Remarks
Section A	10	10	10x2=20	Minimum of 2 questions from each unit
Section B	8	5	5x8=40	Minimum of 1 question from each unit
Section C	4	2	2x20=40	Not more than 1 question from each unit

### SEMESTER VI

#### FINANCIAL SERVICES

**TEACHING HOURS: 90 hrs**  
**COURSE CODE: BS18/6C/FSS**

**CREDITS: 4**  
**L-T-P: 3-3-0**

**OBJECTIVES:**

- To provide an understanding on the functioning of Capital market and the role of SEBI
- To impart basic knowledge on the functioning of various financial services
- To enable them to take decisions relating to availing the services of the financial service providers.

**COURSE OUTLINE:**

UNIT I:



Financial Services – Importance – Types of Financial Services - Capital market- Importance- Primary Market –Functions –Secondary Market – SEBI – Objectives - Functions – Measures taken by Government to promote capital market. [18 hrs]

#### UNIT II:

Underwriting –Types of underwriters–Advantages- Merchant Banking –Classification – Conditions of SEBI for merchant bankers- Functions of a Merchant Banker –Drawbacks - Venture Capital –Features – importance –Stages. [18 hrs]

#### UNIT III:

Factoring – Functions of a factor- Types of factoring– Merits –Demerits –Comparison between Factoring and Bill Discounting – Forfaiting- Merits- Comparison between factoring and forfaiting- Leasing – Contents of a lease agreement- Types of lease –Advantages –Drawbacks – Difference between Financial Lease and Operational Lease. [18 hrs]

#### UNIT IV:

Mutual Funds– Types– Importance – Risks involved in mutual funds – Facilities available to the investors – Investors rights – Regulations of SEBI on Mutual Funds- Credit rating – Merits- Basis of credit rating- Types of credit rating. [18 hrs]

#### UNIT V:

Hire purchase –Features – Contents of HP Agreement –Difference between HP and Leasing – Difference between HP and Instalment sale- Consumer Finance – Significance of consumer finance –Types of Consumer Loans- Credit cards- Merits-Credit card institutions- Types of Cards- Comparison between credit card and debit card- Use of smart cards- E-wallet. [18 hrs]

#### **RECOMMENDED TEXT BOOKS:**

1. B.Santhanam, Financial Services, Margham Publications, Chennai, 2005.
2. M.Y. Khan, Financial Services, Tata McGraw Hill, New Delhi, 2008.

#### **REFERENCE BOOKS:**

1. Gordon & Natrajan, Financial Services, Himalaya publishing house, Mumbai, 2006.
2. E.Dharmaraj; Financial Services; S.Chand and Company Ltd ; New Delhi 2008
3. Saritha, Shikhashree; Financial Services; Thakur Publishers; Chennai 2012
4. Siddaiah, Financial Services, Pearson Education, Noida, 2011.
5. Frederic S Mishkin, Financial Markets and Institutions, Pearson Education, Noida, 2017.

#### **JOURNAL**

1. Journal of Financial services research

2. Journal of Financial services marketing
3. International journal of Financial services management

**E LEARNING RESOURCES:**

1. <https://www.investopedia.com/ask/answers/012615/whats-difference-between-primary-and-secondary-capital-markets.asp>
2. <https://cleartax.in/s/sebi>
3. <https://www.edupristine.com/blog/venture-capital>
4. <http://www.yourarticlelibrary.com/company/factoring/factoring-genesis-nature-functions-and-types-financial-management/72033>
5. <https://www.nibusinessinfo.co.uk/content/advantages-and-disadvantages-factoring>
6. <https://efinancemanagement.com/sources-of-finance/advantages-and-disadvantages-of-leasing>
7. <https://www.thebalance.com/mutual-funds-4073989>
8. <http://www.creditreportservice.info/article/24149701/advantages-disadvantages-of-credit-rating/>
9. <https://www.businessmanagementideas.com/essays/consumer-finance/essay-on-consumer-finance-india-financial-management/17129>
10. <https://www.finder.com/credit-cards-top-benefits-and-disadvantages>

**COURSE OUTCOMES**

<b>CO Number</b>	<b>CO STATEMENT</b>
CO 1	Develop knowledge on the various types of financial services and the functions of capital market and SEBI.
CO 2	Identify and utilize the services of Underwriters and Merchant bankers to raise funds in the capital market and Venture capitalists for financial assistance.
CO 3	Utilise factoring, forfaiting and leasing services for their enterprises.
CO 4	Assess and make wise investments in mutual funds and also get their credit worthiness evaluated for obtaining borrowings/investments.
CO 5	Utilise Hire purchase, consumer loans and credit cards to make various purchases.

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>	<b>PSO 6</b>
<b>CO1</b>	3	2	2	3	3	2
<b>CO2</b>	2	2	3	2	2	2
<b>CO3</b>	2	2	2	2	3	2
<b>CO4</b>	2	3	2	2	2	2
<b>CO5</b>	2	2	1	1	1	2
<b>AVERAGE</b>	2.2	2.2	2	2	2.2	2

KEY: STRONGLY CORELATED-3; MODERATELY CORELATED-2; WEAKLY CORELATED-1 and NO CORELATION-0

### TEACHING METHODOLOGY

Lecture (Chalk and Talk-LCD)  
Flipped Learning-E Content, Videos  
Group Discussion-Seminar- Assignment  
Peer Learning  
Self study

### QUESTION PAPER PATTERN

Section	Total no of questions	No of questions to be answered	Word Limit	Marks	Remarks
Section A	10	10	50	10x2=20	Minimum of 2 questions from each unit
Section B	8	5	200	5x8=40	Minimum of 1 question from each unit
Section C	4	2	500	2x20=40	Not more than 1 question from each unit

### SEMESTER VI

#### **PROJECT**

**TEACHING HOURS: 90hrs**

**COURSE CODE: BS18/6E/PRO**

**CREDITS: 5**

**L-T-P: 3-2-1**

Each student will be assigned a project in the beginning of the Final year.

The project work shall be submitted to the college 30 days before the end of the Final semester.

The project shall be evaluated externally. The External examiners shall be from the panel of examiners suggested by the Board of Studies from time to time.

Project Report will carry 75 marks and Viva-Voce Examination 25 marks.



Those who fail in the Project work will have to redo the Project work and submit it to the college for external examination.

**DISSERTATION & VIVA-VOCE**

**Valuation Pattern:**

**MARKS**

Choice of subject & Review of Literature	75
Organization & Interpretation	
Project Presentation	
Final Report	
Viva-voce	25
Total	100

**SEMESTER- I**

**SMALL BUSINESS MANAGEMENT**

**Teaching Hours : 30 Hrs**

**Credits: 2**

**Course code : BS18/1N/SBM**

**L-T-P : 2-0-0**

**OBJECTIVES:**

- To provide an insight into the various functional aspects of starting and managing own business.
- To enable students to acquire knowledge on various sources of finance
- To impart entrepreneurial skills.

**COURSE OUTLINE:**

UNIT I

Small Scale Industries – introduction – types – objectives – Role of small business enterprises – growth -problems - establishing a small scale enterprise – the start-up process- project formulation – assessment of project feasibility – preparation of project report – guidelines by planning commission. [10 Hrs]

UNIT II

Organization structure for small scale industries – ownership pattern – Small business finance: Characteristics of small business finance – Venture capital- Financial assistance by commercial banks- Export finance. [12 Hrs]

### UNIT III

MSME – Meaning – Schemes to help and assist entrepreneurs - MSME – Virtual clusters- SHG's – Meaning – Features – Formation of SHG. [8 Hrs]

### **RECOMMENDED TEXT BOOKS:**

1. C.B. Gupta & S.S.Khanka , small business management ,2006 , sultan Chand and sons , new delhi

### **REFERENCE BOOKS:**

1. Vesant Desai , small – scale industries and entrepreneurship , 2001, Himalaya Publishing House , Mumbai
2. Jayashree Suresh , ED, MarghanPublication , Chennai ,2016
3. A.K.Lal , entrepreneurial Development and management , Vayu Education of India, New Delhi 2011.
4. Dr.P.Malarvizhi & Dr. B ponnarasi , Entrepreneurial & Small business Management , thakur publishers , Chennai 2017

### **JOURNAL**

1. The journal of entrepreneurship – published in association with entrepreneurship development institute of India
2. International journal of innovative research in science , engineering and technology – international journal

### **E LEARNING RESOURCES:**

1. <https://bbamantra.com/small-scale-industries-ssi/>
2. <http://www.smetimes.in/smetimes/in-depth/2014/Mar/04/virtual-clusters-an-initiative-by-msme-ministry630761.html>
3. <https://www.india-briefing.com/news/micro-small-medium-enterprises-india-explainer-17887.html/>
4. <https://www.toppr.com/guides/business-studies/small-business/government-assistance-to-small-industries-and-small-business-units-and-the-future/>

### **COURSE OUTCOME**

CO number	CO STATEMENT
CO 1	Assess the feasibility of a project and establish a small enterprise .
CO 2	Utilize the knowledge on sources of finance to obtain financial assistance for their

	business
CO 3	Demonstrate the schemes available to assist MSME and also to form Self Help Groups

### MAPPING –COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO5	PSO 6
CO1	3	3	3	2	3	2
CO2	3	2	2	2	3	2
CO3	3	1	2	2	2	1
AVERAGE	3	2	2.33	2	2.67	1.67

KEY: STRONGLY CORRELATED -3 MODERATELY CORRELATED- 2WEAKLY CORRELATED-1 NO CORRELATON-0

### TEACHING METHODOLOGY

Lecture (Chalk and Talk – LCD)

Flipped Learning –E Content, Videos

Group Discussion Seminar – Assignment

Peer Learning

Self Study

## SEMESTER II

### CORPORATE SOFT SKILLS

Teaching Hours : 30 Hrs

Course code : **BS18/2N/CSS**

Credits: 2

L-T-P : 2-0 -0

### OBJECTIVES:

- To develop the personality of the students from a corporate perspective.
- To guide students in managing time and stress and thereby enhance their potential.
- To enhance negotiation skills

### COURSE OUTLINE

#### UNIT I

Business and Social etiquettes - Workplace etiquettes - Travel etiquettes - Card etiquettes - Formal dressing - Dining etiquettes - Etiquettes of gift giving - Being a good guest - Being a good office host- Cross cultural etiquettes – Focus on US and UK [12 hrs]

#### UNIT II



Stress management-Techniques of identifying and managing stress-Time management- Time management Strategies-Time management Tips. [11 hrs]

## UNIT II

Negotiation and communication skills - Tips for successful negotiation – Types of negotiators – Dealing with difficult people. [7 hrs]

### RECOMMENDED TEXT BOOKS:

Sarvesh Gulati, Corporate Soft Skills, Rupa. Co. 2006 Edition, New Delhi

### REFERENCE BOOKS:

1. Dr. K. Alex, Soft Skills Know Yourself & Know The World, S. Chand, 2010, New Delhi.
2. S. Hariharan, N. Sundarajan & S.P. Shanmugapriya, Soft Skills, MJP Publishers, 2010, Chennai.
3. S. Sujana, A. Swetha & A. Santhosi Roopa, Interpersonal Skills and Team Building, Students helpline publishing house, 2010, Hyderabad.

### JOURNALS

1. <https://www.iupindia.in>
2. <http://www.quertia.com//library/>

### E LEARNING RESOURCES

1. <https://www.skillsyouneed.com>
2. <https://toggl.com/business-etiquettes-rules/>
3. <https://www.helpguide.org/article/stress/stress-management>

### COURSE OUTCOME

CO Number	CO Statement
CO 1	Demonstrate business and social etiquettes in the organization
CO 2	Utilize stress and time management techniques for effective business.
CO 3	Demonstrate excellent negotiation skills in dynamic corporate scenario

### MAPPING – COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	2	3	3	2	2
CO 2	3	2	2	2	3	2

CP3	3	3	2	2	2	2
AVERAGE	3	2.3	2.3	2.3	2.3	2

KEY: STRONGLY CORELATED-3; MODERATELY CORELATED-2; WEAKLY CORELATED-1 and NO CORELATION-0

### TEACHING METHODOLOGY

Lecture (Chalk and Talk – LCD)

Flipped Learning –E Content, Videos

Group Discussion Seminar – Assignment

Peer Learning

Self Study

*Employability skills pertaining to the courses of BBA has been highlighted*