



HINDUSTAN

**INSTITUTE OF TECHNOLOGY & SCIENCE
(DEEMED TO BE UNIVERSITY)**

BBA – GENERAL MANAGEMENT

CURRICULUM AND SYLLABUS

Under CBCS

(Applicable for Students admitted from Academic Year 2018-19)

BACHELOR OF BUSINESS ADMINISTRATION

DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF LIBERAL ARTS AND APPLIED SCIENCES

HINDUSTAN INSTITUTE OF TECHNOLOGY & SCIENCE

VISION AND MISSION

VISION

“TO MAKE EVERY MAN A SUCCESS AND NO MAN A FAILURE”

MISSION

- To create an ecosystem that promotes learning and world class research.
- To nurture creativity and innovation.
- To instill highest ethical standards and values.
- To pursue activities for the development of the Society.
- To develop national and international collaborations with institutes and industries of eminence.
- To enable graduates to become future leaders and innovators.

VALUE STATEMENT

- Integrity, Innovation, Internationalization

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DEPARTMENT OF BUSINESS ADMINISTRATION

VISION AND MISSION

VISION

To enable the graduates to be successful in their career

MISSION

The Institute has identified itself with a mission to provide every individual with a conducive environment suitable to achieve his / her career goals, with a strong emphasis on personality development and to offer quality education in all spheres of Engineering, Technology, Applied Sciences, Architecture, Fashion Design and Management studies without compromising on the quality and code of ethics.

BBA – General Management
PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

The program is expected to enable the students to

- PEO I** Demonstrate competency across business disciplines, specifically apply the essential elements of core business principles to analyze and evaluate problems and to construct and implement solutions in the business environment
- PEO II** Perform teamwork and leadership skills in the evaluation of organizational conditions using a system perspective to determine necessary action
- PEO III** Practice high level of professionalism necessary to deliver the knowledge, expertise and skill of students through the application of research to business problems and issues
- PEO IV** Demonstrate an understanding and appreciation of ethical principles at both the professional and community levels
- PEO V** Apply critical reasoning process to specifically employ appropriate analytical models to evaluate evidence, select among alternatives, and generate creative options in furtherance of effective decision making

PROGRAM OUTCOMES (ALIGNED WITH GRADUATE ATTRIBUTES) (PO)

At the end of this program, graduates will be able to

- PO1** To provide adequate basic understanding about Management Education among the students and To develop language abilities of students to inculcate writing skills and Business correspondence
- PO2** To evaluate different business problems using analytical and creative, and integrative abilities and to solve business problems in an ethical manner
- PO3** To understand finance and other core business content and new venture development
- PO4** To develop and implement functional and general management skills to make strategic decision in real – era
- PO5** To build and Demonstrate Leadership, Teamwork, Social skills and Communicate effectively in different contexts
- PO6** To facilitate the students to go for professional courses and to develop ethical reasoning, professional behavior and entrepreneurial skills
- PO7** To prepare professional quality business documents and deliver a professional quality business presentation and to develop a global perspective towards various legal issues

PROGRAM SPECIFIC OUTCOMES (PSO)

- PSO1:** Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment
- PSO2:** Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment
- PSO3:** Identify, evaluate, analyze, interpret and apply information to address problems and make reasoned decisions in a business context
- PSO4:** Communicate in a business context in a clear, concise, coherent and professional manner.
- PSO5:** Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations

ACADEMIC REGULATIONS FOR

B.A / B. Sc / BBA/ B.COM DEGREE PROGRAMME

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I. PREAMBLE

As per the recommendations of UGC, the Hindustan Institute of Technology and Science (HITS) has introduced Choice Based Credit System (CBCS) from the academic year 2015-16. Choice Based Credit System (CBCS) is a proven, flexible mode of learning in higher education which facilitates a student to have guided freedom in selecting his/her own choices of courses in the curriculum for completing a degree program. CBCS offers a flexible system of learning.

The system permits a student to

- (i) Learn at their own pace through flexible registration process.
- (ii) Choose electives from a wide range of courses offered by parent and other departments.
- (iii) Undergo additional courses to acquire the required number of credits for obtaining Liberal Arts / Applied Science (Hons.)
- (iv) Undergo additional courses in their special areas of interest and earn additional credits to obtain Liberal Arts /Applied Science with Minor Specialization.
- (v) Adopt an interdisciplinary approach in learning.
- (vi) Avail transfer of Credits.
- (vii) Gain Non – CGPA credits to enhance skill/employability by taking up project work, entrepreneurship, co-curricular and vocational training.
- (viii) Make the best use of the expertise of available faculty.
- (ix) Learn and earn credits through MOOC and Project Based Learning.
- (x) Enhance their Knowledge, Skill and Attitude through participation in innovative Curriculum Design, Delivery and Assessments.

The Curriculum is designed to take into the factors listed in the Choice Based Credit System (CBCS) with a focus on Project Based Learning and Industrial Training so as to enable the students become eligible and fully equipped for employment in industries, higher studies or entrepreneurship.

II. DEFINITIONS AND NOMENCLATURE

In these Regulations, unless the context otherwise requires:

1. “Programme” means, Degree Programme that is Undergraduate Degree in Liberal Arts /Applied Science Stream Programme.
2. “Discipline” means, specialization or branch of Degree Programme, [E.g. Fashion Design, Computer Applications, Commerce, Viscom, Arts etc.,].
3. “Course” means a theory or practical subject that is normally studied in a semester, like Business Economics, Finance and Accounting, etc.
4. “Vice – Chancellor” means the Head of the Institution.
5. “Registrar” is the Head of all Academic and General Administration of the Institute.

6. “Dean Academics” means the authority of the University, who is responsible for all academic activities of the Academic Programmes for implementation of relevant rules and Regulations pertaining to the Academic Programmes.
7. “Controller of Examinations” means, the authority of the University who is responsible for all activities of the University Examinations.
8. “Dean – Student Affairs” is responsible for all student related activities including student discipline, extra and co – curricular activities, attendance and meetings with class representatives, Student Council and parent – teacher meet
9. “HoD” means, the Head of the Department concerned.
10. “Institute” means, Hindustan Institute of Technology and Science (HITS), Chennai.
11. “TCH” means, Total Contact Hours – refers to the teaching – learning periods.
12. “DEC” means, Department Exam Committee.
13. “BoS” means, Board of Studies.
14. “BoM” means, Board of Management.
15. “ACM” means, Academic Council the highest authoritative body for approval for all Academic Policies.
16. “Class Teacher” is a faculty of the class who takes care of the attendance, monitor the academic performance and the general conduct of the students of that class.
17. “CIA” is Continuous Internal Assessment which is assessed for every student, for every course during the semester.
18. “ESE” is End Semester Examination which is conducted by the Institute, at the End of the Semester for all the courses of that semester.
19. “AICTE” means, All India Council for Technical Education.
20. “UGC” means, University Grants Commission.
21. “MHRD” means, Ministry of Human Resource Development.

ACADEMIC REGULATIONS
Under Choice Based Credit System (CBCS)
(Effective from Academic year 2018 - 19)

1.0 Vision, Mission and Objectives

1.1 The Vision of the Institute is “To make every man a success and no man a failure”.

1.2 The Mission of the institute is

- To create an ecosystem that promotes learning and world class research.
- To nurture creativity and innovation.
- To instil highest ethical standards and values.
- To pursue activities for the development of the Society.
- To develop national and international collaborations with institutes and industries of eminence.
- To enable graduates to become future leaders and innovators.

Value Statement

Integrity, Innovation, Internationalization

Further, the Institute always strives

- To train our graduates with the latest and the best in the rapidly changing fields of Architecture, Engineering, Technology, Management studies, Science, Humanities and Liberal Arts.
- To develop graduates with a global outlook, possessing Knowledge, Skills and Attitude capable of taking up challenging responsibilities in the respective fields.
- To mould our graduates as citizens with moral, ethical and social values so as to fulfil their obligations to the nation and the society.
- To promote research in the field of Architecture, Engineering, Technology, Management studies, Science, Humanities, Liberal Arts and allied disciplines.

1.3 Aims and Objectives of the Institute are focused on

- Providing state of the art education in Engineering, Technology, Applied Sciences and Management studies.
- Keeping pace with the ever changing technological scenario and help the graduates to gain proper direction to emerge as competent professionals fully aware of their commitment to the society and the nation.
- To inculcate a flair for Research, Development and Entrepreneurship.

2.0 Admission

- 2.1.** The admission policy and procedure shall be decided from time to time by the Board of Management (BOM) of the Institute based on the guidelines issued by the UGC/ Ministry of Human Resource Development (MHRD), Government of India. The number of seats in each discipline of the Liberal Arts /Applied Science programme will be decided by the Board of Management of the Institute as per the directives of AICTE/ UGC / MHRD, Government of India, taking into account the market demands. Seats are also made available up to 20% of the sanctioned intake for Non-Resident Indians and foreign nationals, who satisfy the admission eligibility norms of the Institute.

2.2. Eligibility for Admission**(i) Regular Entry**

The Candidate should have qualified in 10 + 2 examination and should have obtained at least 50% marks (45% in case of candidate belonging to reserved category) in the qualifying examination.

(ii) Lateral Entry (Applicable for Fashion Design)

The candidates possessing a Diploma in in the relevant discipline of specialization with minimum 50% marks awarded by the State Boards of Technical Education, India or any other competent authority as accepted by the Board of Management of the Institute as equivalent thereto are eligible for admission to the 3rd Semester of the Fashion Design degree programme.

- 2.3** The candidate has to fulfil all the prescribed admission requirements / norms of the Institute.
- 2.4.** In all matters relating to admission to the Undergraduate Degree programme in Liberal Arts / Applied Science stream, the decision of the Board of Management of the Institute shall be final.
- 2.5.** At any time after admission, if found that a candidate has not fulfilled one or many of the requirements stipulated by the Institute, or submitted forged certificates, the Institute has the right to revoke the admission and will forfeit the fee paid. In addition, legal action may be taken against the candidate as decided by the Board of Management.

3.0 Student Discipline

Every student is required to observe utmost discipline and decorum both inside and outside the campus and not to indulge in any activity which may affect adversely the prestige/ reputation of the Institute.

- 3.1** Any act of indiscipline of a student reported to the Dean (Student affairs) and Head of the Departments will be referred to a Discipline Committee constituted for the purpose. The Committee will enquire into the charges and decide on a suitable punishment if the charges are substantiated. The committee will also authorize the Dean (Student Affairs) to recommend

to the Vice – Chancellor the implementation of the decision. The student concerned may appeal to the Vice – Chancellor whose decision will be final.

- 3.2** Ragging in any form is a criminal and non-bailable offence in our country. The current State and Central legislations provide stringent punishments including imprisonment. Once the involvement of a student is established in ragging, offending fellow students/staff, harassment of any nature to the fellow students/staff etc. the student(s) will be liable to be dismissed from the Institute, as per the laid down procedures of the UGC / Govt. /Institute. Every senior student of the Institute, along with their parent, shall give an undertaking every year in this regard and the same should be submitted at the time of Registration.

4.0 Structure of the Undergraduate Degree Programme in Liberal Arts and Applied Science stream

Choice Based Credit System (CBCS) was introduced from the Academic year 2015-16 in the curriculum to provide students a balanced approach to their educational endeavour.

- 4.1** All Undergraduate UG degree programmes in Liberal Arts / Applied Science stream for three years will have the curriculum and syllabi (course contents) as approved by the respective Board of Studies and Academic Council of the Institute.
- 4.2** Credits are the weightages are assigned to the courses based on the following general pattern:

4.4.1 One lecture / Tutorial period per week --- 1 credit

4.4.2 Up to Two periods of Practical per week --- 1 credit

- 4.3** The curriculum for Arts & Science degree programmes is designed to have a minimum of **110 credits + 4 Non – CGPA credits** distributed across SIX semesters of study for the award of degree.

Under CBCS, the degree programme will consist of the following categories of courses:

- i) **General Core foundation (CF)** courses comprising of Humanities courses; Language Courses, Courses specific to the selected program etc.,
- ii) **Compulsory Courses (CC) consisting of**
 - a. **Professional Core (PC):** These courses expose the students to the foundation of specified subject topics related to the chosen programme of study comprising of theory and Practical/ field work/ Design project/ Project
 - b. **Departmental Elective (DE):** These courses enable the students to take up a group of courses of their interest in the area of specialization offered by the parent Department / School.

- c. **Non –Departmental Electives (NE):** These courses are offered by departments (across disciplines) other than their parent Department. Two groups of Electives are available under NE namely, Electives offered by Core Departments and Open Electives offered by Non – Core departments.
- d. **Indexed Journal / Conference Publications:** If a student publishes a research paper in indexed Journal / Conference as main author, the same can be considered as equivalent to two credit course under NE.
- e. **Non-CGPA courses** offered in certain semesters are compulsory, but are not used for calculation of GPA and CGPA. However, the credits will be mentioned in the grade sheet.

4.4 Non-CGPA courses

The student shall select any two courses /activity from the following **Table 1** during the entire period of study. The student has to make his / her own efforts for earning the credits. The grades given will be Pass / Fail (P/F). The respective class teachers have to encourage monitor and record relevant activities of the students, based on the rules issued from time to time by the Institute and submit the End semester report to the Head of the Department.

Table 1. Non CGPA Courses

No.	Course / Activity	Credits
1.	Start ups	2
2.	Industrial Training	2
3.	Technical conference, seminar, competitions, Professional Societies	2
4.	Management courses	2
5.	Technical Certification Course	2
6.	Sports	2
7.	NCC	2
8.	NSS	2
9.	YRC	2
10.	Art and Cultural activities	2
11.	English Proficiency Certification	2
12.	Aptitude Proficiency Certification	2
13.	Foreign Languages Level II and above	2
14.	Publication in Conferences / Seminar	2
15.	Indexed Journal Publication per paper	2

- 4.5** A student must earn compulsorily the credits under each category shown in **Table 2** and also a minimum total of **114 credits (110 credits + 4 Non - CGPA credits)** for the award of undergraduate in Arts & Science stream. For Lateral entry students, the 41 credits earned in their Diploma programme is considered as equivalent to the credits earned in the first year courses of the respective UG Degree Programme. However, they have to earn a minimum of **118 credits (114 credits + 4 Non - CGPA credits)** for the award of the degree.
- 4.6** Students are eligible for award of the respective **UG (Hons.) Degree** upon successful completion of **126 credits (110 regular credits + 12 Additional Credits+ 4 Non - CGPA credits)** maintaining a CGPA of 8.0 with no history of arrears, as detailed in clause 7.0.
- 4.7** Students are eligible for the award of **the respective UG Degree** with minor specialisation upon successful completion of **126 credits (110 regular credits + 12 Additional Credits+ 4 Non - CGPA credits)**, as detailed in clause 8.0

Table 2. Distribution of Credits

No.	Category	Credits	Percentage
1	Basic Sciences & Humanities Courses	32	29
2	Professional Allied	18	16
3	Professional Core	38	35
4	Department Elective	6	5
5	Non – Department Electives	4	4
6	Enrichment Course	8	7
7	Project	4	4
	Total Credits	110	100
NON – CGPA			
8	Professional Development	4	---

- 4.8** The medium of instruction is English for all courses, examinations, seminar presentations and project reports.

5.0 Faculty Advisor

To help the students in planning their selection of courses and programme of study and for getting general advice on the academic programme, the concerned department will assign a certain number of students to a faculty member who will be called their Faculty Advisor. Such Faculty Advisor will continue to mentor the students assigned to him for the entire duration of the programme.

5.1 Class Committee

Every section / batch of the UG Degree programme will have a Class Committee consisting of Faculty and students.

The constitution of the Class Committee will be as follows:

- a. One Professor not associated with teaching the particular class shall be nominated by the Head of the Department to act as the Chairman of the Class Committee as approved by the Dean of the respective school;
- b. Course coordinator of each of the lecture based courses (for common courses);
- c. Four students from the respective class nominated by Head of the Department
- d. Faculty Advisors of the respective class.

5.2 Course Committee

Course committee shall be constituted by the HoD for all the common courses, with the faculty who are teaching the courses and with a Professor of the core department as the Chairman. The Course committee shall meet periodically to ensure the quality of progression of the course in the semester.

5.3 The basic responsibilities of the Class Committee and Course committee are

- a. To review periodically the progress of the students.
- b. To discuss issues concerning curriculum and syllabi and the conduct of the classes.
- c. To inform the students about the method of assessment as recommended by the Department Exam Committee (“DEC”) at the beginning of the semester. Each class committee / course committee will communicate its recommendations and the minutes of the meetings to the Head of the Department, Dean (Academics) and the Dean (Student Affairs).
- d. To conduct meetings at least thrice in a semester as per the Academic Plan issued by the Dean – Academics.
- e. To review the academic performance of the students including attendance, internal assessment and other issues like discipline, maintenance etc.

6.0 Registration for courses in a Semester

6.1 A student will be eligible for registration of courses in any semester only if the student satisfies regulation clause 12.0 (progression) 13.0 (maximum duration of the programme) and only if he/she has cleared all dues to the Institute, Hostel and Library up to the end of the previous semester provided that student is not debarred from enrolment on disciplinary grounds.

6.2 Except for the first - year courses, registration for a semester will be done during a specified week before the start of the semester as per the Academic Schedule.

Late registration /enrolment will be permitted by the Dean - Academics, on recommendation by the Head of the respective department, with a late fee as decided from time to time.

- 6.3** The student shall make the choice of course in consultation with the Faculty Advisor and as stipulated from time to time.
- 6.4** Students may have to pay additional fee for registering in certain elective courses under Non - Departmental Electives / Additional Credit Courses offered by certain specific Departments and for higher level Foreign Languages, as decided from time to time.

7.0 Under Graduate Degree (Honours) Programme

A new academic programme, under graduate (Hons.) degree is introduced in order to facilitate the students to choose the specialized courses of their choice and build their competence in a specialized area. The features of the new programme include:

- a. Students in UG degree regular stream can opt for UG (Hons.), degree provided they have CGPA of 8.0 up to the end of fourth semester, without any history of arrears.
- b. The students opting for this program have to take four additional courses of their specialization of a minimum of 3 credits each from 3rd to 6th semester with not more than 2 additional courses in a semester.
- c. The student can also opt for post graduate level courses.
- d. The faculty advisor will suggest the additional courses to be taken by the students based on their choice and level of their academic competence.
- e. Students securing “E” or “U” grade or “DE” category (ref: clause 16.0 – Grading) in any course, including the additional credit courses, are not eligible for Liberal Arts and Applied Science. (Hons) degree.
- f. The students have to pay the requisite fee for the additional courses.

8.0 Under graduate degree with Minor specialization in Liberal Arts / Applied Science stream

- a. Students, who are desirous of pursuing their special interest in areas other than the chosen discipline of Arts/ Fashion/ Humanities/ Management/ Basic Sciences, may opt for additional courses in minor specialisation groups, offered by a department other than their parent department. Such students shall select the stream of courses offered with pre – requisites by the respective departments and earn a Minor Specialization. The number of credits to be earned for Minor specialization is 12 credits. The students are permitted to register for their minor specialization courses from the V semester onwards subject to a maximum of 6 credits per semester.
- b. The students have to pay the requisite fee for the additional courses

9.0 Attendance

The teacher handling a course must finalise, the attendance 3 calendar days before the last instructional day of the course.

A student has to obtain minimum 75% cumulative attendance for all the courses put together in a semester.

The remaining 25% allowance in attendance is given to account for activities under NCC / NSS / Cultural / Sports / Minor Medical conditions etc.

- 9.1** Irrespective of the reason for the shortfall of the attendance, a student with a **cumulative attendance** of less than 75%, will **not** be permitted to appear for the end semester examination for all the courses in that semester and will be categorized as “**DE**”, meaning Detained due to shortage of attendance. The students with “DE” category cannot proceed to the subsequent semester.

Such students shall register for all the courses of the semester in which DE has occurred, in the subsequent year by paying the prescribed fee.

Additional condonation may be considered in rare and genuine cases which includes, approved leave for attending select NCC / Sports Camps, cases requiring prolonged medical treatment and critical illness involving hospitalization.

- 9.2** For medical cases, submission of complete medical history and records with prior information from the parent / guardian to Dean (Student Affairs) is mandatory. The assessment of such cases will be done by the attendance sub – committee on the merit of the case and put up recommendations to the Vice – Chancellor. Such condonation is permitted **only twice** for a student in the entire duration of the programme.

The Vice Chancellor, based on the recommendation of the attendance sub - committee may then give condonation of attendance, only if the Vice Chancellor deems it fit and deserving, but in any case the condonation cannot exceed 10%

10.0 Assessment Procedure

Every course shall have two components of assessment namely,

- a. Continuous Internal Assessment “CIA”: This assessment will be carried out throughout the semester as per the Academic Schedule
- b. End Semester Examination “ESE”: This assessment will be carried out at the end of the Semester as per the Academic Schedule

The weightages for the various categories of the courses for CIA and ESE is given in Table 3.

Table 3 Weightage of the CIA and ESE for various categories of the courses

No.	Category of Courses	CIA weightage	ESE	ESE Minimum	Passing minimum (CIA + ESE)
1	Theory Course	50%	50%	40%	40%
2	Practical Course	80%	20%	40%	40%
3	Theory Course with Practical Components	60%	40%	40%	40%
4	Department Elective (DE)/ Non – Department Elective (NE)	50%	50%	40%	40%
5	Design Project / Case Studies	100%	---	---	40%
6	Comprehension	100%	---	---	40%
7	Internship / Personality Development	100%	---	---	40%
8	Project and Viva Voce	50%	50%	40%	40%

10.1 Theory Course / DE / NE Assessment weightages:

The general guidelines for the assessment of Theory Courses, Department Electives and Non – Department Electives shall be done on a continuous basis as given in

Table 4.

Table 4: Weightage for Assessment

No.	Assessment	Weightage	Duration
1.	First Periodical Assessment	10%	1 period
2.	Second Periodical Assessment	10%	1 Period
3.	Third Periodical Assessment	10%	1Period
4.	Seminar/Assignments/Project/ Lab	10%	--
5.	Surprise Test / Quiz / Lab	10%	--
6.	End Semester Exam	50%	2 to 3 hours

10.2 Practical Course: For practical courses, the assessment will be done by the course teachers as below:

Weekly assignment/Observation / lab records and viva as approved by the Department Exam Committee (“DEC”)

- a. Continuous Internal Assessment -- 80%
- b. End Semester Examination -- 20%

10.3 Theory courses with practical Component: For theory courses with practical Component, the assessment will be calculated as approved by the “DEC” as follows.

- a. Continuous Internal Assessment -- 60%
- b. End Semester Exam -- 40%

10.4 Design Project – Assessment

The general guidelines for assessment of Design Project is given in Table 5

Table 5: Assessment pattern for Design Project

No.	Review / Examination scheme	Broad Guidelines	Weightage
1.	First Review	Concept	20%
2.	Second Review	Design	30%
3.	Third Review	Experiment/Analysis	20%
4.	Project report and Viva – Voce	Results and Conclusion	30%

10.5 Comprehension – Assessment

The general guidelines for assessment of Comprehension is given in Table 6.

Table 6: Assessment pattern for Comprehension

No.	Review / Examination scheme	Broad Guidelines	Weightage
1.	First Periodical Assessment-MCQ	Basic Arts and Sciences	20%
2.	Second Periodical Assessment - MCQ	Allied core	50%
3.	Third Periodical Assessment – Presentation	Emerging Areas	30%

10.6 Internship

A student has to compulsorily attend Summer / Winter internship during 3rd year for a minimum period of one month.

In lieu of Summer / Winter internship, the student is permitted to register for undertaking case study / project work under a faculty of the Institute and carry out the project for minimum period of one month.

In both the cases, the internship report in the prescribed format, duly certified by the faculty in-charge shall be submitted to the HoD. The evaluation will be done through presentation and viva - voce. The course will have a weightage of 1 credit or as defined in the respective curriculum.

10.7 For final year Project / Dissertation / Design Project/ Internship, the assessment will be done on a continuous basis as given in Table 7

Table 7: Assessment of Project work

No.	Review / Examination scheme	Weightage
1.	First Review	10%
2.	Second Review	20%
3.	Third Review	20%
4.	Project report and Viva – Voce	50%

For the final year project and Viva – Voce semester examination, the student shall submit a Project Report in the prescribed format issued by the Institute. The first three reviews will be conducted by a Committee constituted by the Head of the Department. The end – semester assessment will be based on the project report and a viva on the project conducted by a Committee constituted by the Registrar / Controller of examination. This may include an external expert.

10.8 For Non – CGPA courses, the assessment will be graded “Satisfactory/Not Satisfactory” and grades of Pass/Fail will be awarded.

10.9 Flexibility in Assessment

The respective Departments under the approval of the Department Exam Committee (DEC) may decide the mode of assessment, based on the course requirements.

11.0 Procedures for Course Repetition

If a student is detained in any semester for shortage of attendance (under “DE” Category), he/she shall re-register in the subsequent academic year, by paying the requisite fee for the semester in which he/she was detained and gain required attendance to become eligible to appear for the end semester examination.

12.0 Maximum Duration of the Programme

A student may complete the programme at a slower pace than the regular pace, but in any case in **not more than 5 years for Liberal Arts / Applied Science, and not more than 4 years for lateral entry students (as applicable)** excluding the semesters withdrawn as per clause 13.0.

A student completing the degree programmes in the extended period will not be eligible for Institute ranking.

13.0 Temporary withdrawal from the Programme

- A student is permitted to take a break, up to a maximum of 2 semesters, during the entire programme to clear the backlog of arrears.
- A student may be permitted by the Vice- Chancellor to withdraw from the entire programme for a maximum of two semesters for reasons of ill health, Start – up venture or other valid reasons as recommended by a committee consisting of Head of Department, Dean of School, Dean (Academic) and Dean (Student Affairs).

14.0 Declaration of results

- 14.1** A student shall secure the minimum marks as prescribed in Clause 10.0 (Table 3) in all categories of courses in all the semesters to secure a pass in that course.
- 14.2 Supplementary Examinations:** If a candidate fails to secure a pass in a Theory / DE / NE courses (“U” grade) – as per clause 16.1 he/she shall register, pay the requisite fee and re-appear for the End Semester Examination during the following semesters. Such examinations are called Supplementary Examinations. The Internal Assessment marks secured by the candidate will be retained for all such attempts.
- 14.3** A candidate can apply for the revaluation of his/her end semester examination answer script in a theory course, after the declaration of the results, on payment of a prescribed fee.
- 14.4 After 4 years,** the internal assessment marks obtained by the candidate will not be considered in calculating the passing requirement. A candidate who **secures 40%** in the end semester examination will be declared to have passed the course and earned the specified credits, irrespective of the score in internal assessment marks.
- 14.5** If a candidate fails to secure a pass in Practical/Theory with Practical component/Design Project / Internship / Comprehension courses “U” grade – as per clause 16.1 he/she shall register for the courses in the subsequent semester when offered by the departments and shall pay the prescribed fee.
- 14.6** Revaluation is **not** permitted for Practical/Theory with Practical component/Design Project / Internship / Comprehension courses. However, only for genuine grievances as decided by the Exam Grievance Committee a student may be permitted to apply for revaluation.
- 14.7** Candidate who earns required credits for award of degree after 5 years (on expiry of extended period of 2 semesters over and above normal duration of course) he/she will be awarded only *second class* irrespective of his/her CGPA. However, the period approved under temporary withdrawal, if any, from the programme (13.0) will be excluded from the maximum duration as mentioned above.
- 14.8 Semester Abroad Programme:** Students who are allowed to undergo internship or Training in Industries in India or abroad during their course work or attend any National / International Institute under semester abroad programme (SAP) up to a maximum of 2 semesters will be granted credit equivalence for the Course Work/project work done by them in the Industry /Foreign Institute as per the recommendations of the credit transfer committee.

15.0 Grading

A grading system as shown in Table 10 will be followed.

Table 10: Grading system

Range of Marks	Letter Grade	Grade Points	Remarks
90 – 100	S	10	Outstanding
80-89	A	09	Excellent
70-79	B	08	Very Good
60-69	C	07	Good
50-59	D	06	Average
40 – 49	E	05	Pass
<40	U	00	To Reappear for end-semester examination

15.2 GPA and CGPA

GPA is the ratio of the sum of the product of the number of credits C_i of course “i” and the grade points P_i earned for that course taken over all courses “i” registered and successfully completed by the student to the sum of C_i for all “i”. That is,

$$GPA = \frac{\sum_i C_i P_i}{\sum_i C_i}$$

CGPA will be calculated in a similar manner, in any semester, considering all the courses enrolled from the first semester onwards.

15.3 The Grade card will not include the computation of GPA and CGPA for courses with letter grade “U” until those grades are converted to the regular grades.

15.4 A course successfully completed cannot be repeated.

16.0 Grade Sheet

Letter grade

Based on the performance, each student is awarded a final letter grade at the end of the semester in each course. The letter grades and corresponding grade points are given in Table 10.

16.1 A student is considered to have completed a course successfully and earned credits if he/she secures a letter grade other than U in that course.

16.2 After results are declared, grade sheet will be issued to each student which will contain the following details:

- a. Program and discipline for which the student has enrolled.
- b. Semester of registration.
- c. The course code, name of the course, category of course and the credits for each course registered in that semester
- d. The letter grade obtained in each course
- e. Semester Grade Point Average (GPA)
- f. The total number of credits earned by the student up to the end of that semester in each of the course categories.
- g. The Cumulative Grade Point Average (CGPA) of all the courses taken from the first semester.
- h. Credits earned under Non – CGPA courses.
- i. Additional credits earned for the respective UG degree (Hons.), or respective UG degree with Minor specialization.

17.0 Class/Division

Classification is based on CGPA and is as follows:

CGPA \geq 8.0: First **Class with distinction**

6.5 \leq CGPA < 8.0: **First Class**

5.0 \leq CGPA < 6.5: **Second Class.**

17.2 (i) Further, the award of '**First class with distinction**' is subject to the candidate becoming eligible for the award of the degree, having passed the examination in all the courses in his/her first appearance with effect from II semester and within the minimum duration of the programme.

(ii) The award of '**First Class**' is further subject to the candidate becoming eligible for the award of the degree, having passed the examination in all the courses **within 5 years**.

(iii) The period of authorized break in study (vide clause 14.0) will not be counted for the purpose of the above classification.

(iv) To be eligible for award of **UG (Hons.) Degree** the student must have earned total of **126 credits (110 regular credits + 12 additional credits offered by their school + 4 Non CGPA credits)** and should have **8.0 CGPA**, without any history of arrears and should not have secured E, DE, U, in any course, during the entire programme.

(v) To be eligible for award of **the respective UG Degree with Minor Specialization**, the student must have successfully earned **126 credits (110 regular credits + 12 Additional credits in Minor Specialisation + 4 Non – CGPA Credits)**

18.0 Transfer of credits

18.1. Within the broad framework of these regulations, the Academic Council, based on the recommendation of the Credit Transfer Committee so constituted may permit students to

earn part of the credit requirement in other approved Universities of repute & status in the India or abroad.

- 18.2** The Academic Council may also approve admission of students who have completed a portion of course work in another approved Institute of repute under lateral entry, based on the recommendation of the credit transfer committee on a case to case basis.

18.3 Admission norms for working Professionals

Separate admission guidelines are available for working / experienced professionals for candidates with the industrial / research experience who desire to upgrade their qualification as per recommendation of Credit Transfer Committee.

19.0 Eligibility for Award of the UG Degree, /UG (Hons.) Degree/ UG Degree with Minor Specialisation

- 19.1** A student shall be declared to be eligible for award of the respective UG Degree / UG (Hons.) / UG Degree with Minor specialisation if he/she has satisfied the clauses 4.6 / 7.0 / 8.0 respectively within the stipulated time (clause 12, 13).

- a. Earned the specified credits in all the categories of courses (vide clause 4.6) as specified in the curriculum corresponding to the discipline of his/ her study.
- b. No dues to the Institute, Hostels, Libraries etc.; and
- c. No disciplinary action is pending against him / her.

The award of the degree shall be recommended by the Academic Council and approved by the Board of Management of the Institute.

20.0 Change of Discipline

- 20.1** If the number of students in any discipline of Liberal Arts /Applied Science. class as on the last instructional day of the First Semester is less than the sanctioned strength, then the vacancies in the said disciplines can be filled by transferring students from other disciplines subject to eligibility. All such transfers will be allowed on the basis of merit of the students. The decision of the Vice-Chancellor shall be final while considering such requests.

- 20.2** All students who have successfully completed the first semester of the course will be eligible for consideration for change of discipline subject to the availability of vacancies and as per norms.

21.0 Power to modify

Notwithstanding all that has been stated above, the Academic Council is vested with powers to modify any or all of the above regulations from time to time, if required, subject to the approval by the Board of Management.

BBA – GENERAL MANAGEMENT									
SEMESTER – I									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	BS	TLA2101 HLA2101 FLA2101 FLA2105	Tamil – I Hindi – I French – I A French – I B	3	0	0	3	0	3
2	BS	ELA2101	English	3	0	0	3	0	3
3	PC	COB2101	Financial Accounting – I	3	1	0	4	0	4
4	CF	BAB2101	Business Communication	3	0	0	3	0	3
5	PC	ENB2101	Principles of Micro Economics	3	0	0	3	0	3
6	CF	BAA2131	Enrichment Course - I*	0	0	4	2	0	4
TOTAL				15	1	4	18	0	20
SEMESTER – II									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	BS	TLA2116 HLA2116 FLA2116 FLA2120	Tamil – II Hindi – II French – II A French – II B	3	0	0	3	0	3
2	BS	ELA2116	ENGLISH – II	3	0	0	3	0	3
3	PC	COB2116	Financial Accounting – II	3	1	0	4	0	4
4	PC	BAB2116	Principles of Management	3	0	0	3	0	3
5	PC	ENB2116	Principles of Macro Economics	3	0	0	3	0	3
6	CF	BAA2141	Enrichment Course - II*	0	0	4	2	0	4
TOTAL				15	1	4	18	0	20

SEMESTER – III									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	BAB2201	Cost & Management Accounting	3	1	0	4	0	4
2	PC	COB2201	Business Law	3	0	0	3	0	3
3	PC	MAB2201	Business Statistics	3	1	0	4	0	4
4	PC	BAB2202	Enterprise Systems	3	0	0	3	0	3
5	PC	MAB2202	Business Mathematics	3	1	0	4	0	4
6	CF	COA2231	Enrichment Course - III*	0	0	4	2	0	4
Total				15	3	4	20	0	22
SEMESTER – IV									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	BAB2216	Business Environment	3	0	0	3	0	3
2	PC	BAB2217	Management Information System	3	0	0	3	0	3
3	PC	COB2216	Financial Markets & Services	3	0	0	3	0	3
4	PC	COB2217	Business Taxation	3	0	0	3	0	3
5	CF	BAA2216	Human Behaviour at Work	3	0	0	3	0	3
6	CF	COA2241	Enrichment Course - IV*	0	0	4	2	0	4
Total				15	0	4	17	0	19

SEMESTER – V									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	BAB2301	Business Ethics & Values	3	0	0	3	0	3
2	PC	BAB2302	Operations Management	3	1	0	4	0	4
3	PC	BAB2303	Research Methods	3	0	0	3	0	3
4	PC	COB2301	Financial Management	3	1	0	4	0	4
5	PC	BAB2304	Marketing Management	3	0	0	3	0	3
6			Elective 1:	3	0	0	3	0	3
7	CF	BAA2301	Value Education	1	0	0	0	0	1
Total				19	2	0	20	21	19
SEMESTER – VI									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	BAB2316	Introduction to Strategic Management	3	0	0	3	0	3
2	PC	BAB2317	International Business Management	3	1	0	4	0	4
3	PC	BAB2318	Entrepreneurship Development	3	1	0	4	0	4
4			Elective 2:	3	0	0	3	0	3
5		BAA2316	Extension Activities	0	0	2	1	0	2
6	PC	BAB2341	Project Work	0	0	8	4	0	8
Total				12	2	8	19	0	22

LIST OF DEPARTMENTAL ELECTIVES - SEMESTER WISE									
SEM	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
5	DE	BAC2351	Human Resource Management	3	0	0	3	0	3
5	DE	BAC2352	Services Marketing	3	0	0	3	0	3
5	DE	BCC2353	Market Research	3	0	0	3	0	3
5	DE	COC2352	Inventory Management	3	0	0	3	0	3
6	DE	BAC2366	Performance Management and Reward System	3	0	0	3	0	3
6	DE	BAC2367	Customer Relationship Management	3	0	0	3	0	3
6	DE	COC2316	Investment Management	3	0	0	3	0	3
6	DE	COC2367	Derivatives	3	0	0	3	0	3

SEMESTER – I

COURSE TITLE		TAMIL I			CREDITS	3
COURSE CODE	TLA2101	COURSE CATEGORY	BS	L-T-P-S	3:0:0:0	
CIA	40%			ESE	60%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	செய்யுள்				3	
2.	இலக்கணம் – இலக்கணக்குறிப்புமட்டும்				3	
3.	மொழித்திறன்				3	
4.	பாடந்தழுவியஇலக்கியவரலாறு				3	
5.	பொதுக்கட்டுரை				3	
Prerequisites : Plus Two tamil-Intermediate Level						
MODULE – 1: செய்யுள்					(9)	
நல்லதோர்வீனை, தமிழ்வளர்ச்சி, ஆறுதன்வரலாறுகூறுதல் , சிற்பி முள்முள்முள், அப்துல்ரகுமான், குருடர்களின்யானை						
MODULE 2 – தமிழ் இலக்கிய வரலாறு					(9)	
சிறுகதைகள்தோற்றமும்வளர்ச்சியும் புதுக்கவிதைகள்தோற்றமும்வளர்ச்சியும் நாடகஇலக்கியத்தின்தோற்றமும்வளர்ச்சியும்						
MODULE 3 - இலக்கணம்					(9)	
செய்யுள்பகுதியில்அமைந்துள்ளஇலக்கணக்குறிப்பு, இடஞ்சுட்டிபொருள்விளக்கம்தருதல்,						
MODULE 4 -: வாய்மொழி இலக்கியம்					(9)	
தாலாட்டு , காதல் , ஒப்பாரி						
MODULE 5 – மொழிப் பயற்சி					(9)	
பொருந்தியசொல்தருதல் ,மரபுத்தொடர்கள், கலைச்சொற்கள்.						

COURSE TITLE		HINDI - I			CREDITS	3
COURSE CODE		HLA2101	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA		60%			ESE	40%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Understand about poetry and its sophistication					1,2
2.	Understand about the Hindi literature					1,2
Prerequisites : Nil						
MODULE 1: OLD POETRY						(20)
1.	Kabir (Dohe only)					
2.	Surdas (First 5 Pad only)					
3.	Tulasidas (KevatPrasang only)					
4.	Raheem (First 12 Dohe only)					
5.	Tirukkural (First 12 Kural only)					
MODULE 2: HISTORY OF HINDI LITERATURE						(25)
1.	KaalVibhajan					
2.	VeergathaKaalAthavaAadiKaal – Pramukh					
3.	KaviaurRachanayen, - RaasokiPramanikatha					
4.	BhakthiKaal – PramukhKaviaurRachanayen-					
5.	NirgunaursagunBhakthiSahithyakiViseshatayen					
6.	ReethiKaal – PramukhKavi – aurRachanayen –					
7.	ReethiKaalkiViseshatayen					
TEXT BOOKS						
1	PRESCRIBED TEXT BOOK : POETRY SELECTION (2007), University Publications,University of Madras					
REFERENCE BOOKS						
1	Hindi SahithyakaVivechanatmakItihas - By Raj Nath Sharma, VinodPustak-Mandir, Agra					
2	Hindi SahithyaYugaurPravrithiya - Dr. Shiva Kumar Varma, Ashok Prakashan, NayiSarak, New Delhi					

COURSE TITLE		FRENCH – I A			CREDITS	3
COURSE CODE		FLA2105	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Understanding the basic skills in written and spoken French. To encourage students oral and written mastery of the language					1,2
2	Applying the concepts for oral and written mastery of the language					1,2
Prerequisites : Nil						
MODULE 1:						(11)
1.1. Se presenter a des publics different et saluer 1.2. Salueretprendre conge 1.3. La presentation, s ‘appeler et etre et pronomssujets, C’ est / ilest / elle est. 1.4. Articles definis /indefinis, Voici / voila/ilya 1.5. Des cartesd’identite. 1.6. Presenter quelqu’un 1.7. Parler de soi 1.8. Les nationalites, les verbs er(commencer, habiter...) 1.9. Les chiffres 1 a 50 1.10. Des vedettesetleurs nationalities 1.11. Epreuves						
MODULE2:						(11)
2.1 Exprimerses gouts, ses preferences. 2.2 La negation, les articles definis. 2.3 Les moiset les jours / le calendrier. 2.4 Les verbs er (suite). 2.5 L’interrogation avec intonation 2.6 decrireun lieu, les noms des differentessalles... 2.7 Les adjectives qualificatifsmon, ma, mes et notre, nos 2.8 Epreuves						
MODULE3:						(11)
3.1 Donner des directions / localizer un lieu / trouver un lieu 3.2 Les verbs alleretmettre. 3.3 L’articlecontracteet les prepositions de lieu (en, a, au...) 3.4 L’ imperatif 3.5 Les mots de caracterisation d’un lieu et les lieuxurbains 3.6 Les transports 3.7 Discuteretacheter des produits, Ca fait...et les expressions De quantite, les fruits, les legumes, les produitsalimentaires Les produitspropres aux pays different. 3.8 La negation et le COD						

3.9	Le conditionnel (je voudrais) et les verbes Irreguliers :pouvoir, vouloir, prendre.
3.9.1	Epreuves
MODULE 4: (11)	
4.1	fixer un rendez-vous avec le medecin
4.2	L'heure
4.3	Les nombres de 51 a 100
4.4	Les verbes sortir et partir
4.5	L'interrogation avec est-ce que
4.6	Les parties du corps, avoir + les expressions et les Maladies communes
4.7	Les adjectifs possessifs – notre/nos, votre/vos, sa/ses/son,
4.8	Le COI
4.9	L'entrainement DELF
4.9.1	Epreuves
TEXT BOOKS	
1	Krishnan, C & Alber Adeline, Le Tramway Volant-I, Saraswathi House Pvt Ltd, India 2011
REFERENCE BOOKS	
1	CAPELLE Guy; MENAND, Robert Taxi-1, Hachette, Paris, 2008
2	MERIEUX, Regine; LOISEAU, Yves, Connexions-1, Didier, Paris, 2004
3	MIQUEL, Claire, Vite et Bien-1, CLE International, Paris, 2009
4	POISSON QUINTON, Sylvie, SIREJOLS, Evelyne, Amical-1, CLE International, Paris, 2011
E BOOKS	
1	https://blogs.transparent.com/french/beginners-guide-to-french-free-ebook/
2	https://www.duolingo.com/comment/8708893/GOOD-FRENCH-BOOKS-FOR-BEGINNERS
MOOC	
1	https://alison.com/course/basic-french-language-skills-for-everyday-life-revised-2017

COURSE TITLE		FRENCH I - B		CREDITS	3
COURSE CODE	FLA2105	COURSE CATEGORY	BS	L-T-P-S	3-0-0-3
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understanding the basic skills in written and spoken French. To encourage students oral and written mastery of the language				1,2,4,6
2.	Applying the concepts for oral and written mastery of the language				1,2,4,6
Prerequisites: : Basic Knowledge in English					
MODULE 1					(5)
L'alphabet, Culture et civilisation françaises, Épelez les prénom, Trouvez le pays, Completez le carte d'identité . Exercices : Completez					
MODULE 2					(5)
Saluez – Phrases from DONDO, Dialogue avec comment ça va? ç ava bien, comment allez-vous? Comment vas-tu? Exercices: Traduisez, Match, Retrouvez les mots, Ecrivez en français					
MODULE 3					(5)
Nombré 1-100 Les legumes et des fruits Exercices: comptez et écrivez , écrivez les nombres, Nommez les Legumes et des fruit,					
MODULE 4					(5)
Presentez vous et presentez votre ami(e), Pratiquer avec chaque élève. Exercices: écrivez en français, Trouvez la question, completez le dialogue					
MODULE 5					(5)
Conjugez le verb être, formation des phrases Je + verb + indien; nationality – (Masculine et feminine) et le pays. Exercice: Reliez, écrivez féminin ou masculine, nommez le pays, Choisissez la bonne réponse, écrivez en français					
MODULE 6					(4)
Adjectif- (Masculine et feminine) Formation de phrases. Exercice: écrivez féminin ou masculine, mettez au pluriel, Completez avec le forme convenable d'« être » Donnez le contraire, Décrivez-vous					
MODULE 7					(4)
Profession (Masculine et feminine), formation de phrases Sujet +verb+les phrases avec profession Exercice: écrivez féminin ou masculine, devinez la profession, Retrouvez les phrases, completez avec les profession					
MODULE 8					(4)
Qui est-ce Exercice: trouvez le question, completez avec c'est, ce sont, il est, elle est; Qu'est-ce que c'est, l'article défini et indéfinis, introduce des choises en français. Prépositions : devant, derrière, sur, sous à cote de, à travers etc. Exercice: Écrivez en français, mettez au pluriel, Nommez quatre objects dans votre cartable, votre maison, votre sale de la classe, votre chamber, votre armoire. Votre sac etc., Completez avec les préposition convenable					

MODULE 9	(4)
Les couleurs - (Masculine et feminine) Conjuguez le verb Avoir, Faire, Aller, Dire, Manger, voyager, vouloir, pouvoir and 'ER' Verbs au present. Écrivez les phrases avec les verbs. Exercice: completez avec le forme convenable avec les verbs donné entre parenthèses, nommez la couleur, écrivez féminin ou masculine.	
MODULE 10	(4)
Les jour de la samine, le mois de la année, et les saisons, numero ordinaux Exercice: Traduisez, Completez les phrases suivants, répondez aux questions, completez avec les nombres ordinaux	

COURSE TITLE		ENGLISH I			CREDITS	3
COURSE CODE		ELA2101	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	Demonstrate an understanding of importance of listening Skills and understanding the nuances to develop listing skills.				2, 1	
2.	Demonstrating speaking skills and ways to improve.				3, 2	
3	Understanding and appreciating poetry				7, 1, 2	
4.	Enabling to draft mail and emails.				3, 1, 2	
5.	Eliciting and imparting the knowledge of English using comprehension skills				1, 2	
Prerequisites: Basic English competency						
MODULE – 1: LISTENING SKILL (9)						
Listening & Note taking-- Pre-reading & While-reading activities --Reading comprehension--Functional grammar--Enriching word power- Extensive reading--Functional writing--Reading for pleasure-- Making formal speech--Academic writing--Speech practice--Pronunciation practice—Interpretation— Acronyms--Grammatical accuracy--Poetry appreciation – Telling humorous anecdotes (real and imaginary) and jokes. Self evaluation through Self test.						
MODULE – 2: READING COMPREHENSION (9)						
Listening & Note taking-- Critical thinking--Reading comprehension Reference skills-- Critical reading— Interpretation--Poetry appreciation—Project--Soft skills---Enriching word power Pronunciation practice--Academic writing -- Extensive reading Reading & Note making-- Functional grammar -- Proverb expansion Self test –Developing conversational skills by telling jokes.						
MODULE – 3: POETRY APPRECIATION (9)						
Listening and Note taking -- Critical thinking -- Reading and Note making-- Reference skills -- Functional grammar -- Reading for pleasure -- Poetry appreciation – Developing public speaking skills by telling humorous anecdotes and jokes about oneself and others.						

MODULE – 4: WRITING SKILL		(9)
Speech practice -- Reading and Note making -- Critical thinking Summarizing -- Poetry appreciation -- Group, pair & individual work Extended writing -- Enriching word power -- E mail writing Reference skills -- Pronunciation practice—Developing creative writing skills through writing jokes about classmates, friends etc.		
MODULE – 5: COMPREHENSION SKILLS		(9)
Silent reading and testing comprehension skills—Reading aloud and accuracy in pronunciation— Making short speeches before small groups to check fluency—Writing small pieces of discourse meant for day to day communication—Writing short academic pieces for exam purposes—Doing self-check grammar tests to improve grammatical accuracy.		
TEXT BOOKS		
1	Functioning in English Book I & II by Dr. P. Bhaskaran, Emerald Publishers, 2018	
E BOOKS		
1	https://thinkedc.com/wp-content/uploads/2016/10/Effective-Listening-Skills-eBook.pdf	
MOOC		
1	https://click.linksynergy.com/fs-bin/click?id=SAyYsTvLiGQ&subid=&offerid=323058.1&type=10&u1=cc_table_listings&tmpid=14538&RD_PARM1=https%3A%2F%2Fwww.udemy.com%2Flearn-english-grammar-upgrade-your-speaking-and-listening%2F%26u1%3Dcc_table_listings	

COURSE TITLE		FINANCIAL ACCOUNTING– I			CREDITS	4
COURSE CODE	COB2101	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0	
CIA	40%				ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Demonstrate a critical understanding of the Basics of Accounting and the importance of Double Entry Book Keeping					2,4
2.	Analyzing the various transactions, preparing Final Accounts and arriving at the net profits					7& 6
3.	Understanding the various concepts like average due date and account current for calculating the debt payments and also reconciling the difference between cash book and pass book					2
4.	Understanding the role of wear and tear in machines and need for replacing the machinery at the appropriate time					7
5.	Analysing the problems in Single entry and converting it into double entry system					2& 4
Prerequisites: Basic Concepts in Accounting						
MODULE – 1: DOUBLE ENTRY BOOK KEEPING						(9)
Meaning and scope of Accounting, Basic Accounting Concepts and Conventions, Objectives of Accounting, Accounting Transactions, Double Entry Book Keeping, Journal, Ledger, Preparation of Trial Balance, Preparation of Cash Book						
MODULE – 2: FINAL ACCOUNTS & ACCOUNTS OF NON TRADING CONCERNS						(9)
Preparation of Final Accounts of a Sole Trading Concern, Adjustments, Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations						
MODULE – 3: BANK RECONCILIATION STATEMENT						(9)
Average Due date, Account Current, Bank Reconciliation Statement						
MODULE – 4: DEPRECIATION						(9)
Depreciation, Meaning, Causes, Types, Straight Line Method, Written Down Value Method Insurance Policy Method, Sinking Fund Method & Annuity Method. Insurance claims, Average Clause (Loss of stock & Loss of Profit)						
MODULE – 5: SINGLE ENTRY						(9)
Single Entry, Meaning, Features, Defects, Differences between Single Entry and Double Entry System, Statement of Affairs Method, Conversion Method						
TEXT BOOKS						
1	R.L.Gupta&V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi.					
2	Jain &Narang, Financial Accounting - Kalyani Publishers - New Delhi.					
3	T.S. Reddy &A.Murthy, Financial Accountign - Margham Publications –Chennai					

E BOOKS	
1	https://corporatefinanceinstitute.com/resources/ebooks/
2	https://www.saylor.org/site/textbooks/Financial%20Accounting.pdf
MOOC	
1	https://www.mooc-list.com/course/introduction-financial-accounting-coursera

COURSE TITLE		BUSINESS COMMUNICATION		CREDIT	3	
COURSE CODE		BAA2101	COURSE CATEGORY	CF	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Understanding the basic principle of communication, the importance of communication, and applying the concept in oral and written communication					1& 5
2.	Understanding the importance of effective communication and applying the concept in overcoming barriers to communication					1& 5
3.	Applying the concept in reading, listening, and presentation skills and making an effective communication					5
4.	Applying the concept for career advancement through presenting oneself in interviews and group discussions					2
5.	Understanding the importance of modern forms of communication and thereby achieving the objective of paperless office and resorting to environmental concern					1
Prerequisites: Thorough knowledge in English and grammar, exposure in written communication						
MODULE – 1: INTRODUCTION						(9)
Communication – Definition, Nature – Process of Communication, Objectives of Communication, Forms and Dimensions of Communication, Oral and Written Communication						
MODULE – 2: PRINCIPLES						(9)
Principles of Effective Communication, Barriers to Communication, Measures to overcome barriers to communication, Media and Modes of Communication						
MODULE – 3: COMMUNICATION SKILLS						(9)
Reading Skills, Listening Skills, Presentation Skills, Negotiation Skills, Meetings and Conferences						
MODULE – 4: CAREER ADVANCEMENT						(9)
Communication for Career Advancement - Interview Skills and Group Discussion						
MODULE – 5: MODERN FORMS OF COMMUNICATION						(9)
Modern Forms of Communication: Fax – E-mail – Video Conferencing – Internet – Websites and their use in Business.						
TEXT BOOKS						
1.	Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi.					
2.	Shirley Taylor, Communication for Business - Pearson Publications - New Delhi.					

3.	Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd - New Delhi.
E-BOOKS	
1.	https://is.muni.cz/el/1456/jaro2016/MPV_COMA/um/E-book_II_Business-Communication.pdf
2.	https://bookboon.com/en/business-communication-ebook
MOOC	
1.	https://www.class-central.com/subject/communication-skill

COURSE TITLE		PRINCIPLES OF MICRO ECONOMICS			CREDITS	3
COURSE CODE		ENB2101	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Understanding of basic economics and difference of micro and macro economics with different authors					6
2.	Examining the importance of demand and supply with demand forecasting					6
3	Illustrating consumer behavior with help of utility analysis and its properties					6
4.	Analyzing the producer’s equilibrium and production, cost relations with its proportions					4
5.	Understanding pricing policy with various market structures and its types.					4
Prerequisites: Basic concept of Economics, Market structure, Pricing policies						
MODULE – 1: INTRODUCTION OF ECONOMICS (9)						
Wealth, Welfare and Scarcity Views on Economics , Positive and Normative Economics Definition, Scope and Importance of Business Economics , Concepts: Production Possibility frontier ,economic growth & stability , Micro economies and Macro economies						
MODULE – 2: DEMAND AND SUPPLY FUNCTIONS (9)						
Meaning of Demand , Determinants and Distinctions of demand , Law of Demand , Elasticity of Demand and supply , Firm’s equilibrium demand and supply , Demand Forecasting						
MODULE – 3: CONSUMER BEHAVIOUR (9)						
Law of Diminishing Marginal utility ,Equi-marginal Utility , Consumer’s Equilibrium, Indifference Curve , Definition, Properties and equilibrium						
MODULE – 4: PRODUCTION (9)						
Law of Variable Proportion , Laws of Returns to Scale , Producer’s equilibrium ,economies and diseconomies of scale, Relation between Production and cost function , cost analysis , short-run and long-run , Break Even Analysis.						

MODULE – 5: PRICING POLICY		(9)
Market structure and classification, Price and Output Determination under Perfect Competition, Monopoly, Discrimination monopoly, Monopolistic Competition, Oligopoly,Duopoly,Price Discrimination, Pricing objectives and Methods.		
TEXT BOOKS		
1.	S.Shankaran, Business Economics - Margham Publications - 2017	
2.	P.L. Mehta, Managerial Economics – Analysis, Problems & Cases - Sultan Chand & Sons - New Delhi 2012	
3.	C.M.Chaudhary, Business Economics - RBSA Publishers - Jaipur – 2013	
E BOOKS		
1.	http://www.eighbooks.com/read-now.php?q=principles-of-microeconomics-7th-edition	
2.	https://www.doviak.net/microbook_3e.pdf	
MOOC		
1	https://www.mooc-list.com/course/microeconomics-principles-coursera	

COURSE TITLE		ENRICHMENT COURSE - I		CREDITS	2
COURSE CODE	BAA2131	COURSE CATEGORY	CF	L-T-P-S	0- 0- 4- 0
CIA	80%			ESE	20%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1	Demonstrate a critical understanding of the importance of letter writing and develop a thorough understanding of the impact of letters in communication				1
2	Analyzing the various situations in an Office environment and drafting the letter appropriate for the situation in precise and concise manner				2
3	Applying the concept of letter writing in external business correspondence and the importance of persuading etc. in the letter				2,8
4	Understanding the power of Resume while applying for a job and the impact it is likely to create.				4
5	Applying the communication concepts for writing reports effectively and persuasively.				6
Prerequisites: Thorough knowledge in Sentence making, Punctuation, basic business vocabulary Thorough knowledge in Sentence making, Punctuation, basic business vocabulary					
MODULE – 1: LETTER WRITING (12P)					
Letter Writing, Sales Letter, Claim And Adjustment Letter And Social Correspondence					
MODULE – 2: INTER-OFFICE CORRESPONDENCE (12P)					
Memorandum, Inter-Office Memo, Notices, Agenda, Minutes					
MODULE – 3: EXTERNAL CORRESPONDENCE (12P)					
Inviting Quotation, Sending Quotation, Placing Orders, Inviting Tenders					
MODULE – 4: JOB APPLICATION (12P)					
Job Application Letter, Preparing Resumes					

MODULE – 5: REPORT WRITING		(12P)
Report Writing, Types Of Reports, Basic Formats Of Reports And Importance Of Including Visuals Such As Including Tables And Charts		
LAB / MINI PROJECT/FIELD WORK		
Mock Interview – arrange External HR person, Construction of Resume		
TEXT BOOKS		
1	Powell. In Company. MacMillan. 8th Edison 2016	
2	Pease, Allan. 1998. Body Language: How to Read Others Thoughts by their Gestures. Sudha Publications. New Delhi. 5th Edison 2015	
REFERENCE BOOKS		
1.	Gardner, Howard. 2011. Multiple Intelligences: The Theory in Practice: A Reader. Basic Books. New York.	
2.	De Bono, Edward. 2015. Six Thinking Hats. 4th Edition. Penguin Books	
E BOOKS		
1	http://www.mantex.co.uk/improve-your-writing-skills/	
2	https://www.bloomsbury-international.com/images/ezone/ebook/writing-skills-pdf.pdf	
MOOC		
1.	https://www.mooc-list.com/course/writing-your-world-finding-yourself-academic-space-coursera	

SEMESTER - II

COURSE TITLE		TAMIL - II		CREDIT	3
COURSE CODE	TLA2116	COURSE CATEGORY	BS	L-T-P-S	3- 0- 0 -0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1	செய்யுள்				2
2	இலக்கியவரலாறு				2
3	இலக்கணம்				2
4	சிறுகதைகள்				2
5	மொழிப்பயிற்சி				2
Prerequisites : Basic Knowledge in Tamil and Grammar					
MODULE – 1: செய்யுள்					(9)
நந்திக்கலம்பகம், தமிழ்விடிதூது, திருக்குற்றாலக்குறவஞ்சி, இயேசுபிரான் பிள்ளைத்தமிழ், சீறாபுராணம் (மானுக்குபிணைநின்றபடலம்					
MODULE – 2: இலக்கியவரலாறு					(9)
சிறுநிலக்கியம்வரலாறு,கிறித்துவஇலக்கியவரலாறு, இசுலாமியஇலக்கியவரலாறு					
MODULE – 3: இலக்கணம்					(9)
இலக்கணக்குறிப்புகள்					
MODULE – 4: சிறுகதைகள்					(9)
கடவுளும் கந்தாஅமிப்பிள்ளையும், துன்பக்கேணி, (புதுமைப்பித்தன்)					
MODULE – 5: மொழிப்பயிற்சி					(9)
ஒருபொருள்குறித்தபலசொற்கள், பலபொருள்குறித்துஒருசொல், பிறமொழிச்சொற்களைநீக்குதல்மொழிபெயர்ப்பு.					
TOTAL					(45)

COURSE TITLE		HINDI - II			CREDITS	3
COURSE CODE		HLA2116	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA		60%			ESE	40%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Understand about poetry and its sophistication					1,2
2.	Understand about the Hindi literature					1,2
Prerequisites : Nil						
MODULE 1: OLD POETRY						(20)
1. Apanasansar (Maithili Saran Gupth) 2. 2.Chinta (Only) (Jayasahankar Prasad 3. MurjhayaHuaPhool (MahadeviVarm) 4. 4.Tum Logon se Door (Nagarjun) 5. Sneha Path (Bhavani Prasad Mishra) 6. Nimna Madhya Varg (PrabhakarMachve) 7. Aanevalon se EkSawaal (Bharat BhooshanAgarwal) 8. 8. Bharat Ki Aarathi (ShamsherBahadursingh)						
MODULE 2: HISTORY OF HINDI LITERATURE						(25)
1. KaalVibhajan 2. VeergathaKaalAthavaAadiKaal – PramukKaviaurRachanayen, - RaasokiPramanikatha 3. BhakthiKaal – PramukhKaviaurRachanayen- NirgunaursagunBhakthiSahithyakiViseshatayen 4. 4. ReethiKaal – PramukhKavi – aurRachanayen –ReethiKaalkiViseshatayen						
TEXT BOOKS						
1	POETRY SELECTION (2007) University Publications, University of Madras					
REFERENCE BOOKS						
1	Hindi SahithyakaVivechanatmakItihas - By Raj Nath Sharma, VinodPustakMandir, Agra					
2	Hindi SahithyaYugaaurPravrithiya - Dr. Shiva Kumar Varma, Ashok Prakashan, NayiSarak, New Delhi					

COURSE TITLE		FRENCH – II A			CREDITS	3
COURSE CODE		FLA2116	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Understanding the basic skills in written and spoken French. To encourage students oral and written mastery of the language					1,2
2	Applying the concepts for oral and written mastery of the language					1,2
Prerequisites : Nil						
MODULE – 1: leçon 8						(11)
1.1. Acheter un billet 1.2. Les nombres au-delà de 100 1.3. Les different types de places (fumeur, non fumeur, aller-retour) 1.4. Les adjectives démonstrarifs 1.5. L’interrogation avec inversion 1.6. Les vêtements 1.7. L’entraînement DELF 1.8. Compréhension/Production écrite 1.9. Épreuves						
MODULE – 2: leçon 9 et 10 du texte prescript I						(11)
2.1. Discuter les plats au restaurant 2.2. Les recettes, des plats et boissonsdifférent, 2.3. Les formules de cuisine, des recettes simples 2.4. Des different pays. 2.5. Le passé recent 2.6. Les pronomstoniques 2.7. Il faut + infinitif, Le pronom en 2.8. Faire les projects pour les vacances, decrier le temps 2.9. Les lieuxtouristiques et le climat des différents pays 2.10. le futurproche et les adverbs, le ilimprersonnel, le pronom y 2.11. Épreuves et entrainment DELF						
MODULE – 3: leçon 1 du texte prescript II						(11)
3.1 Le passé compose 3.2 Les pronoms relatives (qui, que) 3.3 Québec et son histoire 3.4 Parler du passé et de soi 3.5 Compréhension/ production écrite 3.6 Entraînement DELF 3.7 Épreuves						

MODULE – 4: leçon 1 du texte prescript II		(11)
4.1	Les verbs réfléchis	
4.2	Les pronoms relatives (dont, où)	
4.3	L'impératif negative	
4.4	Québec et son histoire	
4.5	Parler du passé et de soi	
4.6	Compréhension/ production écrite	
4.7	Entraînement DELF	
4.8	Épreuves	
MODULE – 5: leçon 1 du texte prescript II		(11)
5.1	L'imparfait	
5.2	La place des pronoms doubles	
5.3	Décrire les mœurs et les pays	
5.4	La Réunion	
5.5	Compréhension/ production écrite	
5.6	Entraînement DELF	
5.7	Épreuves	
TEXT BOOKS		
1	Krishnan. C & Albert Adeline, Le Tramway Volant – I,Saraswathi House Pvt Ltd, India.	
REFERENCE BOOKS		
1.	CAPELLE Guy; MENAND, Robert Taxi-1, Hachette, Paris,2008	
2.	MERIEUX, Regine; LOISEAU, Yves, Connexions-1,Didier,Paris,2004	
3.	MIQUEL, Claire, Vite et Bien-1, CLE International, Paris, 2009	
4.	POISSON QUINTON, Sylvie, SIREJOLS, Evelyne, Amical-1, CLE International, Pairs, 2011	
ONLINE RESOURCES		
1.	http://bouche-a-oreille.pagesperso-orange.fr	
2.	www.franccparler.org	
3.	www.francaisfacile.com/exercices/	
4.	www.lepointdufle.net/	
5.	www.ccdmd.qc.ca/fr/	
E BOOKS		
1	https://blogs.transparent.com/french/beginners-guide-to-french-free-ebook/	
2	https://www.duolingo.com/comment/8708893/GOOD-FRENCH-BOOKS-FOR-BEGINNERS	
MOOC		
1	https://alison.com/course/basic-french-language-skills-for-everyday-life-revised-2017	

COURSE TITLE		FRENCH – II B			CREDITS	3
COURSE CODE		FLA2120	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Understanding the basic skills in written and spoken French. To encourage students oral and written mastery of the language					1,2
2	Applying the concepts for oral and written mastery of the language					1,2
Prerequisites : Nil						
MODULE 1:						(11)
1.12. Se presenter a des publics different et saluer 1.13. Salueretprendre conge 1.14. La presentation, s ‘appeler et etre et pronomssujets, C’ est / ilest / elle est. 1.15. Articles definis /indefinis, Voici / voila/ilya 1.16. Des cartesd’identite. 1.17. Presenter quelqu’un 1.18. Parler de soi 1.19. Les nationalites, les verbs er(commencer, habiter...) 1.20. Les chiffres 1 a 50 1.21. Des vedettesetleurs nationalities 1.22. Epreuves						
MODULE2:						(11)
2.1 Exprimerses gouts, ses preferences. 2.2 La negation, les articles definis. 2.3 Les moiset les jours / le calendrier. 2.4 Les verbs er (suite). 2.5 L’interrogation avec intonation 2.6 decrireun lieu, les noms des differentessalles... 2.7 Les adjectives qualificatifsmon, ma, mes et notre, nos 2.8 Epreuves						
MODULE3:						(11)
3.1 Donner des directions / localizer un lieu / trouver un lieu 3.2 Les verbs alleretmettre. 3.3 L’articlecontracteet les prepositions de lieu (en, a, au...) 3.4 L’ imperatif 3.5 Les mots de caracterisation d’un lieu et les lieuxurbains 3.6 Les transports 3.7 Discuteretacheter des produits, Ca fait...et les expressions De quantite, les fruits, les legumes, les produitsalimentaires Les produitspropres aux pays different. 3.8 La negation et le COD						

3.9	Le conditionnel (je voudrais) et les verbes Irreguliers :pouvoir, vouloir, prendre.
3.9.1	Epreuves
MODULE 4: (11)	
4.1	fixer un rendez-vous avec le medecin
4.2	L'heure
4.3	Les nombres de 51 a 100
4.4	Les verbes sortir et partir
4.5	L'interrogation avec est-ce que
4.6	Les parties du corps, avoir + les expressions et les Maladies communes
4.7	Les adjectifs possessifs – notre/nos, votre/vos, sa/ses/son,
4.8	Le COI
4.9	L'entrainement DELF
4.9.1	Epreuves
TEXT BOOKS	
1	Krishnan, C & Alber Adeline, Le Tramway Volant-I, Saraswathi House Pvt Ltd, India 2011
REFERENCE BOOKS	
1	CAPELLE Guy; MENAND, Robert Taxi-1, Hachette, Paris, 2008
2	MERIEUX, Regine; LOISEAU, Yves, Connexions-1, Didier, Paris, 2004
3	MIQUEL, Claire, Vite et Bien-1, CLE International, Paris, 2009
4	POISSON QUINTON, Sylvie, SIREJOLS, Evelyne, Amical-1, CLE International, Paris, 2011
E BOOKS	
1	https://blogs.transparent.com/french/beginners-guide-to-french-free-ebook/
2	https://www.duolingo.com/comment/8708893/GOOD-FRENCH-BOOKS-FOR-BEGINNERS
MOOC	
1	https://alison.com/course/basic-french-language-skills-for-everyday-life-revised-2017

COURSE TITLE		ENGLISH II			CREDITS	3
COURSE CODE		ELA4116	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Communicate effectively with grammatical accuracy and sociocultural with friends, classmates and other members in the social circle					1,2,5
2.	Design and formulate one’s own ideas, investigate and develop solutions for problems and make effective presentations					2,4,5
3.	Create, select and apply appropriate techniques use modern tools for communication such as mails, advertisements, publicity materials, brochures, bills, vouchers, and other essential modes of written discourse					2,3,8
4.	Apply reasoning informed by contextual knowledge from media discourse so as to arrest the attention of the reader (print media) and the viewer (of the visual media)					2,3,4,
5.	Select techniques using modern tools and learning materials such as MOOC, NPTEL and display a passion for extensive reading going by one’s taste and choice both in the literary and non-literary areas and involve in project					2,4,5
Prerequisites : Plus Two English-Intermediate Level						
MODULE 1 – COMMUNICATIVE WRITING						(9)
Messages (informal, formal) - Memos - Formal letters of invitation - personal letters of invitation - Writing formal letters (a) business (b) official - Short paragraphs - Describing objects, places, landscapes, people, natural processes, describing processes(man-made) - Expanding short aphorisms, proverbs, quotes, idioms etc. into short paragraphs - Making posters for various occasions such as World Wildlife Day, AIDS Awareness, Anti-Ragging etc.						
Suggested Activities:						
Writing (a)Short publicity materials,(b) Brochures (c) user manuals, (d)warranty cards (e) captions						
MODULE 2 – SKILLS FOR ACADEMIC PURPOSES						(9)
Enriching word power -- Language in use -- Listening comprehension -- Group discussion -- Note making -- Intensive reading -- Interpretation-- Interview skills – E mail writing -- Synthesizing information from various sources --Expanding quotes - Job applications — Preparing CV – Preparing the profiles of organizations and institutions — Presentation skills – Effective seminar participation						
Suggested activities:						
Preparation and Writing of Slides, Embellishments - Oral presentation - Self Evaluation - Listening and note taking, Identifying hard spots, Framing questions & Raising doubts / Seeking clarifications (Seminar)						
MODULE – 3 : BUSINESS COMMUNICATION (Written)						(9)
Writing project proposals (pre-project stage) — writing project proceedings (while-project stage) — writing project reports (post-project stage) — writing project evaluation — Writing reviews of journal articles — Business correspondence for various purposes such as placing orders, reminding,						

complaining, notifying damage of consignment and demanding replacement, sales promotion Suggested Activities: writing gist of articles for putting them together in an edited form — Writing transcripts of lectures and speeches on academic interest	
MODULE – 4 : WRITING FOR MEDIA: PRACTICE (9)	
From events to news story — the various stages of development of news reporting – Editing — Basics of editing; (i) At the level of contents & (ii) at the level of language – Advertisements - Electronic media and their advantages and limitations - Proof reading Suggested activities: Identifying and listing natural ways of functioning in contexts, based on short extracts taken from news reading, advertisements, plays, or dialogues from media	
MODULE - 5 : COMPREHENSION STRATEGIES (9)	
Silent reading and testing comprehension skills — Reading aloud and accuracy in pronunciation — Making short speeches before small groups to check fluency — Writing small pieces of discourse meant for day to day communication — Writing short academic pieces for exam purposes — Doing self-check grammar tests to improve grammatical accuracy Suggested Activities: Reading primary sources—reading secondary sources and supporting the points already gathered from the primary sources	
TEXT BOOKS	
1.	Functioning in English Book I & II by Dr. P. Bhaskaran, Emerald Publishers, 2018
REFERENCE BOOKS	
1.	Embark, English for Undergraduates by Steve Hart et al, Cambridge University Press, 2016, edition
2.	English for Life and the Workplace Through LSRW&T skills, by Dolly John, Pearson Publications, 2014 edition
3.	Cambridge Academic English, An integrated skills course for EAP by Martin Hewings and Craig Thaine, by Cambridge University Press, 2014
E BOOKS	
1.	http://www.bbc.co.uk/learningenglish/english/features/pronunciation
2.	http://www.bbc.co.uk/learningenglish/english/
3.	http://www.antimoon.com/how/pronunc-soundsipa.htm
4.	http://www.cambridgeenglish.org/learning-english/free-resources/write-and-improve/
MOOC	
1.	https://www.mooc-list.com/tags/english
2.	https://www.mooc-list.com/course/adventures-writing-stanford-online
3.	http://www.cambridgeenglish.org/learning-english/free-resources/mooc/

COURSE TITLE		FINANCIAL ACCOUNTING – II		CREDITS	4
COURSE CODE	COB2116	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Demonstrate a critical understanding of the Branch Accounts and its importance in finding out the profits or losses in running a branch				3
2.	Analyzing the various issues underlying in departmental accounting and understanding of the contribution of departments to the overall organization.				6
3.	Using the guidelines provided to calculate the interest to be paid in Hire purchase and understanding the importance of hire purchase in the present day context and the importance of fire insurance in present day context.				2
4.	Understanding the importance of partnership and its provision in admission and retirement				2&3
5.	Analyzing the problems in Death and Insolvency of a partner and calculating the Revaluation account for smooth closing of business				1&7
Prerequisites : Basic knowledge on accounting concepts, and final accounts					
MODULE 1: BRANCH ACCOUNTS					(12)
Branch Accounts: - Dependent branches – Stock and debtors system – Distinction between wholesale profit and retail profit – Independent branch (foreign branches excluded)					
MODULE – 2: DEPARTMENTAL ACCOUNTS					(12)
Departmental Accounts: - Basis for allocation of expenses – Inter departmental transfer at cost or selling price					
MODULE – 3 : HIRE PURCHASE & INSTALMENT					(12)
Hire Purchase and installment – Default and repossession – Problems on Hire Purchase trading account only, Installment Purchase System, Insurance Claim, types of insurance policies, computation of claim to be logged for loose of stock, gross profit ratio, claims for loose of profits.					
MODULE – 4 : ADMISSION OF PARTNER					(12)
Admission of a partner – Retirement of a partner – Death of a partner					
MODULE 5: DISSOLUTION OF A PARTNER					(12)
Dissolution of a partnership – Insolvency of a partner (Application of Indian Partnership Act 1932) – Insolvency of all partners – Gradual realization of assets and piecemeal distribution					
TEXT BOOKS					
1.	R.L.Gupta&V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi. 2014				
2.	T.S. Reddy &A.Murthy, Financial Accountign - Margham Publications Chennai, 2012				
REFERENCE BOOKS					
1.	S.Parthasarathy and A.Jaffarulla, Financial Accounting - Kalyani Publishers - New Delhi, 2011				

2.	Shukls&Grewal, Advanced Accountign – S Chand - New Delhi, 2014
E BOOKS	
1.	https://corporatefinanceinstitute.com/resources/ebooks/
2.	https://www.saylor.org/site/textbooks/Financial%20Accounting.pdf
MOOC	
1.	https://www.mooc-list.com/course/introduction-financial-accounting-coursera

COURSE TITLE		PRINCIPLES OF MANAGEMENT			CREDITS	3
COURSE CODE		VCB2141	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Demonstrate an understanding of effective management principles as outlined in selected text learning objectives.					3
2.	Enabling the importance of planning and decision making techniques to apply the same.					1
3.	Illustrating leadership & motivation theories for developing managerial skills.					2&3
4.	Analyzing the business environment and through effective communication skills.					7
5.	Understanding of Pro – Active and its’ importance before the deviation through control mechanisms.					3
Prerequisites : Practice and knowledge in shapes, shades, light, patterns and textures						
MODULE – 1: FUNCTIONS OF MANAGEMENT (9)						
Nature & Definition of Management, Management as a Science or Art, Evolution of Management Thought, Functions of Management, Role and function of Mangers Contemporary Issues and Challenges in Management of 21st Century.						
MODULE – 2: PLANNING & TYPES OF BUSINESS ORGANISATION (9)						
Nature and Definition of Planning, Importance and Steps in planning, Types of Plans, Forecasting and Decision Making, Decision making techniques. Organizing, Nature and purpose, Principles of Organization, Types of Organization, Authority and Responsibility.						
MODULE – 3: LEADERSHIP & MOTIVATION (9)						
Directing-Principles, Theory X & Y, Motivation and Behavior, Theories of Motivation, Leadership: Styles and Theories, Co-ordination, Cooperation, Techniques of Coordination, Control.						
MODULE – 4: ANALYSIS & DIRECTING (9)						
Macro and Micro environmental factors of business, SWOT analysis, Communication, Barriers of communication, Organisation Culture.						

MODULE – 5: CONTROLLING		(9)
Process of controlling, Types of control, Budgetary and Non-Budgetary control, Purchase Control, Cost Control, Quality Control, & Maintenance control, Planning Operations.		
TEXT BOOKS		
1.	L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi, 2013	
2.	B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi. 2014	
REFERENCE BOOKS		
1.	P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi, 2012	
2.	Weihrich and Koontz, Management – A Global Perspective, 2012	
E BOOKS		
1.	http://open.lib.umn.edu/principlesmanagement/	
2.	http://iaear.weebly.com/uploads/2/6/2/5/26257106/ba7101_-_principles_of_management.pdf	
MOOC		
1.	https://www.mooc-list.com/course/principles-management-saylororg	

COURSE TITLE		PRINCIPLES OF MACRO ECONOMICS			CREDITS	3
COURSE CODE		ENB2116	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Introduction of Macro economics and difference between micro and macro					2
2.	Examining the importance of National income and its components					4
3.	Illustrating fiscal and monetary policy					1&2
4.	Analyzing Trade policy and multiplier, balance of payment					6
5.	Understanding Inflation and Deflation					5
Prerequisites: Basic concept of Economics, Market structure, Pricing policies						
MODULE – 1: INTRODUCTION OF MACRO ECONOMICS						(9)
Introduction of Macro Economics, Nature and Scope of Macro Economics, Relationship between, Micro and Macro Economics, Circular Flow of National Income in two, three and four Sector Economy.						
MODULE – 2: NATIONAL INCOME						(9)
National Income, Definition, Concept and Measurement of National Income, Multiplier Effect						
MODULE – 3: MONETARY POLICY AND FISCAL POLICY						(9)
Monetary Policy and Fiscal Policy, Instruments, Objectives, Product and Money Market Equilibrium, ISLM, Business Cycle Theories						

MODULE – 4: INTERNATIONAL TRADE		(9)
International trade , Trade Multiplier , Trade Theories , Role of Trade Policy , Balance of Trade , Balance of Payment , Difference between BOP and BOT		
MODULE – 5: INFLATION		(9)
Inflation , Stagflation , Demand Pull and Cost Push , Deflation , Unemployment		
TEXT BOOKS		
1.	Jha, R. (2011) Contemporary Macroeconomics Theory and Policy, Wiley Eastern Ltd., New Delhi	
2.	Ackley, G (2013), Macroeconomics: Theory and Policy, Macmillan, New York.	
REFERENCE BOOKS		
3.	S.Shankaran, Macroeconomics - Margham Publications - Ch -2017	
4.	H.L. Ahuja, Business Economics – Micro & Macro - Sultan Chand & Sons, 2016	
E BOOKS		
1.	http://iaear.weebly.com/uploads/2/6/2/5/26257106/ba7101_-principles_of_management.pdf	
2.	http://www.nios.ac.in/media/documents/VocInsServices/m1-4f.pdf	

COURSE TITLE		ENRICHMENT COURSE - II			CREDITS	2
COURSE CODE		BAA2141	COURSE CATEGORY	PC	L-T-P-S	0-0-4-0
CIA		80%			ESE	20%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Clear understanding of the words that are important in oral communication and need for the apt pronunciation.					4
2.	Demonstrate the ability to effectively deliver formal presentations before a variety of audiences					4
3.	Demonstrate the ability to gather information and present it to the audience to make an impact.					5,7
4.	Developing the skill of making effective presentation with persuasion and clarity of thought					2,6
5.	Applying the oral communication and written communication to prepare an effective speech for different occasion.					4
Prerequisites : Thorough knowledge in Sentence making, Punctuation, basic business vocabulary						
MODULE – 1: VOCABULARY						(12)
Importance of business language, Vocabulary words often confused, often misspelled, common errors in English						
MODULE – 2: ORAL PRESENTATION						(12)
Oral Presentation, Importance, characteristics, presentation plan, power point presentation, visual aids						

MODULE – 3: PUBLIC SPEAKING – 1		(12)
Communicating in Teams, Groups, Meetings and Public Speaking		
MODULE – 4: PUBLIC SPEAKING – 2		(12)
Overcoming Fear of Speaking, Analyzing and Adapting to Audiences		
MODULE – 5: SPEECHES		(12)
Preparing and Presenting Informative Speeches; Preparing and Presenting Argument Speeches		
TEXT BOOKS		
1.	Mile, D.J. (2004). Power of positive thinking. Delhi: Rohan Book Company.	
2.	Hurlock, E.B. (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill	
REFERENCE BOOKS		
1.	Pravesh Kumar. (2005). All about self-motivation. New Delhi: Goodwill Publishing House.	
2.	Dudley, G.A. (2004). Double you are learning power. Delhi: Konark Press. Thomas publishing Group Ltd.	
E BOOKS		
1.	https://www.mindtools.com/page8.html	
2.	https://www.makeuseof.com/tag/improve-communication-skills-7-websites/	
3.	https://smartenings.com/product/public-speaking-improve-speaking-skills-ebook/	
4.	https://www.pdfdrive.net/speaking-english-books.html	
MOOC		
1.	https://www.mooc-list.com/course/speaking-inform-discussing-complex-ideas-clear-explanations-and-dynamic-slides-coursera	

SEMESTER – III

COURSE TITLE		COST & MANAGEMENT ACCOUNTING			CREDITS	3
COURSE CODE		BAB2201	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Understanding the concept of cost accounting, cost concepts, and cost and profit centers					3
2.	Applying the concept of cost and financial accounts and reconciling the accounts to know the accurate position					2
3.	Understanding the concept of budgets and using the tools as effective control of funds, materials and others.					1,5
4.	Applying the concept of standard costing for finding out the variances in materials, labour and overheads and taking necessary corrective actions.					6,7
5.	Applying the concept of marginal costing for taking managerial decisions regarding the cost, profit and volume					3,4
Prerequisites: Thorough understanding of financial concepts and cost concepts, and their application in business						
MODULE – 1: INTRODUCTION TO COST ACCOUNTING						(10)
Nature and scope of Cost Accounting, Cost analysis, concepts and Classifications. Installation of costing systems, cost centres and profit centers						
MODULE – 2: RECONCILIATION OF ACCOUNTS						(10)
Reconciliation and Integration of Cost and Financial Accounts: Reconciliation of Cost and Financial Accounts, Integration of Cost and Financial Accounts						
MODULE – 3: BUDGETARY CONTROL						(14)
Budgets And Budgetary Control: Essentials of Effective Budgeting, Functional Budgets, Master Budget, Fixed and Flexible Budgets, Zero Based Budgeting (ZBB), Performance Budgeting						
MODULE – 4: STANDARD COSTING						(14)
Standard Costing And Variance Analysis: Material Variances, Labour Variances, Overhead Variances, Sales Variances, Analysis & Interpretation of Variances						
MODULE – 5: MARGINAL COSTING						(14)
Costing For Decision And Control Purposes: Marginal and Absorption Costing, Cost-Volume-Profit Analysis, CVP Analysis and Decision Making						
TEXT BOOKS						
1.	Arora. M (2012) – Cost and Management Accounting, Vikas publishing house Pvt Lts.					
2.	Jain S.P. and Narang K.L. – Cost Accounting, 4 th Edition, 2013					
REFERENCE BOOKS						
1.	Khanna B.S., Pandey I.M. Ahuja G.K. and Arora M.N. – Practical costing.					
2.	T.S. Reddy and Y. Hariprasad Reddy – Cost Accounting					

E BOOKS	
1.	http://library.ku.ac.ke/wp-content/downloads/2011/08/Bookboon/Accounting/managerial-and-cost-accounting.pdf
2.	https://www.icsi.edu/docs/webmodules/Publications/2.%20CMA-Executive.pdf
MOOC	
1.	https://www.mooc-list.com/course/managerial-accounting-cost-behaviors-systems-and-analysis-coursera

COURSE TITLE		BUSINESS LAW			CREDITS	3
COURSE CODE		COB2201	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Analyse and evaluate the nature and meaning of contracts, the regulation of the form of contracts, and evaluate the impact of legislation upon contract law					7
2.	Determine the circumstances where a contract may be illegal or void and assess the consequences.					3,4
3.	Evaluate, analyse and specify the different circumstances and consequences that result in a contract being discharged and analyse the various remedies available when a contract is breached.					2
4.	Understand the essentials of sale of goods and the importance of buyer’s acumen while buying the product					5
5.	Understanding therights of the unpaid seller and the remedies available					6
Prerequisites: Basic understanding of business concepts						
MODULE – 1: CONTRACT ACT						(9)
Indian Contract Act, Formation, Terms of contract, Forms of contract , Offer and acceptance, consideration						
MODULE – 2: CONTRACT ACT						(9)
Capacity, Flaw in consent, Void agreements , Illegal agreements						
MODULE – 3: CONTRACT ACT						(9)
Performance , Tender , Quasi contract, Discharge , Remedies for breach of contract, Constitutional Provisions and Implications for business						
MODULE – 4: SALE OF GOODS ACT						(9)
Sale of Goods Act , Sale and agreement to sell , Formation, Caveat emptor						
MODULE – 5: SALE OF GOODS ACT						(9)
Conditions and warranty, Rights of unpaid seller.						

TEXT BOOKS	
1.	Business Laws-N.D. Kapoor , Sultan Chand and Sons
2.	Business Laws – M.R. Sreenivasan , Margham Publications
REFERENCE BOOKS	
1.	Business Laws – M.V. Dhandapani, Sultan Chand ad Sons
2.	Business Law – R.S.N. Pillai – S. Chand
E BOOKS	
1.	https://bookboon.com/en/law-ebooks
2.	http://197.14.51.10:81/pmb/DROIT/1405899646.pdf
MOOC	
1.	https://www.coursera.org/learn/eu-law-doing-business/lecture/K83OQ/fundamental-company-law-concepts

COURSE TITLE		BUSINESS STATISTICS		CREDITS	4	
COURSE CODE		MAB2201	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Able to understand the concept of statistics					2
2.	Able to understand the concept of measures of central tendency					1
3.	Able to understand the concept of measures of dispersion					3
4.	Able to understand the concept of forecasting					6
5.	Able to understand the concept of sampling techniques					7
Prerequisites: Basic concepts in Statistics and its rules						
MODULE – 1: INTRODUCTION TO STATISTICS						(9)
Introduction of Statistics, Collection and tabulation of Statistical data, Diagrammatic and graphical representation of data.						
MODULE – 2: MEASURES OF CENTRAL TENDENCY						(9)
Introduction - Arithmetic mean, median, mode, harmonic mean and geometric mean.						
MODULE – 3: MEASURES OF DISPERSION						(9)
Range – Standard Deviation – Mean Deviation – Quartile Deviation.						
MODULE – 4: TIME SERIES						(9)
Analysis of Time series - Methods of measuring trend and seasonal variations.						

MODULE – 5: SAMPLING		(9)
Sampling procedures - Hypothesis testing - Large sample Test - Small sample test - T,F, Chi – square (without proof).		
TEXT BOOKS		
1.	Business mathematics & Statistics - P.R. Vittal,	
2.	Business Statistics - S.C.Gupta & V.K. Kapoor	
REFERENCE BOOKS		
1.	Ken Black, Applied Business Statistics: Making Better Business Decisions, 5 editions, 2012	
2.	Norean Radke Sharpe, Richard D. De Veaux, Paul F. Velleman, Business Statistics , 39 editions, 2009	
E BOOKS		
1.	http://www.ddegjust.ac.in/studymaterial/mcom/mc-106.pdf	
2.	http://gurukpo.com/Content/BBA/BBA_III_sem_Statistical_Methods.pdf	
MOOC		
1.	https://www.mooc-list.com/course/business-statistics-and-analysis-capstone-coursera	

COURSE TITLE		ENTERPRISE SYSTEMS			CREDITS	3
COURSE CODE		BAB2202	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Demonstrate an understanding of Computers & its concepts					3
2.	Enabling the importance of MS Word in Business Applications					4,5
3.	Illustrating the importance of Ms Excel & PowerPoint in Business Applications					3
4.	Analyzing the uses of Collaborative Technologies & Enterprise Support Systems					6
5.	Understanding the fundamentals of Expert & Artificial Intelligent Systems					7
Prerequisites: DBMS, MS OFFICE, Basics of Internet Concepts, Fundamentals of Expert Systems						
MODULE – 1: INTRODUCTION TO COMPUTER CONCEPTS						(9)
Elements of computer – Characteristics of a Computer – Classification of Computers – Basic Computer Architecture – Input output Devices - Software Concepts: Types of software – Software: its nature and qualities.						
MODULE – 2: BASICS OF MS OFFICE IN BUSINESS APPLICATIONS						(9)
Applications of MS Office- Applications of MS Word in Business Correspondence: letters, tables, mail merge, labels						

MODULE – 3: APPLICATIONS OF MS EXCEL & POWERPOINT IN BUSINESS APPLICATIONS (9)	
Applications of MS Excel: Graphs and Charts – Calculation of various financial functions - Ms Access: Tables and Queries - Applications of MS Power Point: Introduction – Toolbar, their Icons and Commands – Navigating in Power point - Creation of slides, animation, and templates - Designing Presentations – Slide show controls	
MODULE – 4: ENTERPRISE SUPPORT SYSTEMS (9)	
Collaboration, communication, and enterprise support systems: Networked Decision Support: The Internet, Intranets, and Collaborative Technologies, Group Decision Support Systems, Executive Information and Support Systems	
MODULE – 5: FUNDAMENTALS OF EXPERT SYSTEMS & INTELLIGENT SYSTEMS (9)	
Knowledge Acquisition and Validation, Knowledge Representation, Inferences, Explanations, and Uncertainty, Building Expert Systems: Process and Tools	
TEXT BOOKS	
1.	Deepak Bharihoke. (2008) Fundamentals of IT, Excel Books, New Delhi.
2.	Rajagopalan, SP. (2010) Computer Application in Business, Vikas Publishing House, New Delhi
REFERENCE BOOKS	
1.	Bhatnagar. S.C, and K.V. Ramani, (2007) Computers and Information Management, Prentice Hall of India, New Delhi.
2.	Martin. (2010) Principles of Data Base Management, Prentice Hall of India, New Delhi.
E BOOKS	
1.	https://ocw.mit.edu/courses/aeronautics-and-astronautics/16-852j-integrating-the-lean-enterprise-fall-2005/lecture-notes/14_ent_info_sys.pdf
2.	Management%208th%20edition%20(2011)/13.%20Chapter%2010%20-%20Enterprise%20Information%20Systems.pdf
MOOC	
1.	https://www.mooc-list.com/course/management-information-systems-saylororg

COURSE TITLE		BUSINESS MATHEMATICS		CREDITS	4	
COURSE CODE		MAB2202	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Able to understand the concept of matrices					2
2.	Able to understand the features of Differential Calculus					4,5
3.	Able to understand the Integral Calculus					3
4.	Able to demonstrate the concept of Permutation and Combination					6
5.	Able to understand basic knowledge on Probability					7
MODULE 1: MATRICES						(9)
Definition of a Matrix and Types – determinants – Adjoint of a square matrix – Inverse of a Matrix – Rank of a Matrix – solution by Cramer’s rule.						
MODULE 2: DIFFERENTIAL CALCULUS						(9)
Methods of differentiation of functions – Product and Quotient rules – Inverse trigonometric functions – Maxima and minima of functions for single variable.						
MODULE 3: INTEGRAL CALCULUS						(9)
Integration – Methods of integration – Substitution method - Integration by parts – Integration using partial fraction - Bernoulli’s formula.						
MODULE 4: PERMUTATION AND COMBINATION						(9)
Permutation and Combination, Binominal Theorem, Exponential and Logarithmic Series						
MODULE 5: PROBABILITY						(9)
Basics of probability – Axioms of probability – Addition theorem on probability – Multiplication theorem on probability.						
TEXT BOOKS						
1.	Business Mathematics – P.R.Vittal					
2.	Business Mathematics – D.C. Sancheti and V.K. Kapoor					
REFERENCE BOOKS						
1.	Business Mathematics – B.M. Agarwal					
2.	Business Mathematics – R.S. Soni					
E BOOKS						
1.	http://www.dphu.org/uploads/attachements/books/books_5117_0.pdf					
2.	http://www.cognella.com/pdf/Step-by-Step-Business-Math-and-Statistics_sneak_preview.pdf					

COURSE TITLE		ENRICHMENT COURSE - III		CREDITS	2
COURSE CODE	COA2231	COURSE CATEGORY	CF	L-T-P-S	0-0-4-0
CIA	80%			ESE	20%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Demonstrate the importance of Tally software for simplifying the accounting methods and procedures				3
2.	Demonstrate the ability to create/load the company, group, security control, back-up etc.				2
3.	Demonstrate the ability to create groups				4
4.	Developing the skill to create vouchers				5
5.	Applying the knowledge to become proficient towards creating the accounting records and extract the financial statements.				6,7
Prerequisites: Basics of Accounting – Journal, Ledger, Trial Balance & Preparation of Trial Balance					
MODULE – 1: INTRODUCTION TO TALLY (9)					
Tally origin, General Features, accounting features, inventory features, starting TALLY, Start-up screen component, Processing icons, Multilingual feature of TALLY, Quit TALLY					
MODULE – 2: CREATION OF COMPANY (9)					
Company Creation – Creating, Selecting, Deleting, shutting a company, altering company details, Changing data directory, auto selection of company					
MODULE – 3: CREATION OF GROUPS (9)					
Predefined groups in Tally, Primary groups, sub groups, creation of user defined primary groups, display, alteration of groups, ledger accounts, creations, display, alteration, deletion					
MODULE – 4: VOUCHERS (9)					
Tally Vouchers, Meaning, payment, vouchers, receipt, vouchers-entering, deletion, cancelling, printing a voucher, Post-dated vouchers					
MODULE – 5: PREPARATION OF FINAL ACCOUNTS (9)					
Preparation of Trail Balance, Preparation of Profit and Loss account, Balance Sheet					
TEXT BOOKS					
1.	Nadhani, Simple Tally 9				
2.	Shraddha Singh, Tally Erp 9				
REFERENCE BOOKS					
1.	Namrata Agrawal, Comdex Tally 9 Course Kit				
2.	Nadhani, Simple Tally 9				
E BOOKS					
1.	http://www.infinsys.com/v1/downloads/tally_erp_9_doc.pdf				
2.	http://alitaly.blogspot.com/2013/01/learn-tallyerp-9-free-pdf-ebook.html				

SEMESTER IV

COURSE TITLE		BUSINESS ENVIRONMENT		CREDITS	3	
COURSE CODE		BAB2216	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Analyse the environment of a business from legal and regulatory, macroeconomic ,cultural, political and natural perspectives.					2
2.	Critically assess the business environment of an organization using selected strategic tools.					3
3.	Construct and present scenarios that synthesize business environment information					5
4.	Conduct an in-depth analysis of specific component of the business environment.					1
5.	Communicate effectively in oral and written form using the concepts ,logic and rhetorical conventions of the subject.					7
Prerequisites: Operation of business, laws						
MODULE – 1: THEORETICAL FRAMEWORK OF BUSINESS ENVIRONMENT (9)						
Theoretical Framework of Business Environment: Concept, significance and nature of business environment; Elements of environment – internal and external; Changing dimensions of business environment; Techniques of environmental scanning and monitoring.						
MODULE -2: ECONOMIC ENVIRONMENT OF BUSINESS (9)						
Significance and elements of economic environment; Economic systems and business environment; Economic planning in India; Government policies – industrial policy, fiscal policy, monetary policy, EXIM policy; Public Sector and economic development; Development banks and their relevance to Indian business; Economic reforms, liberalization and structural adjustment programmes.						
MODULE – 3: POLITICAL AND LEGAL ENVIRONMENT OF BUSINESS (9)						
Critical elements of political environment; Government and business; Changing dimensions of legal environment in India, Competition Act, FEMA and licensing policy;						
MODULE – 4: SOCIO-CULTURAL ENVIRONMENT (9)						
Critical elements of socio-cultural environment; social institutions and systems; Social values and attitudes; Social groups; Middle class; Dualism in Indian society and problems of uneven income distribution; Emerging rural sector in India; Indian business system; Social responsibility of business; consumerism in India, Consumer Protection Act..						
MODULE – 5: INTERNATIONAL AND TECHNOLOGICAL ENVIRONMENT (9)						
Multinational corporations; Foreign collaborations and Indian business; Non – resident Indians and corporate sector: Foreign trade policies; Impact of Rupee devaluation; Technological environment in India; Policy on research and development; Patent laws; Technology transfer.						

TEXT BOOKS	
1.	Francis Cherunilam: Business Environment Himalaya Publishing House, Bombay.
2.	Raj Agrawal and Parag Diwan, Business Environment: Excel Books, New Delhi
REFERENCE BOOKS	
1.	Adhikary, M: Economic Environment of Business, Sultan Chand & Sons, New Delhi.
2.	Ahluwalia. I.J: Industrial Growth in India, Oxford University Press, Delhi.
E BOOKS	
1.	http://164.100.133.129:81/econtent/Uploads/Business_Environment.pdf
2.	http://www.modir21.com/wp-content/uploads/2009/12/The_Business_Environment_5th_Ed.pdf

COURSE TITLE		MANAGEMENT INFORMATION SYSTEMS			CREDITS	3
COURSE CODE		COA2231	COURSE CATEGORY	CF	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision-making.					2
2.	Analyze and synthesize business information needs to facilitate evaluation of strategic alternatives.					3
3.	Apply Management Information Systems knowledge and skills learned to facilitate the acquisition, development, deployment, and management of information systems.					4
4.	Effectively communicate strategic alternatives to facilitate decision-making.					5
5.	Illustrate the importance of information systems in society.					6
Prerequisites: Basic computer knowledge						
MODULE – 1: INTRODUCTION (9)						
Introduction: Concept, evolution and meaning of MIS; Goals of MIS; Information system for competitive advantage; Systems approach to problem solving; Challenges in the development of MIS, MIS function in an organization.						
MODULE –2: INFORMATION AND MANAGERIAL EFFECTIVENESS (9)						
Information as a corporate resource, pervasiveness of information, types of information – operational, tactical and strategic; Levels of management and information needs of management; Process of generation of information; Quality of information; Information systems for finance, marketing, manufacturing, research and development and human resource areas.						

MODULE – 3: INFORMATION SYSTEMS (9)	
Information systems and their role in business systems, changing role of information systems, users of information systems; Types of information systems – transaction processing system, MIS decision support system, executive support system; Enterprise Resource Planning (ERP) system, geographical information system, business expert system, etc; Procurement options and outsourcing information system services.	
MODULE – 4: SYSTEM DEVELOPMENT LIFE CYCLE (9)	
System Development Life Cycle: Sequential Process of software development; Computer Aided Software Engineering (CASE); Tools and the modular approach to software development; Information system audit - Development and Management of Data Bases: Relational databases; Data Base Management Systems (DBMS) and their components; Concept of entity and relationships; Data dictionary, SQL and other related concepts in DBMS; Normalization process.	
MODULE – 5: DATA COMMUNICATION AND NETWORKING (9)	
Uses of computer networks, types of networks, network topologies; Network media and hardware; Data communication over telephone; Intranets and collaborative processing - Implementation, Evaluation and Maintenance of System: Methods and steps in implementation of system; Approaches and process of evaluating MIS. Security Issues Relating to Information Systems: Threats to information systems; Vulnerability, risk and control measures	
TEXT BOOKS	
1.	Management Information Systems” Kenneth J London, Jane P. Loudon, Pearson, 2007
2.	Management Information Systems” W.S. Jawadewar, Tata McGraw Hill Editions, 2012
REFERENCE BOOKS	
1.	Award, E.M.: System Analysis and Design; Galgotia Publications, New Delhi.
2.	Kumar, Muneesh: Business Information Systems, Vikas publishing House, New Delhi.
E BOOKS	
1.	http://164.100.133.129:81/econtent/Uploads/Management_Information_System.pdf
2.	http://departments.agri.huji.ac.il/economics/gelb-manag-4.pdf
MOOC	
1.	https://www.mooc-list.com/course/introduction-management-information-systems-mis-survival-guide-edx

COURSE TITLE		FINANCIAL MARKETS AND SERVICES			CREDITS	3
COURSE CODE		COB2216	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Introduction to Financial systems					3
2.	Understanding the services and its types					4
3.	Understanding the Venture capital market					5
4.	Understanding the role of leasing and borrowing in the market					6
5.	Understanding the role of Mutual funds industry and its functions					7
Prerequisites: Business Economics						
MODULE – 1: INTRODUCTION						(9)
Overview of Financial systems In India – Structure, Regulation Role And Functions Of Financial Systems – Financial Instruments – Financial Markets – Capital Markets & Money Markets – Interlink Between Money Market & Capital Market – Characteristics Of Financial Markets – Functions Of Stock Exchange – Introduction To Forex.						
MODULE – 2: FINANCIAL SERVICES						(9)
Objectives of financial services – types of financial services – capital market services & money market services – intermediaries: banking financial corporations , non banking financial corporations & insurance corporations- financial services sector problems and reforms						
MODULE – 3: VENTURE CAPITAL						(9)
Venture capital: growth of venture capital in India- financing pattern – legal aspects and guidelines for venture capital						
MODULE – 4: LEASING						(9)
Leasing- types of leases – leasing vs borrowing - credit rating : CRISIL, ICRA & care – factoring, forfeiting- bill discounting – types of factoring arrangements – factoring in Indian context						
MODULE – 5: MUTUAL FUNDS						(9)
Mutual funds: concepts and objectives – functions and portfolio classification-guidelines for mutual funds – working of public and private mutual funds in India – debt securitisation – demat services – need and operations –role of NSDL & CSDL						
TEXT BOOKS						
1.	Financial Markets and Services, G S Batra					
2.	Financial Institutions and Markets, Meir Khan, Oxford Press					
REFERENCE BOOKS						
1.	Financial Institutions and Markets, I M Bhole, Tata Mcgraw Hill					
2.	Marketing of Financial services, V A Avadhani, Himalaya Publishers					
E BOOKS						
1.	http://www.pondiuni.edu.in/storage/dde/downloads/finiii_mfc.pdf					
2.	http://www.himpub.com/documents/Chapter1321.pdf					
MOOC						
1.	https://www.coursera.org/learn/financial-markets-intro					

COURSE TITLE		BUSINESS TAXATION			CREDITS	3
COURSE CODE		COB2217	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Understanding the concept of Indirect taxes, the revenue generated by goods and services for the development of India					3
2.	Understanding the GST laws including CGST and SGST, and applying the knowledge for levying taxes					4
3.	Understanding the concept of Input Tax Credit and applying the concept for calculating Input tax credit					7
4.	Examine the GST liability and understanding of the credit and debit notes					6
5.	Understanding the returns to befiled					2,1
Prerequisites: Knowledge on tax structure and the kinds of goods and services to be taxed						
MODULE – 1: INTRODUCTION TO INDIRECT TAXES						(9)
Concept of indirect taxes- Concept of indirect taxes, Principals of indirect taxes						
MODULE – 2: INTRODUCTION TO GST						(9)
Goods and Services Tax (GST) Laws: Introduction including constitutional aspects and Levy and Collection of CGST AND IGST: Application of CGST/IGST law, Concept of supply including composite and mixed supplies, Charge of tax, Exemption from tax, Composition levy.						
MODULE – 3: INPUT TAX CREDIT						(9)
Basic concepts of time and value of supply, Input tax credit						
MODULE – 4: GST LIABILITY						(9)
Computation of GST liability, Registration, Tax invoice; Credit and Debit Notes, Electronic way bills						
MODULE – 5: RETURNS						(9)
Returns, Payment of tax including reverse charge						
TEXT BOOKS						
1.	Indirect Tax Laws : PART I : GOODS & SERVICES TAX (GST) PART II : CUSTOMS LAW - S.K.Mishra					
2.	Taxmann’s GST – Raj K Agarwal & Shivangi Agarwal					
REFERENCE BOOKS						
1.	Hector S. De Leon , The Law on Transfer and Business Taxation: With Illustrations, Problems, and Solutions , 4th Editions, 2012					
2.	Deborah Schanz, Business Taxation and Financial Decisions , published 2010 — 4 editions					
E BOOKS						
1.	http://rccmindore.com/wp-content/uploads/2015/06/Income-Tax-Procedure-PracticeU-12345-RB.pdf					
2.	https://www.ifs.org.uk/budgets/gb2009/09chap12.pdf					
MOOC						
1.	https://www.mooc-list.com/course/taxation-business-entities-i-corporations-coursera					

COURSE TITLE		HUMAN BEHAVIOUR AT WORK		CREDITS	3
COURSE CODE	BAA2216	COURSE CATEGORY	CF	L-T-P-S	3-0-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1	Understanding Organisational Behaviour concepts and determinants.				3
2	Ability to categorize Personality and values associated.				1,2
3	Illustrate using communication for effective team work.				5
4	Understand and use motivation and leadership theories appropriately.				6
5	Explore ways to effectively implement Organisational change.				4
Prerequisites: working of organisation					
MODULE – 1: INTRODUCTION					(9)
Introduction-Organisational Behaviour-concepts- determinants- challenges and opportunities- Organizational Behaviour Models- Diversity in Organizations					
MODULE – 2: PERSONALITY & VALUES					(9)
Personality types- Factors influencing personality-Values at workplace and Attitudes- Concept and types of values- Component of attitude- Job related attitudes- Learning- Concept- Learning theories- Emotional Intelligence.					
MODULE – 3: GROUP DECISION MAKING AND COMMUNICATION					(9)
Concept and nature of decision making process- Individual versus group decision making- Work Teams Behaviour -Communication and Feedback- Transactional Analysis-Johari Window.					
MODULE – 4: MOTIVATION					(9)
Meaning and Importance- Motivation Theories- Motivation and organizational effectiveness- Meaning and concept of Leadership- Leadership Theories-Power and Influence.					
MODULE – 5: DYNAMICS OF ORGANISATIONAL BEHAVIOUR					(9)
Organisational Culture and climate- Concept and determinants of Organisational culture- Organisational change- Importance, Managing Change- Individual and Organisational factors to stress-Prevention and Management of stress.					
TEXT BOOKS					
1.	Robbins; S.P., Organisational Behaviour, Prentice Hall of India Pvt. Ltd., New Delhi.				
2.	Luthans, Fred, Organisational Behaviour, McGraw Hill International, New York.				
REFERENCE BOOKS					
1.	Greenberg, Jerald, and Robert A Baron, Organisational Behaviour, Prentice Hall of India Pvt. Ltd., NewDelhi				
2.	Singh, A.K., and B.P. Singh, Organisational Behaviour, Excel Books Pvt. Ltd, New Delhi.				
E BOOKS					
1.	https://bookboon.com/en/hrm-ebooks				
2.	https://openaccess.leidenuniv.nl/bitstream/handle/1887/22381/ASC-075287668-3030-01.pdf				
MOOC					
1.	https://www.mooc-list.com/course/human-resources-open2study				

COURSE TITLE		ENRICHMENT COURSE - IV		CREDITS	3
COURSE CODE	COA2241	COURSE CATEGORY	CF	L-T-P-S	0-0-4-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1	Demonstrate the importance of Computer software and hardware				2
2	Demonstrate the ability to Creating documents in Microsoft Word, Typing text, numbers and dates into a document, Easy formatting, Checking the spelling in your document, Making and saving changes to your document.				3
3	Demonstrate the ability to Managing Windows Explorer, Creating, moving, renaming and deleting folders and files, Understanding file extensions, Viewing storage devices and network connections, Managing USB flash drives.				4
4	Understanding spreadsheet functionality, Creating spreadsheets in Microsoft Excel, Typing text numbers and dates into a worksheet, Easy formulas, Easy formatting, Charting the data, Making and saving changes to the workbook				5
5	Ability to visit a specific website and bookmarking, Understanding how to search/Google effectively, Copy and paste Internet content into documents and emails, Stopping and refreshing pages, Demystifying the Cloud, Computer security best practices.				6
Prerequisites: Basic computer knowledge					
MODULE – 1: INTRODUCTION TO COMPUTERS (9)					
Introduction to Computers – Classification of Computers; Role of Computers in society; Inside the Computers – Hardware (processing, memory, i/o, storage), Software (systems, application), CPU, OS, (DOS, Windows, Unix, Linux), Storage Devices; Programming – Overview, need for languages, skills; Networking Basics; Virus; Hacking.					
MODULE – 2: WORD PROCESSING (9)					
Word Processing – Open, Save and close word document; Editing text – tools, formatting, bullets; Spell Checker; Navigating in word – keyword, Mouse; document formatting – paragraph alignment, indentation, headers and footers, numbering; printing – preview, options					
MODULE – 3: FILE MANAGEMENT (9)					
File Management – Understanding the importance of file management; backing of files, navigating thru My Computer and Windows Explorer; Files and Folders – editing, retrieving, deleting, renaming, subfolders – manipulate windows – maximize, minimize; Power point basics – terminology, templates, viewing					
MODULE – 4: SPREAD SHEETS (9)					
Spreadsheets – MS Excel – opening, entering text and data, formatting, navigating; Formulas – entering, handling and copying; Charts – creating, formatting and printing, header and footer, centering data, printing					

MODULE – 5: INTERNET		(9)
Networks – Internet Explorer – components; www – working, browsing, searching, saving – Bookmark – favorite, create, delete – Printing a web page; email – creating, receiving, reading and sending messages		
TEXT BOOKS		
1.	Introduction to Computers – Peter Norton, Tata McGraw-Hill.	
2.	Microsoft 2003 – Jennifer Ackerman Kettel, Guy Hat-Davis, Curt Simmons, Tata McGraw-Hill.	
REFERENCE BOOKS		
1.	MS OFFICE PACKAGE	
E BOOKS		
1.	https://computingbook.org/FullText.pdf	
2.	https://bookboon.com/en/it-programming-ebooks	
MOOC		
1.	https://www.edx.org/course/cs50s-introduction-computer-science-harvardx-cs50x	

SEMESTER V

COURSE TITLE		BUSINESS ETHICS AND VALUES		CREDITS	3	
COURSE CODE		BAB2301	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Demonstrate an understanding of Ethical issues in current business scenario.					1
2	Illustrate relationship between business ethics and business development.					3
3	Enabling to understand the ethics related to consumer protection and environment.					4
4	Understanding of various ethical issues in foreign trade and intellectual property right					6
5	Demonstrate an understanding of Individual ethics					2
Prerequisites: Business Process and Law related to Business and Company						
MODULE – 1: INTRODUCTION TO BUSINESS ETHICS						(9)
Business Ethics- Meaning and nature: Importance of ethics in business. Types of business Ethics-Relation between corporate responsibility & Business ethics.						
MODULE – 2: BUSINESS ETHICS IN GLOBAL ECONOMY						(9)
Business Ethics in Global Economy: Ethics in the context of Global Economy-Relationship Between Business Ethics & Business Development-Role of Business Ethics in Building a civilized society.						
MODULE – 3: MORAL ISSUES IN BUSINESS JUSTICE & ECONOMIC SYSTEM						(9)
Moral issues in Business Justice & Economic system-ethics related to environment protection-Ethics relating to Consumer protection-Social responsibility & Business ethics arguments for and against social responsibility.						
MODULE – 4: AREAS OF BUSINESS ETHICS						(9)
Meaning of functional ethics-types of ethics according to functions of business: marketing ethics, foreign trade ethics and ethics relating to Copyrights.						
MODULE – 5: ORGANISATIONAL AND INDIVIDUAL ETHICS						(9)
Organizational Ethics Individual Ethics- Professional ethics: Corporate Ethics- Ethical behavior - Ten Commandments of ethical Behavior Control & audit of ethical behavior.						
TEXT BOOKS						
1.	Business Ethics: - O.C. Ferrel, John Paul Fraedrich, Linda Ferrell.					
2.	Business Ethics: - GautamPherwani					
REFERENCE BOOKS						
1.	Business Ethics: - RituPamraj					
2.	Business Ethics: - Prof. Agalgatti6					
E BOOKS						
1.	http://www.opentextbooks.org.hk/system/files/export/2/2917/pdf/Business_Ethics_2917.pdf					
2.	https://www.bkconnection.com/static/Business_Ethics_EXCERPT.pdf					
MOOC						
1.	https://www.canvas.net/browse/santaclarau/courses/business-ethics-for-real-world					

COURSE TITLE		OPERATIONS MANAGEMENT		CREDITS	4	
COURSE CODE		BAB2302	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Demonstrate an understanding of importance of operations management and difference between operations and production management.					6
2	Illustrating various types of industries and various methods used in production.					4,3
3	Enabling to understand various methods of materials management.					2,5
4	Understanding of production analysis and quality control process.					3,6
5	Demonstrate an understanding of types of service industry and its operations.					5,7
Prerequisites: Production management, Services Management						
MODULE – 1: INTRODUCTION TO OPERATIONS MANAGEMENT						(12)
Nature, Scope, Importance and function of Operations Management - Evolution from manufacturing to operations management - Production design and process planning: Plant Location and Plant Layout.						
MODULE – 2: TYPES OF INDUSTRIES						(12)
Variety of Businesses – Integration of Manufacturing & Services – Scale of Operations. Methods of Manufacturing - Project / Jobbing, Batch Production, Flow/Continuous Production, Process Production -Characteristics of each method.						
MODULE – 3: MATERIALS MANAGEMENT						(12)
Introduction and Meaning, Scope or Functions of Materials Management, Material Planning and Control, Purchasing, Stores Management, Inventory Control or Management, Standardization, Simplification, Just-In-Time (JIT) Manufacturing.						
MODULE – 4: METHOD ANALYSIS AND QUALITY CONTROL						(12)
Introduction, Productivity, Work Study, Method Study-Objectives, scope, steps, Motion study, time study, work measurement. Quality Control: Purposes of Inspection and quality control, Control Charts.						
MODULE – 5: SERVICE OPERATIONS MANAGEMENT						(12)
Introduction, Types of services, Service Encounter, Service Facility Location, Services Processes and Service Delivery.						
TEXT BOOKS						
1.	William J Stevenson, Operations Management, Tata McGraw Hill, 9th Edition, 2009.					
2.	Russel and Taylor, Operations Management, Wiley, Sixth Edition, 2010.					
REFERENCE BOOKS						
1.	Chary S. N, Production and Operations Management, Tata McGraw Hill, Third Edition, 2008.					
2.	KanishkaBedi, Production and Operations Management, Oxford University Press, 2011.					
E BOOKS						
1.	http://opac.vimaru.edu.vn/edata/EBook/Operations%20Management.pdf					
2.	https://www.mheducation.co.uk/he/chapters/9780077133016.pdf					
MOOC						
1.	https://www.edx.org/course/operations-management-iimb-om101-1x					

COURSE TITLE		RESEARCH METHODS		CREDITS	3
COURSE CODE		BAB2303	COURSE CATEGORY	PC	L-T-P-S
CIA		40%			ESE
LEARNING LEVEL		60%			
CO	COURSE OUTCOMES				PO
1	Demonstrate an understanding of research methodology				1
2	Enabling the understanding of research design and scaling methods				4,5
3	Illustrating about various types of data and methods for collecting data				4,7
4	Understanding and application of various methods of data analysis				7
5	Enabling to draft research report.				7
Prerequisites: Knowledge in Business statistics concepts and need for research in business domain					
MODULE – 1: INTRODUCTION TO RESEARCH METHODS (9)					
Business Research: Concepts, Research skills, Types of research, Manager Researcher- relation, Limitations of research. Research process and design: Research process, Designing study, Sampling design, Research questions / Problems – Research objectives – Research hypotheses - Hypothesis Testing – Logical Importance.					
MODULE – 2: RESEARCH DESIGN AND SCALING (9)					
Research design – Definition – types of research design – exploratory and causal research design – Descriptive and experimental design - Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.					
MODULE – 3: DATA COLLECTION AND SAMPLING (9)					
Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Probability Vs Non-probability sampling methods.					
MODULE – 4: DATA ANALYSIS (9)					
Data Analysis: Data Preparation – Univariate analysis (frequency tables, bar charts, pie charts, percentages), Bivariate analysis – Cross tabulations and Chi-square test.					
MODULE – 5: RESEARCH REPORT (9)					
Research report – Different types – Contents of report – need of executive summary – chapterization – contents of chapter – report writing – Presentation – oral and written.					
TEXT BOOKS					
1.	Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition, 2015				
2.	Research Methodology – C.R.Kothari, 2013				
REFERENCE BOOKS					
1.	Business Research Methods – Alan Bryman& Emma Bell, Oxford University Press, 2012				
2.	R. Panneerselvam , Research Methodology , 3rd editions, 2013				
E BOOKS					
1.	http://web.ftvs.cuni.cz/hendl/metodologie/introduction-to-research-methods.pdf				
2.	http://www.sociology.kpi.ua/wp-content/uploads/2014/06/Ranjit_Kumar-Research_Methodology_A_Step-by-Step_G.pdf				
MOOC					
1.	https://www.coursera.org/learn/research-methods				

COURSE TITLE		FINANCIAL MANAGEMENT			CREDITS	4
COURSE CODE		COB2301	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Understanding the Financial Management background and its scope and objectives.					1
2	Knowledge about the Capital structure and Leverage systems					2,3
3	Understanding the working of cost of capital.					3
4	Understanding the Dividend policies.					3
5	Analysing the working capital and its problems					7
Prerequisites: Basic introduction on the Financial statements and accounts						
MODULE – 1: INTRODUCTION						(9)
Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial manager – Role of financial manager in Financial Management.						
MODULE – 2: CAPITAL STRUCUTRE						(9)
Capital structures planning - Factors affecting capital structures – Determining Debt and equity proportion – Theories of capital structures – Leverage concept.						
MODULE – 3: COST OF CAPITAL						(9)
Cost of capital – Cost of equity – cost of preference capital – Cost of debt – Cost of retained earnings – weighted Average (or) composite cost of capital (WACC)						
MODULE – 4: DIVIDEND POLICIES						(9)
Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter’s Gordon’s – M.M. Hypothesis						
MODULE – 5: WORKING CAPITAL						(9)
Working capital – components of working capital – working capital operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.						
TEXT BOOKS						
1.	Financial Management - I.M. Pandey, 2015, 11th Edition					
2.	Financial Management – Prasanna Chandra, Tata McGraw-Hill Education, 2008					
REFERENCE BOOKS						
1.	Financial Management – S.N. Maheswari					
2.	Financial Management – Y. Khan and Jain					
E BOOKS						
1.	http://www.saylor.org/books					
2.	http://highered.mheducation.com/sites/0073530123/student_view0/index.html					
MOOC						
1.	https://www.coursera.org/learn/core-concepts-of-accounting					

COURSE TITLE		MARKETING MANAGEMENT		CREDITS	3	
COURSE CODE		BAB2304	COURSE CATEGORY	CF	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Understanding the principles of marketing, outlined in marketing environmental study.					3
2	Enabling the importance of buyer behavior and market segmentation.					4,5
3	Illustrating product, product mix and production life cycle for developing marketing skills.					1,2
4	Analyzing the pricing and physical distribution systems to enhancing marketing knowledge.					6
5	Understanding the Branding Decisions, Image, Identity, Personality to positioning the Brand.					3
Prerequisites: Management Principles, Types of Business, Management Theories						
MODULE – 1: MARKETING CONCEPTS, FUNCTIONS AND ENVIRONMENTAL FACTORS						(9)
Definition of Marketing - Marketing Management- Marketing concept - meaning Importance of marketing in developing countries - Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function.						
MODULE – 2: BUYER BEHAVIOUR AND MARKET SEGMENTATION						(9)
Buyer Behaviour - Buying motives. Market Segmentation - bases - Marketing strategy - Market Structure - Definition and types of channel - Channel selection & problems..						
MODULE – 3: PRODUCTS, MIX, LIFECYCLE						(9)
The Product - Types -consumer goods-industrial goods. Product Life Cycle (PLC) - Product mix - modification & elimination - packing - Developing new Products- strategies.						
MODULE – 4: PRICING & PHYSICAL DISTRIBUTION						(9)
Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes – multi product pricing. Physical distribution - Management of physical distribution - marketing risks.						
MODULE – 5: BRANDING DECISIONS						(9)
Branding Decisions: Brand-Brand Image, Brand Identity-Brand Personality -Positioning and leveraging the brands-Brands Equity.						
TEXT BOOKS						
1.	Philip Kotler - Marketing Management					
2.	Rajan Nair - Marketing Management					
REFERENCE BOOKS						
1.	Cundiff and Still - Fundamentals of modern marketing					
2.	Nanda Kumar - Marketing Management					
E BOOKS						
1.	http://socioline.ru/files/5/283/kotler_keller_-_marketing_management_14th_edition.pdf					
2.	http://dl.ueb.edu.vn/bitstream/1247/2250/1/Marketing_Management_-_Millenium_Edition.pdf					
MOOC						
1.	https://www.mooc-list.com/course/marketing-management-i-coursera					

COURSE TITLE		VALUE EDUCATION			CREDITS	0
COURSE CODE		BAA2301	COURSE CATEGORY	CF	L-T-P-S	1-0-0-0
CIA		NA			ESE	NA
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Understanding the basic concept of values and value system and importance of body, soul and intellectual level					2
2	Applying the concept of values and importance of self esteem and punctuality					2
3	Understanding human rights and universal declaration of human rights					2
4	Understanding the importance of environment and ecological balance					2
5	Understanding the social evils and analysing the effects of social evils in personal life					2
Prerequisites: Basic knowledge on concepts of values, ethics and environment						
MODULE – 1: INTRODUCTION						(3)
Value education-its purpose and significance in the present world – Value system – The role of culture civilization-Holistic living – Balancing the outer and inner – Body, Mind and Intellectual level- Duties responsibilities.						
MODULE – 2: VALUES OF LIFE						(3)
Salient values for life- Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity , and inclusiveness, Self esteem and self confidence, punctuality – Time, task and resource management – Problem solving and decision making skills- Interpersonal and Intra personal relationship – Team work – Positive and creative thinking						
MODULE – 3: HUMAN RIGHTS						(3)
Human Rights – Universal Declaration of Human Rights – Human Rights violations – National Integration – Peace and non-violence – Dr. A P J Kalam’s ten points for enlightened citizenship – Social Values and Welfare of the citizen – The role of media in value building.						
MODULE – 4: ENVIRONMENT						(3)
Environment and Ecological balance – interdependence of all beings – living and non-living. The binding of man and nature – Environment conservation and enrichment.						
MODULE – 5: SOCIAL EVILS						(3)
Social Evils – Corruption, Cyber crime, Terrorism – Alcoholism, Drug addiction – Dowry – Domestic violence – untouchability – female infanticide – atrocities against womenHow to tackle them						
TEXT BOOKS						
1	M.G.Chitakra: Education and Human Values, A.P.H.Publishing Corporation, New Delhi, 2003					
REFERENCE BOOKS						
1.	For Life, For the future : Reserves and Remains – UNESCO Publication					

SEMESTER VI

COURSE TITLE		INTRODUCTION TO STRATEGIC MANAGEMENT		CREDITS	3	
COURSE CODE		BAB2316	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Understanding the concepts of Strategic Management, Strategic Process and CSR activities.					2
2	Enabling the importance of Corporate Mission and different methods of Environmental Scanning techniques.					3
3	Analyzing the Choice of Corporate Strategy for developing best Corporate strategy.					7
4	Illustrating Competitive Advantage through strategic implementation.					5
5	Understanding the Quantitative and Qualitative factors for Strategic Evaluation.					2
Prerequisites: Marketing Management Principles, Business Environmental study and Managerial Theories						
MODULE – 1: STRATEGIC CONCEPTS, PROCESS AND CSR						(9)
Concepts- Difference between strategy and tactics-Three levels of strategy, Strategic Management Process, Benefits, TQM and strategic management process, Social responsibility, Social audit.						
MODULE – 2: STRATEGIC FORMATION						(9)
Corporate Mission: Need –Formulation, Objectives: Classification- Guidelines, Goals: Features- Types, Environmental Scanning- Need Approaches- SWOT analysis-ETOP-Value chain analysis.						
MODULE – 3: CHOICE OF STRATEGY						(9)
BCG matrix-The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies.						
MODULE – 4: STRATEGIC IMPLEMENTATION						(9)
Role of top management-Process- Approaches, Resource allocation-Factors -Approaches, Mckinsey's 7's framework, Strategic Positioning- Four routes to competitive advantage.						
MODULE – 5: STRATEGIC EVALUATION						(9)
Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria-Types, Essential features of effective evaluation and control systems.						
TEXT BOOKS						
1	Strategic Management- Francis Cherunillam-Himalaya Publishing House, 2014					
2	Strategic Planning and Management- P.K.Ghosh-Sultan Chand & Sons, 2012.					
REFERENCE BOOKS						
1.	Strategic Planning-Formulation of corporate strategy, -V.S.Ramaswamy& S.Namakumari, Macmillan Business Books, 2001.					
E BOOKS						
1.	https://www.pdfdrive.net/strategic-management-books.html					
2.	https://bookboon.com/en/strategy-and-management-ebooks					
MOOC						
1	https://www.class-central.com/subject/strategic-management					

COURSE TITLE		INTERNATIONAL BUSINESS MANAGEMENT		CREDITS	4	
COURSE CODE		BAB2317	COURSE CATEGORY	PC	L-T-P-S	4-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Introduction to International Business concepts					1
2	Understanding the Trade Theories					3
3	Understanding the Balance of Trade and Payment					2
4	Understanding the various International agencies					6
5	Understanding the conflicts and role of WTO					7
Prerequisites: Trade, Export and Import						
MODULE – 1: INTRODUCTION						(12)
Difference between Internal and International trade – Importance of International Trade in the Global Context						
MODULE – 2: TRADE THEORIES						(12)
Theories of Foreign Trade – Absolute, Comparative, Equal cost differences (Adam Smith, Ricardo, Haberler’s, Hecksher – Ohlin theories only) – International Product Life cycle theory						
MODULE – 3: BoP&BoT						(12)
Balance of Trade, Balance of Payment Concepts, causes of disequilibrium methods to correct disequilibrium: Fixed and floating exchange rates						
MODULE – 4: IMF						(12)
International Monetary system:- IMF – International Liquidity – IBRD						
MODULE – 5: WTO						(12)
Conflicts – Types of Conflicts – causes for Conflicts – Role of WTO in Conflict resolution						
TEXT BOOKS						
1	Cherunilam Francis, Internatioanl Trade and Export Management - Himalaya Publishing House - Mumbai.					
2	T.T. Sethi, Money Banking & International Trade - S.Chand& Co., - Delhi.					
REFERENCE BOOKS						
1.	Robert J.Carbaugh, International Economics - Thomson Information Publishing Group - Wadwon Publishing Company - California.					
E BOOKS						
1.	https://www.tutorialspoint.com/international_business_management/international_business_management_tutorial.pdf					
2.	https://www.saylor.org/site/textbooks/International%20Business.pdf					
MOOC						
1	https://www.openlearning.com/courses/GFMA2023					

COURSE TITLE		ENTREPRENEURSHIP DEVELOPMENT		CREDITS	4
COURSE CODE	BAB2318	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1	Student should be able to define who is an Entrepreneur and what his or her characteristic features are, what skills made them successful and what qualities are required to become an Entrepreneur.				3
2	Students should be able to understand the concept of Business environment and the various factors influencing it, Government and its role in encouraging and supporting Entrepreneurship through various services including EDP training programs.				3
3	Students are expected to get the capabilities to select Products, doing a pre-feasibility study, and prepare a feasibility report and evaluate it.				3
4	Students should be able to explain the various issues involved in starting a venture, apply the growth strategies and scaling up the venture and also how to launch a product.				3
5	Students are equipped to start a venture, monitor and evaluate it for avoiding sickness, how to revive sick units and effectively manage small business units.				3
Prerequisites: Basic knowledge in management concepts					
MODULE 1: CONCEPT OF ENTREPRENEURSHIP					(12)
Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs – Role in Economy – Women Entrepreneurship.					
MODULE 2: POLICY & INSTITUTIONAL ECO SYSTEM FOR ENTREPRENEURSHIP					(12)
Startup India – Make in India – Stand up India – Special Schemes - Entrepreneurial Development Agencies - NSDC – EDI – MSME – SIDO – EDI – NIESBUD – Role of professional bodies and industry associations					
MODULE 3: BUSINESS PLAN & PITCHING					(12)
Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities - Preparation of Business Plan - Pitching – Types.					
MODULE 4: ENTREPRENEURIAL FINANCE					(12)
Sources of Finance – Research Institutions – Venture Capital – Angel Investors – Commercial Banks – MUDRA – NABARD – Microfinance - MSMEs and IPO.					
MODULE 5: SICKNESS AND TURNAROUND STRATEGIES					(12)
Industrial Sickness – Definition – Causes – Symptoms – Prediction – Revival – Managerial Deficiencies - Revival of Sick unit – BIFR and SICA’s Role – Startup India’s notion towards Winding up					
TEXT BOOKS					
1	S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2007.				
2	Saravanavel – Entrepreneurial Development, Ess-Pee-kay-Publishing-House, 5 th Edison, 2011				
REFERENCE BOOKS					
1.	J.S. Saini & S.I. Dhameja – Entrepreneurship and small business				
E BOOKS					
1.	http://ncert.nic.in/ncerts/l/lebs213.pdf				
2.	http://164.100.133.129:81/econtent/Uploads/Entrepreneurship_Development.pdf				
MOOC					
1	https://www.mooc-list.com/course/essentials-entrepreneurship-thinking-action-coursera				

COURSE TITLE	PROJECT WORK			CREDITS	4
COURSE CODE	BAB2341	COURSE CATEGORY	PC	L-T-P-S	0-0-6-4
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1	Understanding the concept the projects, applying the various concepts learned in the previous chapters and preparing a report based on the project undergone				7

Prerequisites: Research Methods

MODULE – 1: INTRODUCTION (1 MONTH)

The main focus of the Project should be on the chosen area of Specialization such as General Management / Retail Management / Human Resource Management / Marketing Management / Financial Services Management for BBA.

The project work may be carried out by identifying research / application problem in any one of the business / manufacturing / service organizations that suits the chosen area of the specialization

Major Types of Project

The project to be undertaken may be of various types:

- **Exploratory type**

The Students to explore the possible causes of a phenomena or status

- **Descriptive** – to support or disprove existing facts with quantitative data

- **Survey type**

includes designing questionnaire for collection of data through field study, collecting data from target respondents, processing and analyzing the data and arriving at conclusions

- **Experimental study**

Conduct of experiments to find the cause and effect relations between experimental variables and dependent variables

e.g. Impact of training programme on performance, impact of advertisements on sales

- **Desk research based on secondary data**

Making use of published data, analyzing and interpreting such data and arriving at meaningful conclusions.

Project evaluation

For Project work, the assessment will be done on a continuous basis as follows:

Review / Exam	Weightage
First Review	10%
Second Review	20%
Third Review	20%
End - semester Exam	50%

For end – semester exam, the student will submit a Project Report in a format specified by the Director (Academic). The first three reviews will be conducted by a Committee constituted by the Head of the Department. The end – semester examination will be conducted by a Committee constituted by the Registrar / Controller of examination. This will include an external expert.

LIST OF DEPARTMENTAL ELECTIVES

COURSE TITLE		HUMAN RESOURCE MANAGEMENT			CREDITS	3
COURSE CODE		BAC2351	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Demonstrate an understanding of Human Resources and varied applications.					1 ,5
2	Ability to implement Human Resource Planning.					1 ,5
3	Explore Recruitment methods and arrive at best fits.					1 ,5
4	Analyzing the training needs and effectively use an appropriate technique.					1 ,5
5	Explore and identify appraisal method and audit for continuous improvement					1 ,5
Prerequisites: Personality theories, Motivation theories						
MODULE – 1: INTRODUCTION						(9)
Nature and scope of Human Resources Management – Differences between personnel management HRM – Environment of HRM – Changing roles of HR Managers						
MODULE – 2: HUMAN RESOURCE PLANNING						(9)
Concept of HR planning –Characteristics–Steps in HR planning –Job Analysis–Succession Planning– Auditing of HR resources-ERP technologies-Outsourcing.						
MODULE – 3: RECRUITMENT AND SELECTION						(9)
Factors affecting recruitment–internal and external sources of recruitment –Selection Process – Curriculum Vitae –Psychological Testing –Types of interviews –Appointment Order.						
MODULE – 4: TRAINING AND DEVELOPMENT						(9)
Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development –Competency Mapping- Transfer – Promotion and termination of services – Career development						
MODULE – 5: APPRAISAL AND REMUNERATIONS						(9)
Objectives of appraisals–Steps in appraisals - performance appraisals methods-Remuneration – Components of remuneration – Incentives – Benefits – Motivation – Welfare and social security measures-Human Resource Audit – Approaches.						
TEXT BOOKS						
1.	Human Resource Management – V S P Rao –Vikas Publishing					
2.	Human Resource Management (Texts and Cases)– K Ashwathappa					
REFERENCE BOOKS						
1.	Human Resource Management – Gary Dessler –Pearson					
E BOOKS						
1.	https://openaccess.leidenuniv.nl/bitstream/handle/1887/22381/ASC-075287668-3030-01.pdf					
2.	https://bookboon.com/en/hrm-ebooks					
MOOC						
1.	https://www.mooc-list.com/course/human-resources-open2study					

COURSE TITLE		SERVICES MARKETING			CREDITS	3
COURSE CODE	BAC2352	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0	
CIA	40%			ESE	60%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1	Understanding the principles of services marketing, outlined in service marketing components and classification				1 , 5	
2	Enabling the importance of service marketing system buyer behavior and market segmentation.				1, 5	
3	Illustrating SERVQUAL for developing Service Quality.				1 , 5	
4	Analyzing sectoral perspective to enhancing different service sector marketing knowledge.				1, 5	
5	Understanding the Financial and Educational services to frame the marketing strategies.				1, 5	
Prerequisites: Marketing Principles, Marketing Mix, Marketing Strategies						
MODULE – 1: SERVICES MARKETING – MEANING, COMPONENTS, CLASSIFICATION AND EVALUATON					(9)	
Introduction — What are services? — The Services Sector in the Indian Economy — Components of service economy — Distinctive characteristics of services — Importance of services — Classification of services — Players in services sector — Evolution and growth of service sector — Differences between goods and services.						
MODULE – 2: SERVICE MARKETING SYSTEM					(9)	
Service marketing system — Importance of services in marketing — Expanded marketing mix — Services marketing mix — Service product planning — Service pricing strategy — Services distributions — Employees’ and Customers’ Roles in Service Delivery — Services promotions — Physical evidence — Role of technology in services marketing.						
MODULE – 3: SERVICE QUALITY					(9)	
Service quality — Understanding customer expectations and perceptions— Measuring service quality — Gap model of service quality — SERVQUAL — Service Quality function development — Service Quality Management — Quality Function Deployment for Services						
MODULE – 4: SECTORAL PERSPECTIVE					(9)	
Services from sectoral perspective — Hospitality – Travel & Tourism – Financial – Logistics – Educational – Entertainment – Healthcare & Medical — Telecom Services.						
MODULE – 5: FINANCIAL AND EDUCATION SERVICES					(9)	
Marketing the Financial Services — Devising of Strategies in financial Services marketing mix. Education as service — Marketing of educational services — Strategies for educational marketing						
TEXT BOOKS						
1.	Lovelock – Services Marketing: People, Technology and Strategy (Pearson Education, 5th edition) 2001					

2.	RajendraNargundkar – Services Marketing - McGraw Hill Edn (India) p ltd 3rded 2010
REFERENCE BOOKS	
1.	Harsh V. Verma – Service-Marketing: Text and Cases, 2/Ed
E BOOKS	
1.	https://www.ebsglobal.net/documents/course-tasters/english/pdf/h17se-bk-taster.pdf
2.	https://www.scribd.com/document/309681461/SERVICES-MARKETING-NOTES-pdf
MOOC	
1.	https://www.mooc-list.com/course/services-marketing-selling-invisible-openlearning

COURSE TITLE		MARKET RESEARCH			CREDITS	3
COURSE CODE		BAC2353	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	To develop an understanding of the meaning and significance of marketing research for a business enterprise					6
2	To learn a wide range of marketing research concepts toward building a broad foundation for strategic planning and marketing.					6, 7
3	To become familiar with the process of designing marketing research, and a variety of techniques for analyzing data for input to decision making about the direction and investments a business organization is considering.					6, 7
4	To underscore the complexity of developing a credible strategic and marketing plan as part of an organization’s strategy, and appreciate the leading role that marketing research and economic research play in that effort.					6 ,7
5	To develop an appreciation that marketing research must be an ongoing activity in every business in support of the organization’s near-term and longterm objectives.					6 , 7
Prerequisites: Basic Concepts in inventory concepts and cost concepts						
Prerequisites: Basic Marketing Concepts and Research methods						
MODULE 1: MARKETING RESEARCH AND RESEARCH PROCESS						(9)
Definition, Scope, Significance, Limitations, Obstacles in acceptance. Ethics in marketing research. Marketing Intelligence system, Management dilemma (problem) – decision problem – research problem – hypothesis statement.						
MODULE 2: VARIOUS SOURCES OF MARKET INFORMATION						(9)
Methods of collecting Market Information - Secondary data – sources – problems of fit and accuracy. Syndicated services.						
MODULE 3: MARKETING RESEARCH TECHNIQUES						(9)
Market development research: Cool hunting – socio cultural trends, Demand Estimation research, Test marketing, Segmentation Research - Sales forecasting – objective and subjective methods, Motivation Research – Product Research, Consumer Survey - Sales Control Research.						

MODULE 4: MARKETING MIX RESEARCH		(9)
Concept testing, Brand Equity Research, Brand name testing, Commercial eye tracking – package designs, Conjoint analysis, Multidimensional scaling - positioning research, Pricing Research, Shop and retail audits, Advertising Research – Copy Testing, Readership surveys and viewer ship surveys, Ad tracking, viral marketing research. (14) Marketing effectiveness and analytics research: Customer Satisfaction Measurement, mystery shopping, Market and Sales Analysis.		
MODULE 5: MEDIA RESEARCH		(9)
Media Research – Various Techniques – Measuring advertising effectiveness – Analysis and reporting research findings to the management.		
TEXT BOOKS		
1	Marketing Research, Concept & Cases – Cooper Schindler (Indian Adapted Edition) 2014	
2	G.C. Beri – 2012 – Marketing Research – Second Edition – Tata McGraw Hill Publication – New Delhi.	
REFERENCE BOOKS		
1.	CR Kothari – 2012 – Research Methodology Methods and Techniques – Fifth Edition – WishwaPrakasham Publications – New Delhi	
E BOOKS		
1.	https://books.google.co.in/books?id=Cf1D0DvWXI8C&pg=PA776&lpg=PA776&dq=marketing+research+concept+%26+cases+%E2%80%93+cooper+schindler&source=bl&ots=leLILE5	
2.	https://www.b2binternational.com/publications/practical-market-research/	
MOOC		
1	https://www.scribd.com/document/309681461/SERVICES-MARKETING-NOTES-pdf	

COURSE TITLE		INVENTORY MANAGEMENT			CREDITS	3
COURSE CODE		COC2352	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	To understand the different types of inventory and its function based on demand					2,5
2	To understand the elimination of waste and effective use of inventory					2 ,5
3	To compare and describe the suitable model for the manufacturing concern					2 ,7
4	To study the best option whether to buy or make through analysing profitability statement and contribution					7
Prerequisites: Basic Concepts in inventory concepts and cost concepts						
MODULE 1: INTRODUCTION						(9)
Inventory Management: Inventory concept - Types of inventory, functions, use, dependent and independent demand - Objects and importance of inventory management.						

MODULE 2: INVENTORY CONTROL TECHNIQUES		(9)
Inventory Control Techniques: Inventory classification and its use in controlling inventory- setup time and Inventory control-safety stock determination –Elimination of waste and reduction of inventory level in service and manufacturing organizations		
MODULE 3: INVENTORY MODELS		(9)
Inventory models: Fixed order versus fixed interval systems-Inventory model for manufactured items- Economic Lot Size.		
MODULE 4: MANAGERIAL DECISIONS		(9)
Make or Buy decisions: Concept of outsourcing- Factors influencing make or buy decisions Trends in Make or Buy Decisions in core competency		
MODULE 5: INVENTORY TECHNIQUES		(9)
Material management in JIT inventory- Zero inventory concept-Evaluation of performance of Material function - Criteria and Method of evaluation		
TEXT BOOKS		
1	J R Tony Arnold, Stephen N Chapman, Introduction to Materials Management – Prentice Hall	
2	A R Palit, Materials Management	
REFERENCE BOOKS		
1.	Max Muller, AMACOM, Essentials of Inventory management, American Management Association	
E BOOKS		
1.	http://www.freestylesolutions.com/wp-content/uploads/2015/02/freestyle-solutions-inventory-management-for-online-retailers-ebook.pdf	
2.	https://www.pdfdrive.net/best-practice-inventory-management-e2388641.html	
MOOC		
1	https://alison.com/course/inventory-management-using-inventory-models	

COURSE TITLE		PERFORMANCE MANAGEMENT AND REWARD SYSTEM		CREDITS	3
COURSE CODE		BAC2366	COURSE CATEGORY	DE	L-T-P-S
CIA		40%		ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1	Demonstrate an understanding the concept of performance management.				2
2	Explore the understanding the various theories related to performance management				5
3	Explore performance management methods and arrive at best fits.				5
4	Analyzing the performance management tools and effectively use an appropriate technique				6
5	Explore and identify reward systems and audit for continuous improvement.				7
Prerequisites: Human Resource Management concepts					
MODULE – 1: AN OVERVIEW OF PERFORMANCE MANAGEMENT (12)					
Aims of Performance Management, Purpose of Performance Management, Employee Engagement Performance Management, Principles of Performance Management, Overview of Performance Manager as a System, Dimensions of Performance Management					
MODULE – 2: THEORETICAL FRAMEWORK OF PERFORMANCE MANAGEMENT (12)					
Goal Theory and its Application in Performance Management, Control Theory and its Application in Performance Management, Social Cognitive Theory and its Application in Performance Management, Organisational Justice Theory and its Application in Performance Management					
MODULE – 3: PERFORMANCE APPRAISAL (12)					
Definitions and Dimensions of PA, Purpose of PA and Arguments against PA, Necessity of Performance Appraisal and its Usage by Organisations, Characteristics of Performance Appraisal, Performance Appraisal Process, Mistakes made by Human Resource Department					
MODULE – 4: PERFORMANCE APPRAISAL METHODS (12)					
Performance Appraisal Methods, Traditional Methods, Modern Methods, and Performance Appraisal of Bureaucrats – A New Approach					
MODULE – 5: PERFORMANCE MANAGEMENT AND REWARD (12)					
Concepts related to Performance and Reward, Linking Performance to Pay – A Simple System Using Pay Band, Linking Performance to Total Reward, Challenges of Linking Performance and Reward.					
TEXT BOOKS					
1	Herman Aguinis - Performance Management (2nd Edition)				
2	Harvard Business Essentials: Performance Management: Measure and Improve the Effectiveness of Your Employee				
REFERENCE BOOKS					
1.	Aubrey C. Daniels - Performance Management: Changing Behavior that Drives Organizational Effectiveness.				
E BOOKS					
1.	https://www.greenleaf.org/wp-content/uploads/2013/11/Performance_Mgmt_and_Rewards_WP-38.pdf				
2.	http://www.pondiuni.edu.in/storage/dde/downloads/hrmiii_pm.pdf				
MOOC					
1	https://www.coursera.org/learn/employee-performance				

COURSE TITLE		CUSTOMER RELATIONSHIP MANAGEMENT			CREDITS	3
COURSE CODE		BAC2367	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	The ideas behind customer equity and its components – brand equity, value equity and relationship equity					2
2	Economics of CRM: Customer Life Time Value, Customer Life Cycle Analysis					1
3	The costs of customers and costs of serving customers in the different channels					3
4	Dealing with unprofitable customers and recovering from crises.					5
5	Identification and Selection of customers (for both consumer and business markets).					7
Prerequisites: Marketing and sales management concept						
MODULE – 1: INTRODUCTION TO CRM						(9)
Meaning and definition of CRM, benefits of CRM, why should businesses adopt CRM, the why's and how's of building relationships with customers.						
MODULE – 2: : ECONOMICS OF CRM						(9)
Lifetime value of customer, Activity based costing for customer profitability analysis, Learning about your customers in Emerging Markets						
MODULE – 3: BUILDING CUSTOMER RELATIONSHIPS						(9)
Developing Customer Intelligence and a CRM Strategy, Managing Unprofitable Customers, Understanding the Role of Employee Incentives in CRM.						
MODULE – 4: CRM APPLICATIONS						(9)
Applications of CRM in different industries, Incorporating New Media: Adding Social Media to the Marketing Mix, CRM practices in Business Markets						
MODULE – 5: CRM IMPLEMENTATION						(9)
CRM implementation process, precautions related to CRM implementation.						
TEXT BOOKS						
1	Customer Relationship Management by Francis Buttle (2nd Edition), Elsevier Ltd., 2009					
2	Helen Woodruffe, Services Marketing					
REFERENCE BOOKS						
1.	Balasubramaniyan, K., Essence of Customer Relationship Management, learn Tech press					
E BOOKS						
1.	http://library.imtdubai.ac.ae/content/e_books/E0013.pdf					
MOOC						
1	https://www.edx.org/course/customer-relationship-management					

COURSE TITLE		INVESTMENT MANAGEMENT			CREDITS	3
COURSE CODE		COC2316	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Understanding the concept of investments, its features and various instruments in money market and capital markets					1
2	Understanding the concepts of securities market, the importance of primary market for raising the capital and the importance of secondary market for securities exchange					1,3
3	Understanding the concept of risk and return and applying the concept to find out the risk factors and purchasing and selling of securities					3
4	Applying the concept for valuation of securities and finding out the values for purchase and sale of shares and debentures					6
5	Applying the concept of fundamental analysis to analyse the company for purchase and sale of securities and technical analysis for trading the share market.					7
Prerequisites: Thorough understanding of the concept of shares, their rights, and their features						
MODULE – 1: INTRODUCTION TO INVESTMENT						(9)
Investment: Attributes, Economic vs. Financial Investment, Investment and speculation, Features of a good investment, Investment Process. Financial Instruments: Money Market Instruments, Capital Market Instruments, Derivatives						
MODULE – 2: SECURITIES MARKET						(9)
Securities Market: Primary Market - Factors to be considered to enter the primary market, Modes of raising funds, Secondary Market- Major Players in the secondary market, Functioning of Stock Exchanges, Trading and Settlement Procedures, Leading Stock Exchanges in India. Stock Market Indicators- Types of stock market Indices, Indices of Indian Stock Exchanges.						
MODULE – 3: RISK & RETURN						(9)
Risk and Return Concepts: Concept of Risk, Types of Risk- Systematic risk, Unsystematic risk, Calculation of Risk and returns. Portfolio Risk and Return: Expected returns of a portfolio, Calculation of Portfolio Risk and Return						
MODULE – 4: VALUATION OF SECURITIES						(9)
Valuation of securities: Bond- Bond features, Types of Bonds, Determinants of interest rates, Bond Management Strategies, Bond Valuation, Bond Duration. Preference Shares- Concept, Features, Yields, Equity shares- Concept, Valuation, Dividend Valuation models						
MODULE – 5: FUNDAMENTAL ANALYSIS						(9)
Fundamental analysis-EIC Frame Work, Global Economy, Domestic Economy, Business Cycles, Industry Analysis. Company Analysis- Financial Statement Analysis, Ratio Analysis .Technical Analysis – Concept, Theories- Dow Theory, Eliot wave theory. Charts-Types, Trend and Trend Reversal Patterns. Mathematical Indicators – Moving averages, ROC, RSI, and Market Indicators - Market Efficiency and Behavioral Finance: Random walk and Efficient Market Hypothesis, Forms of Market Efficiency, Empirical test for different forms of market efficiency						

TEXT BOOKS	
1	V. A. Avadhani "Studies in Indian Financial System"
2	M. Gordon "The Investment financing and valuation of corporation"
REFERENCE BOOKS	
1.	Preeti Singh "Investment Management"
E BOOKS	
1.	https://www.pdfdrive.net/investment-management-e1833037.html
2.	http://opac.vimaru.edu.vn/edata/EBook/081105/Portfolio%20Management.pdf
MOOC	
1	https://www.coursera.org/specializations/investment-management

COURSE TITLE		DERIVATIVES			CREDITS	3
COURSE CODE		COC2367	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Demonstrate an understanding of various derivative products					2
2	Understanding the Futures market					2
3	Understanding the options market					2
4	Analyzing the various strategies applicable in options market					2
5	Understanding the swaps market					2
Prerequisites: SAPM						
MODULE – 1: INTRODUCTION						(9)
Introduction – Development and growth of derivative markets – Types of Derivatives – uses of Derivatives – Type of Players						
MODULE – 2: FUTURES						(9)
Structure of Forward and Futures market – Mechanics of Futures Market – Pricing of Futures contract – Hedging Strategies						
MODULE – 3: OPTIONS						(9)
Differences – Futures and Options – Structure of Options Market – Option pricing and Option pricing models – Binomial and Black scholes						
MODULE – 4: STRATEGIES						(9)
Option Strategies – Trading with options – Hedging with options – Currency options						
MODULE – 5: SWAPS						(9)
Concept and Nature of swaps – Features – Types						
TEXT BOOKS						
1	Financial Derivatives and Risk Management, OP Agarwal, HPH					

2	Commodities and Financial Derivatives, Kevin, PHI
REFERENCE BOOKS	
1.	Fundamentals of Financial Derivatives, Swain.P.K, HPH
2	Fundamentals of Futures and Options, John C Hull : Pearson Education
EBOOK	
1	https://www.nseindia.com/content/press/faqfo.pdf
2	https://www.imf.org/external/bopage/pdf/98-1-20.pdf
MOOC	
1	https://www.class-central.com/tag/financial%20derivatives