



SACRED HEART COLLEGE (AUTONOMOUS)

Tirupattur – 635 601, Tamil Nadu, S.India

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Ready for
Every Good Work

A Don Bosco Institution of Higher Education, Founded in 1951 * Affiliated to Thiruvalluvar University, Vellore * Autonomous since 1987

Accredited by NAAC (4th Cycle – under RAF) with CGPA of 3.31 / 4 at 'A+' Grade

BBA Program Structure (from 2021 – 2022 onwards)

Semester – I									
Part	Type	Code	Subject	Paper	H	C	CIA	Sem	Total
I	Lang		Tamil	I	5	3	50	50	100
II	Lang		English	I	5	3	50	50	100
III	Core		Fundamentals of Management	I	5	5	50	50	100
III	Core		Fundamentals of Organization	II	4	4	50	50	100
III	Main Practical		Business Practical – I	III	1	1			100*
III	Allied		Business Statistics	I	6	4	50	50	100
IV	FC		Foundation Course	I	2	1			
IV			Ethics / Religion	I	2	1			
			Communicative English	I			1*		
			Total		30	23			+1*

*Internal Paper

Semester – II									
Part	Type	Code	Subject	Paper	H	C	CIA	Sem	Total
I	Lang		Tamil	II	5	3	50	50	100
II	Lang		English	II	5	3	50	50	100
III	Core		Accounting for Managers	IV	5	5	50	50	100
III	Core		Business Correspondence	V	4	4	50	50	100
III	Main Practical		Business Practical – II	VI	1	1			100*
III	Allied		Operation Research	II	6	4	50	50	100
IV	FC		Social Skills	II	2	1			
IV			Ethics / Religion		2	1			
			Communicative English				1*		
			Total		30	23+1*			

*Internal Paper

Semester – III									
Part	Type	Code	Subject	Paper	H	C	CIA	Sem	Total
III	Core		Human Resource Management	VII	5	5	50	50	100
III	Core		Principles of Marketing	VIII	4	4	50	50	100
III	Core		Cost & Management Accounting	IX	5	4	50	50	100
III	Core		Economics for Management	X	5	4	50	50	100
III	Main Practical		Business Practical – III	XI	1	1			100*
III	Allied		Legal Aspects of Business	III	6	4	50	50	100
IV	FC		Employability Skills – I		2	1			
IV			Human Rights		2	1			
V			Outreach						
V			Groups & Movements						
			Total		30	24			

***Internal Paper**

Semester – IV									
Part	Type	Code	Subject	Paper	H	C	CIA	Sem	Total
III	Core		Research Methods	XII	5	5	50	50	100
III	Core		Production Management	XIII	4	4	50	50	100
III	Core		Financial Management	XIV	5	4	50	50	100
III	Core		Industrial Relations & Labour Laws	XV	5	4	50	50	100
III	Main Practical		Basic Research Project	XVI	1	1			100*
III	Allied		Organizational Behaviour	IV	6	4	50	50	100
IV	FC		Employability Skills – II		2	1			
IV			Environmental Studies		2	1			
V			Outreach			2			
V			Groups & Movements			2			
			Total		30	24+ 4*			

***Internal Paper**

Semester – V									
Part	Type	Code	Subject	Paper	H	C	CIA	Sem	Total
III	Core		Export Management	XVII	4	4	50	50	100
III	Core		Project	XVIII	1	2			100
III	Core		Business Environment	XIX	4	4	50	50	100
III	Main Practical		Social Responsibility Project	XX	1	1			100*
III	Main Core		Computer Applications for Management	XXI	4	3	50	50	100
III	Main Practical		Computer Applications for Management –Lab		2	2	50	50	100

III	Main Elective – I		Consumer Behaviour	I	6	4	50	50	100
			Retail Management	II					
			Service Marketing	III					
III	Subject Skill Elective – I		Sales & Distribution Management	I	6	4	50	50	100
			Business Taxation	II					
			Project Management	III					
			Investment Management	IV					
III	SSP		Brand and Product Management	I		1*			
			Integrated Marketing Communication	II					
III	NME		Management Concepts	I	2	1	50	50	100
			Total		30	25 + 1*			

***Internal Paper**

Semester – VI

Part	Type	Code	Subject	Paper	H	C	CIA	Sem	Total
III	Core		Strategic Management	XXII	5	5	50	50	100
III	Core		Entrepreneurial Development	XXIII	4	4	50	50	100
III	Core		Social Sensitivity Skills	XXIV	1	1	50	50	100*
III	Core		E-Commerce	XXV	4	4	50	50	100
III	Practical		E-Commerce Lab		2	2	50	50	100
III	Main Elective –II		Banking & Insurance	IV	6	4	50	50	100
			Logistics & Supply Management	V					
			Total Quality Management	VI					
III	Subject Elective –II		Financial Services	V	6	4	50	50	100
			Customer Relationship Management	VI					
			B2B Marketing	VII					
			Corporate Social Responsibility	VIII					
	SSP		Management And Business Cases	III		1*			
			Event Management	IV					
III	NME		Organizational Behaviour		2	1	50	50	100
			Total		30	25+ 1*			

Semester	Certificate Programme	Credits
III	Certificate in NGO Management	2
	Any Online Courses – Government Recognized (MOOC, NPTL etc)	
IV	Certificate in Tourism Management	2

	Any Online Courses – Government Recognized (MOOC, NPTEL etc)	
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Paper – I: Fundamentals of Management

Semester – I	5
Hours	
Code: B108	5
Credits	

Objectives:

- The objective of this course is to expose the students to the theories of management, organizational theory, and the practice of management in contemporary organizations from a conceptual, analytical and pragmatic perspective.
- Acquire the knowledge of Functional Management
- To learn about the managerial idea in the field of Management

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	The students should be able to apply the concepts of management to various kinds of organizations	K3
CO2	Learn the concepts and formulate the planning	K6
CO3	Relate and assess the knowledge of Organization and & Staffing	K1 & K5
CO4	Outline the importance of effectiveness of directing & coordination	K2
CO5	Analyze the importance, process & types of controlling	K4
CO6	Demonstrate and apply the elements of management	K2 & K3

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)	Programme Specific Outcomes	

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	Mean Scores of Cos
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
2	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
Mean Overall Score														2.96
Result														High

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Lectures, Case studies, Application exercises, Group or Class learning activities, Experiential Exercises

Unit - I: Introduction: Management: Meaning – Definition –Nature - Concept of Management and Administration – Levels of Management - Role of Managers –Functional Management - Modern Theories (System and Contingent) - Contribution of Fayol, Fallet, Elton Mayo and Drucker – Principles of Management – Management as an Art, a Science, a Profession and a Discipline

Unit - II: Functions of Management: Functions of Management – Planning – Nature, Characteristics and Importance – Advantages and Limitations – Steps in Planning – Elements – Objectives – Concept of MBO – MBE - Policies – Procedures – Rules – Strategies – Programmes.

Unit - III: Organizing: Organizing: Formal and Informal Organization – Organizational Structure – Principles of Organization – Types of Organization - Authority and Responsibility – Delegation and Decentralization – Departmentation – Decision Making – Steps in Decision Making.

Unit - IV: Staffing: Directing – Leadership – Types of Leadership – Importance of Leadership – Types of Leadership Styles – Theories – Motivation – Definition - Motivational Theories (Maslow, Herzberg X,Y) – Types - Span of Management.

Unit - V: Controlling: Controlling – Meaning – Definition - Techniques and Importance – Requirements of Effective Control System – Coordination – Definition – Principles of Coordination – Techniques – Problems – Advantages – Steps for Effective Coordination.

Text Book:

1. Jayashankar, Principles of Management, Prassana Publications. 2012

References:

1. Koontz & Weirich, "Essentials of Management: An International perspective", 8th Edn. Tata McGraw-Hill, New Delhi, 2009.
2. Koontz H. " Essentials of Management 5E, Tata McGraw-Hill, New Delhi, 1994.
3. Stephen P. Robbins & David A. Decenzo, " Fundamentals of Management", Pearson Education, New Delhi, 3rd Edn. 2001
4. L.M. Prasad, Principles of Management, Sultan Chand Publications, 2007
5. Dinkar Pagare, Business Management, Sultan Chand Publications, 2003

Web Resources

www.shrm.org
www.shrmindia.org
www.ipma-hr.org
www.ahrd.org

Paper II: Fundamentals of Organization

Semester – I	4
Hours	
Code: B109	4
Credits	

Objectives:

- To impart to the students an understanding of business concepts with a view to prepare those to face emerging challenge of managing business.

- To Comprehend different forms of organization and ethical issues in business.
- To create awareness about trade associations.

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	To Adapt the basic Concepts in Commerce, Trade and Industry and How they apply in the real world	K6 & K1
CO2	To Construct the Ethical and Social Responsibility of Business	K3
CO3	To Analyze about Positive and Negative aspects in the forms of Sole trader, Partnership and Joint Hindu Family System	K4
CO4	To Compare and assess the functions of company and Cooperative societies	K2 & K5
CO5	To Evaluate the features of Trade Associations	K5
CO6	Categorize and appraise the basic concepts in business organization and social responsibilities of business	K4 & K5

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	3	2	3	3	3	3	3	3	2.92
2	3	3	3	3	3	3	2	3	3	3	3	3	3	2.92
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
4	3	3	3	3	3	3	3	3	3	3	2	2	3	2.84
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
Mean Overall Score													2.94	
Result													High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Lectures, Case Studies, Group and Class learning activities, Experiential Exercises

Unit - I: Introduction to Business: Meaning of business – Definition – characteristics – Objectives – Classification of business activities – Difference between Business and profession – Motives of Business – Qualities of Successful Businessmen

Unit - II: Ethic and Social Responsibility of Business: Meaning – Definition – Characteristic – Importance of business ethics – Meaning of social responsibility of business – Need.

Unit- III: Forms of Business Organization – I: Sole Trader – Definition – Features – Merits – Demerits. Partnership – Definition – Features – Merits – Demerits – Types of Partners. Joint Hindu Family System – Definition – Features – Merits – Demerits

Unit - IV: Forms of Business Organization – II: Joint Stock Companies – Definition – Features – Merits – Demerits – Kinds of Companies – Difference between private and public limited companies – Difference between partnership and company. Co-operative Societies – Definition – Features – Merits – Demerits – Types.

Unit - V: Trade Association: Meaning – Definition – Features – Functions – Advantages – Trade Associations in India – Chamber of Commerce – Functions – Benefits – Similarities – Differences.

Practical work (As Assignment): Collecting pictures of classification of business activities, Unethical practices, forms of business organizations i.e., sole trader, Partnership deed, JHF, JSC – share certificate, directors, quorum, co-operative society – types.

NOTE: Students are requested to collect original or Xerox copies of the documents and affix them on A₄ Sheet and submit as assignment.

Text Book:

1. C.D. Balaji & Dr. G. Prasad, Business Organisation, Margham Publications, 2007

References:

1. Radhan Katherasan, Business Organization, Prassana Publications, 2006
2. Mishra, Business Organization, Allied Publishers Private Limited, 2006
2. M.C. Shukla, Business Organization and Management, S. Chand & Co, 2007
3. William R. Spriegai, Business Organization, Prentice Hall International, 2002
4. Prakesh Jagadesh, Business Organization and Management, 2002
5. Bushan Y.K, Business Organization, Sultan Chand Publications, 2008

Web Resources:

<https://books.google.co.in> www.sebi.gov.in
www.soletrader.com www.mca.gov.in

Paper III: Business Practical - I

Semester – I	1
Hour	
Code: PB102	1
Credit	

The thrust of Business Lab – I is to develop oral communication skills among students etc.

Evaluation

The students will be evaluated for this course for a total of 100 marks. Out of this, the Faculty in-charge of this course will assess the students for a maximum of 45 marks on the basis of the performance of the students in activities assigned to them. 5 marks on the basis of attendance

The students will appear for a viva-voce examination at the end of the semester in which they will be assessed for a maximum of 25 for their presentation of theoretical inputs and current practices in management.

Course Teacher in Consultation with HOD the activities can be prepared.

Internal	Record Work – 50 marks
External	Viva Voce – 25 marks Report – 25 marks

Panel of Examiners

- | | | |
|---------------------------------------|---|--------|
| 1. Head of the Department
Chairman | - | |
| 2. Faculty in charge of the course | - | Member |

Paper – IV: Accounting for Managers

Semester - II	5
Hours	
Code: B208	5
Credits	

Objectives:

- To Provide an in depth understanding of the Accounting Principles
- To learn fundamental aspects of accounting
- To develop the financial management skills and to become a finance manager in future

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level (K Level)
CO1	The students should be able to apply all accounting concepts in various real-life situations.	K3
CO2	To acquire and evaluate the accounting knowledge from Journal to Final accounts	K5

CO3	To formulate the latest updates on financial knowledge and practice	K6
CO4	Categorize the accounting skills in rectification of errors	K4
CO5	Students also learn how to prepare financial statements and relate with single and double entry system	K1 & K2
CO6	Decide and build the procedures and principles of accounting	K5 & K6

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
2	3	3	3	3	2	3	3	3	3	3	3	3	3	2.92
3	3	3	3	3	3	3	3	3	3	3	3	3	2	2.92
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	2	3	3	3	3	3	2	2.84
6	3	3	3	3	3	3	3	3	3	3	3	2	2	2.84
Mean Overall Score													2.88	
Result													High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Class Room teaching of each of the units followed by regular exercises, surprise tests and Practical assignments

Unit - I: Introduction to Accounting: Definition of Accounting, Book Keeping – Difference between Book Keeping and Accounting- Users of Accounting information – Basic Concepts and Conventions of Accounting - Classification of Accounts – Golden Rules of Accounting (Theory). Accounting Equation (Simple Problem)

Unit - II: Basic accounts: Books of prime entry (Journal). **Subsidiary Books:** Purchase Book, Sales Book, Purchase Return Books, Sales Return

Books, Cash Book (single column) and Petty Cash Book only - Preparation of ledger Accounts- Trail balance. (Simple Problems).

Unit - III: Final accounts: Meaning – Preparation of Trading A/c – P & L A/c – B/S- Closing and adjusting entries. **Bad debts:** Provision for bad and doubtful debts – Provision for discount on debtors and on creditors (only its appearance on P & L A/c & Balance Sheet).

Unit – IV: Rectification of error: Meaning of error – Error at different stages of accounting – Classification of error – Errors disclosed by the trial balance and not disclosed by the trial balance – Steps to locate error – Suspense account – Rectification of errors.

Unit - V: Single Entry: Meaning – Advantages - Single Entry Vs Double Entry – Defects of Single Entry – calculation of profit or loss under Net worth Method – Preparation of opening and closing capital. (Except conversion method)

Text Book:

1. Reddy & Moorthy, Financial Accounting, Margam Publications, 2015

References:

1. V.A. Patil, J.S. Korlanalli: Principles of Accountancy, 12th Edition, R. Chand and Co. Publishers, 2012
2. R.L. Gupta: Advanced Accountancy, 2nd Edition, Sultan Chand & Sons, 2015
3. Reddy & Moorthy: Financial Accounting, Margam Publications, 2008

Web Resources:

[www.accounting principal.com](http://www.accountingprincipal.com)

Www. icai.org

www.financialstandards.com

Blue Print (70% Problem and 30% Theory)

	Unit 1		Unit 2		Unit 3		Unit 4		Unit 5	
Section A	Q1 T	Q2 P	Q3 T	Q4 P	Q5 T	Q6 P	Q7 T	Q8 P	Q9 T	Q10 P
Section B	Q11a T	Q11b P	Q12a P	Q12b P	Q13a P	Q13b P	Q14a T	Q14b P	Q15a T	Q15b P
Section C	Q16 -p		Q17 P		Q18 P		Q19 P		Q20 P	

T- Theory, P - Problem

Paper – V Business Correspondence

Semester - II	4
Hours	
Code: B209	4
Credits	

Objectives:

- Understand the critical and important role of Business Letters
- Imbibe meaning of Business Communication and the general principles of communication.
- Identify different types of organizational communications.
- Learn the mechanical structure of letters and drafting of others forms of communications.

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	Knowledge about Trade Communication and choose the types of letters	K1
CO2	Understand and classify the different Trade letters	K4
CO3	Build Export and Import Letters	K6
CO4	Interpret and develop the Letters of application by the students	K3 & K5
CO5	Understand and compare the mechanism of writing reports	K2
CO6	Formulate and Evaluate the different Letters and applications	K6 & K5

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	3	2	3	3	3	3	3	3	2.92
2	3	3	3	3	3	3	2	3	3	3	3	3	3	2.92
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00

4	3	3	3	3	3	3	3	3	3	3	2	2	3	2.84
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
Mean Overall Score													2.94	
Result													High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Class Room teaching, Surprise Test, Letter Writing etc

 -----**Unit - I: Introduction:** Communication in Business – Meaning and Importance – Essentials of Effective Business, Types of Communication – Oral and Written Communication – Principles of effective communication –Types of Letter – Structure, Physical Appearance, Kinds of Business Letters

Unit - II: Trade Letters: Trade Letters – Enquires – Offers – Quotations – Orders – Confirmation – Execution – Refusal and Cancellation of an order, Acknowledging the Receipt of Goods and Payments – Claims – Complaints and Adjustments – Collection Letters – Circular Letters

Unit - III: Export and Import Letters: Letters relating to Export and Import – Agency Correspondence – Opening of an account, Payment of Insurance Premium, Request for a Loan and Overdraft – Dishonor of Cheque – Letter of Credit.

Unit - IV: Letters of Application: Letters of Application – Application for a situation – Status Enquires and Recommendations, Appointment Letter.

Unit - V: Report Writing: Report Writing: Meaning, Importance, Characteristics of a Good Reports by Individuals and committees, Drafting of Report for Press, E-Mail, Cell Phones, Pagers, Video Conferencing and Internet.

Text Book:

1. Radha Katherisan, Business Communication, Prassana Publications, 2011

References:

1. L. Gartside, Modern Business Correspondence, Macdonald & Evans Ltd, 2002
2. Ramesh and Pattenshetty, Business English and Correspondence, S. Chand & Co, 2002
3. A.N. Kapoor, Business Communication, S. Chand & Co Ltd, 2004
4. R. Sandhanam, Business Communication, Margham Publications, 2009
5. Locker & Stephen, Business communication, Building critical skills, Tata mcgraw Hill, 2000
6. Asha Kaul, Business Communication, PHI Learning Private Limited

Web Resources:

1. www.Anebooks.com
2. www.ddpbooks.com

Paper - VI: Business Practical - II

Semester – II	1
Hour	
Code: PB202	1
Credit	

1. Preparation of invoice, receipts, voucher, delivery challan, Entry pass, Gate pass - debit and credit notes.
2. Preparation of transaction from the receipts, vouchers - credit notes and debit notes.
3. Preparation of application for shares and allotment - letter for share - transfer forms.
4. Drawing, endorsing and crossing of cheques - filling up of pay in slips - demand draft application and preparation of demand drafts.
5. Making entries in the pass book and filling up of account opening forms for SB account, current account and FDR's.
6. Drawing and endorsing of bills of exchange and promissory notes.
7. Filling up of application forms for admission to cooperative societies.
8. Filling up loan application forms and deposit challan.
9. Filling up jewel loan application form, procedure for releasing of jewellery in jewel loans and repayment.

10. Preparation of agenda and minutes of meetings-both general body and board of directors.
11. Filling up of an application form for LIC policy, filling up of the premium form - filling up the challan for remittance of premium.
12. Preparation of an advertisement copy, collection of advertisement in dailies and journal, critically evaluating the advertisement copy.
13. Filling up income-tax returns and application for permanent account number.
14. Filling up of Railway Tickets forms.
15. Transactions through present online system.

NOTE: Students may be requested to collect original or Xerox copies of the documents and affix them on the record note book after having filled up. Drawing of the documents should not be insisted.

Distribution of marks: Record Note Book 45 marks, Attendance – 5 marks
Internal Examination – 50 marks (Viva Voce and Written Examination)

Panel of Examiners

- | | | |
|------------------------------------|---|----------|
| 1. Head of the Department | - | Chairman |
| 2. Faculty in charge of the course | - | Member |
-

Paper – VII: Human Resource Management

Semester – III

5

Hours

Code: B319

5

Credits

Objectives:

- This subject provides the platform to the students of management to appreciate the critical managerial functions, processes and tasks of HRM in an organization.
- To appreciate the methods and mechanics to bring out the best in people directing their energies towards corporate goals with personal satisfaction.
- To impart knowledge in Human resource planning and Development

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	To Find out the basic knowledge in the areas of Human Resource Management	K1
CO2	Construct and examine the career planning process	K3 & K4
CO3	To Evaluate the Methods of Job Evaluation and How Wages and Incentives are implemented in the organizations	K5 & K1
CO4	To Illustrate about the performance appraisal, grievance redress measures etc.	K2
CO5	Ensure and construct the human resources at International Level	K6
CO6	To Learn and create the basic ideas of Human Resource Management	K6

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
2	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00

4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
Mean Overall Score														2.96
Result														High

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Teaching methodology would be 'learning centric' and not necessarily 'teaching centric'. This may mean, it would be consultative and participative involving role modeling and fieldwork, case studies, role-plays, simulation exercises, group discussions and structured and unstructured group work. Eminent competent professionals from HR and other industrial realms will interact with the students besides the faculty.

Unit - I: Introduction: Introduction to HRM- Difference between personal mgt and HRM- Human resource planning- objectives-importance-process -Job Analysis- Job Description-Job Specification-Job evaluation- Job Design-methods and technique of job design-Recruitment-sources-process-Selection-method-placement- Induction.

Unit - II: Career Planning: Career Planning – Need Process – Stages – Development – Need Assessment – Executive Development -Objectives- Importance-Process-Training-Need-importance- Steps -Internal Mobility and Separation-Promotion-types-purpose-Transfer-need-types-Demotion- separation-various forms of separation.

Unit III: Job Evaluation: Job Evaluation-objectives-procedure- advantages-methods-Wages and Salary - Principles - Objectives – Structure- Components - Determination - Factors for formulation of wage and salary-Incentives and Benefits-types

Unit - IV: Performance Appraisal: Performance Appraisal- purpose- process-Potential Appraisal – HRA - HRIS- Employee Grievance-Social Security.

Unit- V: International HRM: Human Resource Management in a changing Environment-International Human Resource Management-Managing Human Resources in Virtual Organization

Text Book:

1. S.S. Khanka, Human Resource Management, S. Chand, 2016

References:

1. C.B. Memoria, Personnel Management, Himalaya Publishing House, 2009
2. K. Aswathappa, Human Resource and Personnel Management, Tata Mcgraw Hill Publications, 2006
3. C.B. Gupta, Human Resource Management, Sultan Chand & Sons, 2006
4. Gary Dasseler, Human Resource Management, Pearson Prentice Hall, 2006

Web Resources:

<http://forum.hrdiscussion.com>

<http://network.hrmtoday.com/forum>

<http://www.citeman.com>

www.citeHR.com

Paper - VIII: Principles of Marketing

Semester – III	4
Hours	
Code: B320	4
Credits	

Objectives:

- To understand the conceptual foundations of Marketing Management as a functional area of business.
- To understand the application of marketing concepts in making strategic decisions
- Students gain better understanding of modern approaches in marketing
- To identify the concepts of marketing research

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	Students gain knowledge and interpret the basic concepts of marketing	K1
CO2	Familiarize with marketing mix and build the awareness of buyer's behavior becomes better among students	K6
CO3	To understand what is product and price and it develop skills to analyze, decide the various products and methods of pricing	K1, K3 & K5
CO4	Outline the concepts of Branding and Promotion	K2
CO5	To demonstrate and categorize the various distribution channels, channel partners and services offered by middlemen	K4
CO6	Students develop analytical skills to tackle the challenges and latest development in Marketing Management	K6

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	2	2	2	3	3	3	3	3	2	2.69
2	3	3	3	3	3	3	3	3	3	3	3	3	2	2.92
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
Mean Overall Score													2.92	
Result													High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- The methodology includes, explaining the basics and advanced methodologies for understanding the core concepts of marketing management in practice by lecture mode and case discussion, field based mini projects and terms papers, complemented with assignments.

Unit - I: Concepts of Marketing: Definition of Market – Classification of Markets – Features of Marketing – Importance of Marketing – Objectives – Selling Vs Marketing – Approaches to the study of Marketing – Marketing Environment – Modern Marketing Concept – Role of Marketing in Economic Development

Unit - II: Marketing System: Marketing System – Problems – Process – Marketing Mix – Elements – Problems – Marketing Functions – Buying and Selling – Elements of Buying – Problems of Buying – Purchasing Methods.

Unit - III: Product & Pricing: Product – Features – Classification – Commercial and Industrial Goods – Product Planning and Development – Product Mix – Product Life Cycle – Market Segmentation – Meaning – Basis / Types – Pricing – Objectives and Methods.

Unit - IV: Branding & Promotion: Basic Understanding of Brands – Definition – Branding Concepts – Functions of Brand – Significance of Brands – Types – Brand positioning – Strategic – Packaging – Promotional Programme – Need, Importance, Objectives & Types.

Unit - V: Distribution: Channels of Distribution – Functions – Importance – Types – Agent – Wholesalers – Retailers – Case Studies in Marketing

Text Book:

1. R.S.N. Pillai and Bagavathi, Modern Marketing, Principles and Practices, S. Chand, 2009
2. Rev. Fr. Angelo Joseph, Dr. S. Sasikumar and R. Veerappan, Principles of Marketing, JPS Publications, 2021.

References:

1. Philip Kotler and Kevin Lane, Marketing Management, PHI Learning, Pearson Education, 2008
3. Dr. N. Rajan Nair and Sanjith R. Nair, Marketing, Sultan Chand & Sons, 2009

4. Rajam Saxena, Marketing Management, Tata Mcgraw Hill Publishing Co, 2006
5. Philip Kotler, Marketing Management, Prentice Hall of India, 2008
6. S.A. Sherlekar, Principles of Marketing, Himalaya Publishing House, 2007

Web Resources:

www.marketingpower.com

www.marketingreseach.com

www.marketinglinks.com

www.target.com

Paper - IX: Cost & Management Accounting

Semester-III	5
Hours	
Code: B321	4
Credits	

Objectives:

- To enable the students to acquire the knowledge on cost and management Accounting
- Import the knowledge of cost accounting
- To help the student to apply cost accounting practice.
- Apply basic ratio of a company.

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	List the basic knowledge of Cost and Costing	K1
CO2	Construct the cost sheets and practice in the industries	K3
CO3	Examine the basic concepts of management accounting and interpret the different financial statement of a company	K4 & K5
CO4	To know what is Ratio? And combine the different methods of Ratio	K1 & K6
CO5	Understand and relate the concept of marginal costing.	K2

CO6	To decide and formulate the working knowledge of the principles of practices of cost and management accounting	K5 & K6
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Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
2	3	3	3	3	2	2	3	3	3	3	3	3	3	2.84
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	2	3	3	3	3	3	2	2.84
6	3	3	3	3	3	3	3	3	3	3	3	2	2	2.84
Mean Overall Score													2.88	
Result													High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology

- Class Room teaching of each of the units followed by regular exercises and surprise tests & Practical assignments

Unit - I: Introduction to cost Accounting: Meaning of cost, costing, cost accountancy - Objectives of cost Accounting - Classification of cost - Methods of costing - Advantages of cost accounting - Cost Accounting Vs Financial Accounting - Limitations.

Unit - II: Cost Sheets & Tender and Quotations: Elements of cost - Classification of overheads - Cost Sheets (without returns) - Tender and Quotations. (Simple Problems).

Unit - III: Introduction to Management Accounting: Meaning, Definition and functions of Management Accounting - **Financial statement analysis:** Comparative statement- Common size statement- Trend analysis (Problems).

Unit - IV: Ratio Analysis: Meaning, Definition of Ratio - Classification of Ratio - i) Profitability Ratio ii) Liquidity Ratio iii) Turnover Ratio: Debtors

turnover Ratio – Creditors Turnover Ratio - Stock turnover Ratio Only
(Excluding preparation of final accounts).

Unit – V: Marginal Costing: Meaning, definition of Marginal cost- Advantage and limitations-Concept of Variable Cost – Fixed Cost- Contribution- P/V ratio, MOS, Angle of Incidence-Break Even Analysis - Marginal cost equations. (Excluding Absorption Costing). Calculation of P/V ratio, BEP, MOS (Simple problems). Computation of BEP – Computation of sundry items and when two consecutive period's figures are given (Problems).

Text Book

1. TS Reddy and Y. Hariprasad Reddy – Cost and Management accounting – Margam publication, Chennai.

Reference Book

1. Dr. S. N. Maheswari, principles of cost and management accounting – S. Chand & Sons, New Delhi.
2. S.P. Gupta, Management Accounting, Sahitha bhawan, 2007
3. P. Saravanavel, Management Accounting Principles &Practice, marham,2009

Web Resources:

www.accountingforanement.com <http://www.business.com>
www.icai.org

Blue Print for Question Paper

	Unit 1		Unit 2		Unit 3		Unit 4		Unit 5	
Section A	Q1 T	Q2 T	Q3 T	Q4 P	Q5 T	Q6 P	Q7 T	Q8 P	Q9 P	Q10 P
Section B	Q11a T	Q11b T	Q12a P	Q12b P	Q13a P	Q13b P	Q14a P	Q14b P	Q15a T	Q15b P
Section C	Q16 – T/P		Q17 P		Q18 P		Q19 P		Q20 P	

Paper - X: Economics for Management

Semester – III **5**

Hours

Code: B322 **4**

Credits

Objectives:

- This course is intended to provide a basic foundation on the principles of managerial economics & to demonstrate the application of economic theory to business decisions.
- Knowing the role & responsibilities of Managerial Economists.
- Import the knowledge of forecasting.
- Application of cost control & cost reduction.

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	Analyze and apply the basic economic concepts	K3 & K4
CO2	Analyze market demand and appraise the supply patterns through forecasting	K3 & K5
CO3	Compare the different categorize of market structure	K2
CO4	To adapt the price and output decisions in the market	K1
CO5	Acquire and appraise the knowledge of Business Cycle and Identify the concept and methods of National Income	K5 & K6
CO6	The students will be in a position to examine the importance of economics in the current business scenario	K4

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
2	3	3	3	3	2	3	3	3	3	3	3	3	3	2.92
3	3	3	3	3	3	3	3	3	3	3	3	3	2	2.92
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	2	3	3	3	3	3	2	2.84

6	3	3	3	3	3	3	3	3	3	3	3	2	2	2.84
Mean Overall Score													2.88	
Result													High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Class sessions comprise a mixture of lectures, interactive discussions, case presentations, and problem solving. In addition to in-class exams and homework assignments, each student will undertake a short econometric project.

Unit - I: Nature: Nature, Scope and Methods of Managerial Economics: Meaning – Nature and Scope of Managerial Economics – Relation to other Branches of Knowledge – Role and Responsibilities of Managerial Economist

Unit - II: Demand: Demand and Analysis and Forecasting: Meaning – Types of Demand – Law of Demand – Determinants of Demand – Elasticity of Demand – Demand Forecasting – Methods – Theory of Consumer Behavior – Managerial Utility Analysis – Indifference Curve and Analysis

Unit - III: Price and Output Decisions: Price and Output Decisions under Different Market Structures: Pricing Methods and Strategies - Objectives - Factors - General Considerations of Pricing - Methods of pricing - Meaning of Market – Market Forms - Price and Output decisions under Perfect Competition, Monopoly, Monopolistic and Oligopoly Competitions

Unit - IV: Cost & Production Analysis: Cost and Production Analysis: Cost Concepts and Classification – Cost Output Relationship – Production Function – Types of Production Function – Law of Variable Production – Economics and Dis Economics of Scale – Break Even Analysis

Unit - V: Macro Economic and Business Decisions: Macro-Economic and Business Decisions: National Income and Business Policies – Business Cycle and Business Policies – Inflation and Deflation – Monetary and Fiscal Policies – Balance of Payments and Business Decisions

Text Book:

1. R. Veerappan & Saroj Kumar, Managerial Economics, Thakur Publishers, 2013

References:

1. M.L. Jhingan & J.K. Stephen, Managerial Economics, Vrinda Publications, 2004
2. R.L. Varshney & K.L. Maheshwari, Managerial Economics, Sultan Chand & Sons, 2007
3. H.L. Ahoja, Modern Economics, S. Chand, 2008
4. Paul A. Samuelson and William D. Nordhaus, Economics, 18th Edition, Tata McGraw Hill, 2005
5. William Boyes and Michael Melvin, Textbook of Economics, Bixtantra, 2005

Web Resources:

www.managementstudyguide.com
www.managementparadise.com
www.referenceforbusiness.com
www.economywatch.com

Paper - XI: Business Practical - III

Semester-III	1
Hour	
Code: PB303	1
Credit	

Objective

- To familiarize students with various communication methods that exists in business and to train them for smooth transition from campus to corporate.
-

Unit -I: Overview of Corporate: Overview of corporate –History of corporate –campus and corporate distinction –overview of BPO Industry in India and world –Enhancing the reading ability of students (at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Students should be exposed to the practice of reading news papers viz., The Hindu, Indian Express, Business Line, Economic Times etc., and magazines like business world, etc., Enhancing

the spontaneous writing skill of the students –writing articles on simple topics given –preparing speeches –preparing reports on various events / functions held in the college.

Unit –II: Speaking Skills: Enhancing the spontaneous speaking skill of the students–self introduction at various forums and during interviews – Effective Public Speaking (EPS) –Role playing. Mock interviews for recruitment –mock press meets.

Unit– III: Presentation Skills: Enhancing the presentation skill of the students – Individual seminar presentation and Group seminar presentation each group may consist of 3 or 4 students.

Unit–IV: Group Communication Skills: Enhancing the interpersonal communication skill of the students –Group Commission (Students may be organized into 4 and 5 groups). All the groups may be given a management problem relating to real life experiences of trade and industry in the country or the world. They will be asked to find group solution through discussion and the group leader will present the same to the audience in the class.

Unit –V – Corporate Etiquette: Corporate etiquette –Dressing and grooming skills –Workplace etiquette –Business etiquette –Email etiquette –Telephone and meeting etiquette –Presentation skills. Professional competencies: analytical thinking –listening skills –time management – team skills –stress management –assertiveness –Facing group discussion and interview.

Evaluation Pattern

Report – 45 marks

Attendance – 5 marks

External Exam – Record – 25 marks Viva Voce – 25 marks

Panel of Examiners

1. Head of the Department

-

Chairman

2. Faculty in charge of the course

-

Member

Text Book:

1. RajendraPal & Korlahall, Essentials of Business Communication, Sultan Chand & Sons, 2008.

References:

1. Namrata Palta, The art of Effective Communication, Lotus Press, New Delhi, 2007.
2. S.K. Mandal, Effective Communication and Public Speaking, Jaico Publishing.

Allied Paper - III: Legal Aspects of Business

Semester – III

6

Hours

Code: B323

4

Credits

Objectives:

- To give an exposure to important commercial laws, the knowledge, that is essential for an understanding of the legal implications of the general activities of a modern business organization.
- To understand the legal frame work related to contract
- To learn the basic business law concepts and apply in the practice in the business

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	To take part in the students to understand the essential elements of Indian Contract Act 1872	K4
CO2	To decide the discharge of contract and contingent contract	K5
CO3	Interpret the contract of indemnity and guarantee	K2 & K5
CO4	Construct the basics of Joint stock company	K3 & K6
CO5	Recall the procedures of formation and winding up of joint stock company	K1
CO6	Examine the relevance of business law and company law to individuals and businesses and the role of law in an economic, political and social context	K4

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	3	2	3	3	3	3	3	3	2.92

2	3	3	3	3	3	3	2	3	3	3	3	3	3	2.92
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
4	3	3	3	3	3	3	3	3	3	3	2	2	3	2.84
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
Mean Overall Score														2.94
Result														High

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Lectures, Case studies, Assignments, Presentation of legal reports

Unit - I: Contract: Evolution –Need for Law- Def of Law-scope-sources of Law of contract- Nature and kinds of contract-introduction-Definition of Contract- types-essential elements of valid contract- classification of contract-offer and Acceptance-rules and essential elements of offer and Acceptance

Unit - II: Discharge and Remedies: Discharge of contract-Remedies for Breach of Contract-Agreements not Declared void-Void agreements-wagering Agreements - Contingent Contract

Unit - III: Contract of Indemnity & Guarantee: Contract of Indemnity and Guarantee-Essentials of a Valid contract of indemnity – Kinds of Guarantee – Rights of Surety - Bailment –Essentials – Rights and Duties of Bailor and Bailee - Pledge-Rights-Duties and Liabilities

Unit - IV: Company: Joint Stock Company – Definition – Characteristics – kinds – Introduction to Companies Act 2013 – Objectives – Features - Distinction between a Private Company and a Public Company – Privileges of a Private Company – Formation of a company – Incorporation – MOA - AOA

Unit - V: Formation & Winding Up: Certificate of Incorporation – Certificate of Commencement of Business – Shares – Debentures – Powers, Duties and Liabilities of Directors – Meetings - Modes of Winding up

Text Book:

1. R.S.N. Pillai & Bagavathi, Business Law, S. Chand, 2009
2. N.D. Kapoor, Elements of Company Law, Sultan Chand & sons, 2006

References:

1. N.D. Kapoor, Elements of Mercantile Law, Sultan Chand & Sons, 2006
2. Dr.M.R. Sreenivasan, Business Law, Margham Publications, 2011
3. P.K. Goel, Business Law for Managers, Bizentra Publishers, 2008
4. P.P.S. Gogna, Mercantile Law, S. Chand & Co., Ltd, 2008

Web Resources:

www.legalindia.in
www.legalserviceindia.com
www.supremecourtfindia.nic.in
www.mca.gov.in
www.netlawman.co.in
www.legalhelpindia.com

Paper – XII: Research Methods

Semester-IV	5
Hours	
Code: B422	5
Credits	

Objectives:

- To understand the concept of research and to have an insight on mode of doing research
- Students can integrate the research concepts and tools to make the managerial decision problems
- Students can get adequate theoretical and practical background of Business research

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	Outline the basic concepts of research	K2
CO2	Appraise the sampling design	K5

CO3	Examine the different measurements and scaling techniques in research	K4
CO4	Construct the methods of data collection and data analysis	K3
CO5	Recall and demonstrate the techniques of Interpretation and Report writing	K1 & K2
CO6	Students can get examine and estimate the theoretical and practical background of business research	K4 & K6

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.92
2	3	3	3	3	3	2	3	3	3	3	3	3	3	2.92
3	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
Mean Overall Score													2.93	
Result													High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- The methodology is predominantly by Problem Solving, lecture mode and case discussion, complemented with a mini-project work.

Unit - I: Introduction to Research Methodology: Meaning – Objectives – Types of Research –Significance of research - Research Process -Criteria for good research – Problems faced by researcher in India. What is a research problem? – Selecting the problem – Techniques involved in defining a problem.

Unit - II: Research design: Meaning – Need – Features. Sample design: meaning – steps of sample design – types of sampling design.

Unit – III: Measurement and scaling: Classification of measurement scale – Goodness of measurement scale – Scaling – Scale classification bases – Scaling techniques.

Unit - IV: Methods of data collection & Data analysis: Collection of primary data –Difference between Schedule and Questionnaire – Guidelines for constructing Questionnaire/Schedule- Collection of Secondary data. Data preparation process- What is a Hypothesis? – Null and Alternative Hypothesis – Type I and Type II Error.

Unit - V: Interpretation and Report writing: Meaning & techniques of Interpretation – Precautions – Significance of report writing –Steps in writing report– Layout of the research report – Types of report – Precautions for writing research report.

Text Book:

1. C.R.Kothari, Research Methodology, New Age International Publishers, 2009

References:

1. Dr.S.Shajahan, Research Methodology for Management, Jaico Publication, 2005
2. Panneerselvam, R., Research Methodology, PHI Learning Pvt. Ltd.,New Delhi, 2004
3. R.Cauvery, Research Methodology , S.Chand, 2005
4. Cooper & Schindler, Business Research Methods, Tata Mc Graw Hill, 2006

Web Resources:

www.stattutorials.com

www.analyzemath.com/statistics.html

www.imrbint.com

www.burns-stat.com/pages/tutorials.html

Paper - XIII: Production Management

Semester – IV **4**

Hours

Code: B423 **4**

Credits

Objectives:

- To make the students understand the decision-making process in planning, scheduling and control of production and operation functions
- To know the concepts of production Management
- To familiarizes the students in the concepts of production and Material analysis

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	To examine the concepts of production management	K4
CO2	Assess the locate facilities, to design layout and to plan production with efficient methods	K5
CO3	Choose and Compose Production Planning and control	K1 & K3
CO4	Categorize and demonstrate the importance of material management	K4 & K2
CO5	Outline and understand the role of storekeeper	K2
CO6	To develop the students in the concepts of production and material analysis	K6

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84

2	3	3	3	3	2	2	3	3	3	3	3	3	3	2.84
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	2	3	3	3	3	3	2	2.84
6	3	3	3	3	3	3	3	3	3	3	3	2	2	2.84
Mean Overall Score														2.88
Result														High

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- The methodology is predominantly by Problem Solving, lecture mode and complemented with applications of case discussion.

Unit - I: Introduction: Introduction – Production Concepts – Functions – Scope and Significance of Production Management – Production Procedure - Functions of Production Manager – Types of Production System – Product Design – Product Life Cycle – Characteristics – Types of Design – Factors affecting the design of a Product.

Unit - II: Plant Location and Layout: Plant Location – Factors Affecting – Objectives - Site Location – Rural - Urban – Town – Suburban – Recent trends in Location of Industries – Plant Location Trends – Plant Layout – Principles – Types.

Unit - III: Production Planning and Control: Production Planning and Control – Elements – Functions – Objectives – Maintenance – Types – Break Downs – Preventive – Production Planning & Control Techniques - Routing – Relative Advantages – Maintenance – Scheduling – Quality Control – Quality Circle – TQM.

Unit - IV: Material Management: Material Management – Definition – Functions – Importance – Objectives – Functional areas - Integrated Material Management Advantages of the combined materials and purchase department – Codification of Materials – Systems of Codification - Material Handling – Principles – Material handling Equipment.

Unit - V: Storekeeping: Storekeeping – Objectives – Functions – Store Responsibilities – Location of Store House – Bin Card – Stock Cards – Purchasing Procedures – Dynamic Purchasing – Vendor Rating – Vendor Development

Text Book:

1. Saravanel & Sumathi, Production & Materials Management, Margham, 2009

References:

1. Martand T. Telsand, Production Management, S. Chand , 2005
2. Pradeep Kumar & Kadar Nath, Produ Codification of Materials ction Management, Prentice Hall Publications, 2004
3. Sharma Gagan Deep, Gurshamji Singh & Harpreet Singh, Production and Operations Management, Kalyani, 2004s
4. Aswathappa K and Shridhara Bhat K, Production & Operational Management, Himalaya Publishing, 2008
5. Pannerselvam. R, Production and Operations Management, Prentice Hall India, 2008

Web Resources

www.google.com

<http://www.informaworld.com/smpp/title>

<http://www.tandf.co.uk/journals/titles/00207543.asp>

www.scirp.org

<http://www.springerlink.com/content/f780526553631475/>

Semester – IV	Paper - XIV: Financial Management	5
Hours		
Code: B424		4
Credits		

Objectives:

- To familiarize oneself with the techniques used in financial management.
- Knowledge about capital structure, cost of capital, impact of dividend decisions in the corporate world
- Understand the different financing decision and estimate the value of different financial instruments.

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	To decide the student to know the importance and objectives of financial management	K5
CO2	To choose the students to know the capital structure	K6
CO3	To make use of the students to enable them to know leverage	K3
CO4	To recall and discover the decision making for Capital budgeting	K1 & K4
CO5	To Interpret the theories of dividend	K2
CO6	To compile the financial plans for practical decision making for manager	K6

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
2	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
Mean Overall Score													2.96	
Result													High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Assignment after completion of each chapter, class room lectures for all chapters, to solve problem self made with all features will be used

Unit - I: Introduction to Financial Management: Definition, Scope of Financial Management- Objectives of financial management- Profit maximization Vs Wealth maximization. Finance manager - Functions and roles of Financial Manager. (Theory only)

Unit - II: Capital Structure: Meaning, Definition – determinants – optimal capital structure- factors affecting capital structure- **Theories of Capital Structure:** NI, NOI, MM Approaches(Theory only).

Unit - III: Leverage: Meaning, Financial, Operating and Combined leverage (Including Problem). Sources of finance: Short-term and Long-term sources of finance (Theory only).

Unit - IV: Capital budgeting: Meaning and Definition of capital budgeting, Objectives, Significance and Advantages of capital budgeting. (Theory)

Methods of Capital Budgeting: Pay Back Period Method, ARR Method, NPV Method, Internal Rate of Return Method and Profitability Index Method Only. (Including problems).

Unit - V: Dividend Policy: Meaning of dividend, Types of Dividend– Factors influencing dividend policy – Stability of dividend (Theory).

Dividend Theories: Walter, Gordon Model (Including Simple Problem)

Text Book

1. S.N. Maheswari, Financial Management, Sultan chand & sons, 2007

References:

1. I.M. Pandey, Financial Management, Tata McGraw Hill, 2007
2. Khan and Jain, Financial Management, Tata McGraw Hill, 2008
3. Srivasatava, Mishra, Financial management, oxford university press, 2008
4. Prasanna Chandra, Financial Management, Tata McGraw Hill, 2008

Web Resources:

www.reportjunction.com

www.investorindis.com

www.fma.org

www.fmsfindia.org

	Unit 1		Unit 2		Unit 3		Unit 4		Unit 5	
Section A	Q1 T	Q2 T	Q3 T	Q4 T	Q5 T	Q6 P	Q7 T	Q8 P	Q9 T	Q10 P
Section B	Q11a T	Q11b T	Q12a T	Q12b T	Q13a T	Q13b P	Q14a T	Q14b P	Q15a T	Q15b P
Section C	Q16 - T		Q17 T		Q18 P		Q19 P		Q20 P	

Paper - XV: Industrial Relations and Labour Laws	
Semester – IV	5
Hours	
Code: B425	4
Credits	

Objectives:

- Students are to be acquainted with the industrial relations frame work in our country.
- To Know the importance of the maintenance of industrial peace and effort to reduce the incidence of strikes, lockout and industrial strike are to be emphasized.

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	Outline the basic concepts of Industrial Relations	K2
CO2	Classify the different background of labour disputes	K4
CO3	Discuss the functions of Trade Unions and Types of Collective Bargaining	K6
CO4	Evaluate and Construct the Factories Act of 1948	K5 & K3
CO5	Recall and understand the Child Labour Act	K1
CO6	Construct the Industrial Peace in the Industries	K3 & K6

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.92
2	3	3	3	3	3	2	3	3	3	3	3	3	3	2.92
3	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00

6	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
Mean Overall Score														2.93	
Result														High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Lectures, Case studies, field based mini projects, individual and group presentation on the given assignment.

Unit - I: Introduction to Industrial Relation: Meaning and concept – Definition – Nature – Theories – Objective – Importance – Factors for good industrial relation – Causes for poor Industrial relation – Industry relation system – Actors in the Industrial Relation System.

Unit - II: Industrial Disputes: Historical background of labour disputes in India – Meaning – Definition – Causes of Industrial Dispute – Strikes – Causes – Types – Lockouts – Measures for improving Industrial Relation – Meaning of industrial discipline – Voluntary Level.

Unit - III: Trade Union & Collective Bargaining: Definition – Features – Objective – Functions – Importance – Structure – Reasons for joining Trade Union – Trade unionism in India – Suggestions for the growth of Trade Union – Collective Bargaining: Meaning – Characteristics - Types – Process – Condition – Importance – Procedure of collective bargaining – Levels.

Unit – IV Factory Act 1948: Objective – Scope – Definition – Factory – Manufacturing Process – Worker – Occupier – Inspecting Staff – Power of Inspector – Duties – Certifying Surgeons – Health – Safety and welfare measures – Working hours – Employment of young persons – Holiday and Annual Leaves.

Unit – V: The Child Labour (Prohibition and Regulation) Act, 1986: Introduction - The Declaration of the Rights of Child, 1959 - Objective and Scope, Definitions - Prohibition of Employment of Children in certain Occupations and Processes – Regulation of Conditions of Work of Children

Text Book:

1. M.R. Sreenivasan, Industrial Relations & Labour Legislations, Margham Publications, 2015

References:

1. Industrial Relations and Labour Laws, B D Singh, Excel Books, 2008.
2. R.M.Srivasta, Industrial Relations & Labour Laws, Vikas Publications, 2014
3. N.D.Kapoor, Handbook of Industrial Law, Sultan Chand & Sons, 2015
4. Modern Industrial Relations and Labour Laws, Principles and Techniques, J.N. Jain & Ajay Bhola, Regal Publications, 2009.

Web Resources:

1. www.ilo.org,
 2. www.labour.nicnet.in,
 3. www.labourstart.org,
 4. www.ioe.org, www.icc.org
-

Paper - XVI: Basic Research Project

Semester – IV	1
Hour	
Code: B427J	1
Credit	

Objective:

- To understand the concept of research and to have an insight on mode of doing research

Course Outcome:

- Student can integrate the research concepts and tools to make the managerial decision problems

Group of students (2 to 4 students) (Or) Individual shall be required to prepare on the basis of investigations carried out by them in a particular area on possible solutions for a typical problem of current interest in the area of management. The report should demonstrate the capability of the students for some creative potential and original approach to solve the practical problems in to-days business. The report should include field studies, survey, interpretation, planning and design of improved integrated management systems, presented in a comprehensive manner with recommendations for solutions based on scientifically worked out data and viva will be conducted on the basis of the report. Report can have 25 pages as a minimum.

Evaluation Patten

- Group of Students should investigate the problems
- The mode of evaluating the student will consists of two parts. One of the basis of report writing and the other will be through Viva Voce
- The valuation of the Report writing will be examined by the Respective Guide and HOD of the department.
- Oral Presentation will be examined by the HOD and Respective Guide
- 80 Marks will be awarded for report writing and 20 Marks for oral examination

The following are the components for report writing

- Content - 50 Marks
- Layout - 15 Marks
- Methodology - 10 Marks
- Grammar - 5 Marks

Marks for Viva Voce

- Oral Presentation - 10 Marks
- Question & Answer - 10 Marks

***Internal Paper**

Allied Paper - IV: Organizational Behaviour	6
Semester – IV	
Hours	
Code: B426	4
Credits	

Objectives:

- This course will enable students to describe specific theories related to Perception, Group and Organizational Change.
- Students can demonstrate effective team work behaviors.
- It will help them evaluate methods of motivating and rewarding individuals and group and integrate individual, group and organizational level concepts

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	To identify and choose the fundamental concepts of Organization Behaviour	K3 & K6
CO2	Construct and decide the Perception and Attitude of Human Behaviour	K6 & K5
CO3	To relate and compare groups and construct their development by motivation and power	K2 & K5
CO4	Discover and create effective leaders to manage the stress	K4
CO5	Recall and learn the fundamentals of organization and climate	K1
CO6	After the completion of this course the student shall be able to determine the nature, scope, importance of Organizational Behaviour	K5

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
2	3	3	3	3	2	2	3	3	3	3	3	3	3	2.84
3	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	2	3	3	3	3	3	2	2.84
6	3	3	3	3	3	3	3	3	3	3	3	2	2	2.84
Mean Overall Score													2.86	
Result													High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

The subject coverage goes with, among others, lectures, interactive discussion sessions, case-studies, experiential inputs of practitioners, observations, role-play and presentations

Unit - I: Introduction : Definition – Key elements of OB – Nature and Scope of OB – Need for studying OB – Contributing Disciplines to OB – Challenges faced by the Management – Organizational Behaviour Process – Models of OB – Personality - Concepts and determinants – Types and Theories – Influence of Personality on OB – Measurement of Personality

Unit - II: Individuals: Perception – Perception Vs Sensation – Perceptual Process – Factors affecting Perception – Perception and its application in OB – Attitudes – Concept and formation of attitudes – Types of Attitudes – Measurement of Attitude and Change of Attitude – Value – concept and types of Values – Formation of Values – Values and Perception

Unit - III: Group: Definition and Characteristics of Group – Reason for formation of Groups – Theories of Group Formation – Types of Groups – Stages of Group formation – Group Behaviour – Group Decision Making – Quality Circle – Work Teams

Unit - IV: Organizational Conflicts & Stress: Organizational Conflicts – Definition and Sources of Conflict – Types of Conflict – Aspects of Conflict – Conflict Process – Conflict Management – Stress – Symptoms of Stress – Measurement of Stress – Causes and Consequences of Stress – Coping with Stress

Unit - V: Organizational change & Development: Organizational Climate – Organizational Culture – Definition, Types, Functions – Organizational Change – Organizational Development – Characteristics – Objectives – Organizational Effectiveness.

Text Book

1. Jayasankar, Organizational Behaviour, Margham Publications, 2011

References

1. S.S. Khanka, Organizational Behaviour, S. Chand, 2008
2. Stephen P. Robins, Organizational Behaviour, PHI Learning / Pearson Education, 11th Editio, 2008
3. Fred Luthans, Organizational Behavior, McGraw Hill, 11th Edition, 2001

4. Schermerhon. Hunt and Osborn, Organizational Behaviour, John wiley, 9th Edition, 2008

Web Resources:

www.obweb.org

www.obmnetwork.com

www.humanmetrics.com

Paper - XVII: Export Management

Semester – V

4

Hours

Code: B520

4

Credits

Objectives:

- To make the students well aware about the formalities associated with export trade.
- To make the students aware of the external environmental factors having a bearing on the export trade.

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	To identify and aware the basic concepts of export stimulation	K3 & K6
CO2	To relate and knowing the price system and payment terms in export transactions	K2 & K5
CO3	To construct the promotion for products to export	K6 & K5
CO4	Discover and create the awareness of export policy	K4
CO5	Recall and knowing the Export documents	K1
CO6	Assess the various Export Procedures and quality issues	K5

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
2	3	3	3	3	2	3	3	3	3	3	3	3	3	2.92
3	3	3	3	3	3	3	3	3	3	3	3	3	2	2.92

4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	2	2	3	3	3	3	3	2	2.76
6	3	3	3	3	3	3	3	3	3	3	3	2	2	2.84
Mean Overall Score														2.86
Result														High

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Lectures, Case studies, Application exercises, Group or Class learning activities, Experiential Exercises.

Unit - I: Exports: Exports- Meaning, scope and difference between export and domestic trade; Difficulties in export trade- fishing in turbulent waters- Impact of external and internal environment on export trade; Identifying and selecting foreign markets- modes of entering foreign markets.

Unit - II: Export Pricing: Export pricing; Factors influencing export price; Pricing process; Methods of pricing; International price quotations; Payment terms.

Unit - III: Promotion of Products: Promotion of product for export; Methods of international promotion; Direct mail and sales literature; Advertising, personnel selling; Trade fares and exhibitions, Branding and packaging; Labelling; Quality issues; After sales services. Distribution channels and logistics decisions for export trade; Selection and appointment of foreign sales agents.

Unit - IV: Export Policy : Export policy and practices in India; EXIM Policy; Legislative framework regarding exports- Customs Act, FERA and FEMA; Trends in India’s foreign trade; EXIM Bank; Measures for Export promotion and incentives offered for exports by the government of India- EPZs, EOUs, and FTZs.

Unit - V: Export Documents: Export documentation; Export procedure; Free Trade Agreements negotiated by India; WTO and its impact on India's agriculture and textiles trade; TRIPs and TRIMs

Text Book:

1. Dr Francis Cherunilam, International Trade and Export Management Himalaya Publications (Students Edition, Edition No. 14), 2016

References:

1. RBI Annual Report and bulletins published by the RBI, 2016
2. The government of India website.
3. John E Ray, Managing Official Exports, Publisher: Peterson Institute
4. Eugene W Perry, Practical Export Trade Finance; ISBN: 1556230184. Publisher: Irwin Professional Publications; Published date: May 1 1989

Web Resources

1. www.indiadata.com
 2. www.indianindustry. Com
- ----

Semester – V
Hour
Code: B516J
Credits

Paper - XVIII: Project

1

2

Each student shall be required to prepare on the basis of investigations carried out by them in an industrial organizational project on possible solutions for a typical problem of current interest in the area of management. The report should demonstrate the capability of the students for some creative potential and original approach to solve the practical problems in to-days business or industry. The report should include field studies, survey, interpretation, planning and design of improved integrated management systems, presented in a comprehensive manner with recommendations for solutions based on scientifically worked out data and viva will be conducted on the basis of the report.

Evaluation Patten

- Each student should carry out his / her investigation separately
- The mode of evaluating the student will consists of two parts. One of the basis of report writing and the other will be through Viva Voce
- The valuation of the Report writing and Oral examination will be by both External Examiner and Internal Examiner
- 80 Marks will be awarded for report writing and 20 Marks for oral examination
- Average of marks can be taken as final

The following are the components for report writing

- Content - 50 Marks
- Layout - 5 Marks
- Methodology - 10 Marks
- Grammar - 5 Marks

Mid Month Review - 10 Marks

Marks for Viva Voce

- Oral Presentation - 10 Marks
- Question & Answer - 10 Marks
- Project will be for a period of one month, which will be in the month of May of every academic year
- Each student should find a reputed industry to carry out his / her investigation with the approval of the department
- After completing his / her training, the student should get an attendance certificate from the company

Paper - XIX: Business Environment

Semester – V	4
Hours	
Code: B521	4
Credits	

Objectives:

- Provide an understanding of the role of business in society.
- To relate the Impact of Environment on Business in an integrative manner

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	To appraise and Recall the basic concepts of Business and its environment	K1, K5
CO2	To Interpret and Construct the economics systems	K2,K4, K5
CO3	Develop and Discuss about MRTP Act	K6
CO4	Recall and identify the Macro Economic Parameters	K1,K3
CO5	Examine the Five Year Plans	K4
CO6	To construct and Compile the overall Factors of Business Environment	K5,K6

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	2	2	2	3	3	3	3	3	2	2.69
2	3	3	3	3	3	3	2	3	3	3	3	3	2	2.84
3	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
6	3	3	3	3	3	3	3	3	3	3	3	3	2	2.92
Mean Overall Score													2.86	
Result													High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Lectures, simulation exercise, group discussions

Unit - I: Business & its Environment: Business & its Environment: Definition of Business Environment – Factors of Business Environment (Demographic, Economic, Geographical and Ecological, Social and Cultural, Political and Legal, Technological) – Classification of Business

Environment – Economic and Non Economic Environment – Interaction

Unit - II: Political & Constitutional Environment: Political & Constitutional Environment: Economic Systems – Functions of an Economic System – Types of Economic System (Capitalism, Socialism, Mixed) – Marxian Socialism – Gandhian and Sarvodaya Approach – Government and Business Relationship

Unit - III: IDRA & Consumer Protection Act: Industries (Development and Regulation) Acts: MRTP Act 1969 – Recommendation of Raghavan Committee – Legislation for consumer protection – The Consumer Protection Act 1986 – Consumerism

Unit - IV: Macro Economic Parameters: Macro Economic Parameters: Economic Development – Rostow’s Stages of Economic Growth – National Income – Definition and concepts – National Income Accounts – GNP – NNP – NI – PI – Computation of National Income – Factors Determining National Income – Five Year Plans of India – Objectives – Achievements.

Unit V – Environmental Analysis: Environmental Analysis: Privatization – Globalization – Liberalization – Environmental Analysis and Managerial Development – GATT and Tariffs – WTO – Trade Related Aspects of intellectual Property Rights (TRIPs) – TRIMS

Text Book:

1. Dr. Sankaran, Business Environment, Margham Publications, 2016
2. R. Veerappan & Dr. A. Arockiamary, Business Environment, JPS Publication, 2021

References:

1. K. Aswathappa, Legal Environment of Business, Himalaya Publications, 2013
2. M. Adhikary, Economic Environment of Business, Sultan Chand Sons 2014

3. Francis Chrunilam, Business Environment, Himalaya Publications, 2012
4. K. Aswathappa, Essentials of Business Environment, Himalaya Publications, 2012

Web Resources

1. <http://www.wikipedia.org>
2. <http://www.allbusiness.com>
3. <http://www.ehow.com>
4. <http://www.quickmba.com>
5. <http://www.businessballs.com>
6. <http://www.goidirectory.gov.in>

Paper - XX: Social Responsibility Project

Semester – V	1
Hour	
Code: B524J	1
Credit	

Objectives:

- The project is to provide exposure to various dimensions of corporate / individual social responsibility and its influence on the long term sustainability of the modern organizations. It emphasizes on the social responsibility of every individual in the society and its role in inclusive growth in the economy. It also focuses on sensitizing students with the life and needs of the downtrodden through village campus.

Course Outcomes:

- The student after completing this project would have understood various social issues in the society and understood his/her role and responsibility in overcoming such social issues and helping in bringing about equality and development in the society.

Village Exposure Camp: Each student is expected to complete the village exposure. The students will be participating in different community activities to get sensitized with different social issues faced by these villages.

NGO Visit: Student should identify an NGO and work and submit a report

Service-Learning Report: The report should be submitted to fulfill the requirements for the award of the Bachelor of Business Administration of Sacred Heart College during fifth semester of the programme. It consists of two parts – first a report on village visit and second part on visit to NGO.

Panel of Examiner

Head of the Department and Course Teacher

Elective - I: Paper - I: Consumer Behaviour

Semester – V

6

Hours

Code: B522A

4

Credits

Objectives:

- To impart to the students an understanding the importance of consumer behaviour in marketing, its models and influence
- To understand the models of consumer behavior

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	Relate the Knowledge of Consumer Behaviour	K1
CO2	Examine the Psychological influences of consumer behavior	K4
CO3	Determine & Interpret the Socio Cultural influences of consumer behavior	K3, K2
CO4	Rephrase the Purchase Decision Behaviour	K2
CO5	Determine and Defend the Online Decisions	K5
CO6	Originate the consumer behavior models	K6

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	2	2	2	3	3	3	3	3	2	2.69
2	3	3	3	3	3	3	3	3	3	3	3	3	2	2.92
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
Mean Overall Score														2.92
Result														High

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Lectures, Case studies, field based mini projects, individual and group presentation on the given assignment.

Unit - I: Introduction : Concepts – Characteristics – Significance – Dimensions of consumer behaviour – Factors – Application of knowledge of consumer behaviour in marketing decisions – Industrial buying behaviour – Process – types – difference.

Unit - II: Consumer Behaviour Models: Individual consumer behaviour models: Black box model – John Howard Model – Elements – Decision states – Howard Sheth Model – Variables – Engel-Kollat-Blackwell Model – Steps – Nicosia Model – Elements. Industrial Consumer Behaviour Models: Sheth Model – Aspects – Webster and Wind Model – Variables.

Unit - III: Internal Influences: Psychological influences on consumer behaviour – **Motivation** – Process – Theories – **Perception** – Features – Components – Factors – Process – **Learning** – Characteristics – Elements – **Attitude** – Nature – Functions – **Personality** – Nature – Significance – Influence.

Unit - IV: External Influences: Socio-Cultural Influences on Consumer Behaviour – Culture – Meaning – Characteristics – Factors – Subculture – Types – Cross Culture – Values – Social Class – Features – Social Stratification – Group – Nature – Types – Family – Types – Characteristics – Reference Group – Types – Communication – Process – Influence –

Designing effective Communication.

Unit - V: Purchase Decision Process: High and low involvement – Pre-purchase and Post purchase behaviour – Online purchase decision process – Diffusion of Innovation – Managing Dissonance – Emerging issues – Case Studies.

Text Book:

1. Supriya Singh and Naina Agarwal, Consumer Behavior, Thakur Publications, 2011.

References:

1. L.Venugopal Reddy, C N. Krishna Naik, Consumer Behaviour, Discovery Publishing House, 1999.
2. Jay D. Lindquist and Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, Biztranza, 2008.
3. Paul Peter et al., Consumer Behaviour and Marketing Strategy, Tata McGraw Hill, Indian, Edition, 7th Edition 2005.
4. Leon G.Schiffman and Leslie LasarKanuk, Consumer behaviour, Pearson, 2002.
5. Seth Mittal, Consumer Behaviour – A Managerial Perspective, Thomson Asia, 2003.

Web Resources:

www.iste.co.uk/index
www.icmrindia.org/casestudies/case_st...
www.researchandmarkets.com/reportinfo..
www.management-hub.com/marketing-cons
videos.najah.edu/sites/default/files/..

Elective – I: Paper II: Retail Management
Semester – V

6 Hours

Objectives:

- To impart to the students an understanding the importance of Retail management in the existing marketing field.
- Know various forms of retailing business techniques in India.

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	To categorize and gain knowledge on the store location, practical analysis of site and trading	K4
CO2	To appraise the critical elements of retail stores operations	K5
CO3	To Recall and Compile and equip with skills critical for physical distribution and store keeping strategies	K1, K6
CO4	Outline the Retail Marketing Mix	K2
CO5	Build the Retailing Strategy	K3
CO6	Translate and Utilize the Retail Space Management	K2,K3

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
2	3	3	3	3	2	3	3	3	3	3	3	3	3	2.92
3	3	3	3	3	3	3	3	3	3	3	3	3	2	2.92
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	2	3	3	3	3	3	2	2.84
6	3	3	3	3	3	3	3	3	3	3	3	2	2	2.84
Mean Overall Score													2.88	
Result													High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

Lectures, Case studies, field based mini projects, individual and group presentation on the given assignment.

Unit - I: Introduction to Retailing: Concept of retailing, Functions of retailing, Terms & Definition, Retail formats and types, Retailing Channels, Retail Industry in India, Importance of retailing, Scope of retailing.

Unit - II: The Retail Customer: Retail consumer behavior, Factors influencing the Retail consumer, Customer decision making process, Types of decision making, CRM. Retail Communication Mix, POP Displays, Merchandising.

Unit - III: Retail Market Segment: Market Segmentation, Targeting & Positioning, Kinds of Market and Dimensions of Segmentation. Retail Marketing Mix.

Unit - IV: Retailing Strategy: Importance of Retail locations, Types of retail locations, Retail Operations, Store administration, Inventory and Receipt Management, Customer service, Retail Pricing, Factors influencing retail price, Promotions Strategy.

Unit V: Retail Space Management: Retail Space and Ambience Management, Store layout and Design, Visual Merchandising, Emerging trends in retailing: Changing nature of retailing, Organized retailing, Modern retail formats, E-tailing, Challenges faced by the retail sector.

Text Book:

1. Michael Barton and others, Retailing management, Tata Mcgraw Hill co. 2014

References:

1. Piyush Kumar Suiha and others, Managing Retailing, Oxford University press. 2014
2. Andrew J. Newman and other, Retailing environment & operations, cengage learning Chennai, 2013
3. Nicholas Alexander, International Retailing, Oxford University press Chennai, 2013
4. KVS madaan, Fundamentals of Retailing, Tata Mcgraw Hill Co.,2014
5. Chetan Bajaj and others, Retail Management, Oxford University Press,2014
6. Neelesh Jani ,Retail Management, Global India Publications, New Delhi,2015
7. Sajai Gupta and GVR Preet Randhawa ,Retail Management, Atlantic publishers 2015

Web Resources:

www.retailingstrategy.com
www.retailspace.com management.com
www.retailing.com

Elective - I: Paper - III: Services Marketing

Semester - V

6

Hours

Code: B522C

4

Credits

Objectives:

- To understand the role of Service Marketing in the Society
- To make the students understand the uniqueness of Services Marketing
- To know about the Marketing of Services, Services sector contribution in the area of marketing
- Better exposure to students about the evolution and growth of service marketing sector
- They gain expert knowledge on marketing of the wide variety of service also available

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	Recall the Concepts of service design and expanded service marketing mix becomes familiar to students offer better employability skills to students	K1
CO2	Summarize and Plan the Emerging Business sector like Healthcare, Hospitality, Tourism, Education, Logistics and Entertainment Industries	K2,K3

CO3	Examine the challenges and opportunities in banking and financial service sector	K4
CO4	To Evaluate and Examine the students to gain knowledge on marketing on various services	K5
CO5	To motivate and estimate the Delivery Quality Service	K4,K6
CO6	Formulate the Basic concepts of service	K6

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
2	3	3	3	3	2	2	3	3	3	3	3	3	3	2.84
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	2	3	3	3	3	3	2	2.84
6	3	3	3	3	3	3	3	3	3	3	3	2	2	2.84
Mean Overall Score													2.88	
Result													High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Lectures, field projects, simulation exercise, group discussions

Unit - I: Introduction to Service Marketing: What is Service? – Service Management – How technology is leveraging customer service – The future of the services sector – Limitations in the growth in service industries – services in the modern economy – Goods Vs Services – Characteristics of Services – Classification of Services – The components of service – Categories in the decision making process

Unit - II: Marketing Mix in Services Marketing – I: Underlying concepts – The Product Life Cycle – New Services – Service Product Range – New Service Product Features – Failures – Success – Service Product Elimination – Characteristics of services and prices – Price Terminologies – Understanding the costs of service incurred by customers – Understanding Value – Establishing monetary Pricing Objectives – Pricing Strategy – Pricing and Marketing Strategy

Unit III – Marketing Mix in Services Marketing – II: Promotional Objectives – Difference in Promoting Services – Selection Criteria – Developing & Guidelines

to improve the promotional mix – The role of Sales Promotion – Sales Promotion Tools – Direct Marketing – Public Relations – Placing or Distribution methods for services – People, Physical Evidence and Process

Unit - IV: Delivering Quality Services & Performance: The impact of service quality - Approaches to service quality – Dimensions of service quality – A model of service quality – Service gaps – Quality traps – Causes – How to improve service quality – Service quality information system – Measures for service monitoring and improvement – performance, monitoring and stabilizing procedure – Service performance metrics – Design and collection of right data – Monitoring service performance

Unit - V: Marketing of Services: Health & Hospital Service – Tourism Service – Professional or Consultancy Services – Telecommunication services – Roadways – Railways – Postal and courier – Education – International marketing services – Event Management

Text Book:

1. Dr. L. Natarajan, Services marketing, Margham Publications, 2016

References:

1. Dr. B. Balaji, Services Marketing, S. Chand, 2016
2. Gurdev Singh Thankur & Supreet Babnrath, Service Marketing, Kalyani, 2014
3. Christopher H. Lovelock, Jocehn Wirtz, Services Marketing, Pearson Education, 2013

Web Resources:

www.marketstrategies.com
www.practitionerstrategies.com
www.fsfinancialstrategies.com
www.learnmarketing.net/servicemarketi..
marketingteacher.com/lesson-store/les...

Subject Skill - I: Paper - I: Sales & Distribution Management
Semester – V **6**
Hours
Code: B523A **4**
Credits

Objective:

- The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organising and managing sales force and marketing channels.

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	Relate and Translate the Nature and Scope of Sales Management	K1.K2
CO2	Identify and Examine the role of Sales Personal	K3,K4
CO3	Evaluate the Sales Programme	K5
CO4	Originate the different channels	K6
CO5	Summarize and discuss the Channel information systems	K2
CO6	Imagine the role of Sales Personnel	K6

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.92
2	3	3	3	3	3	2	3	3	3	3	3	3	3	2.92
3	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
Mean Overall Score													2.93	
Result													High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Lectures, Case studies, Application exercises, Group or Class learning activities, Experiential Exercises

 -----**Unit - I: Nature and Scope:** Nature and scope of Sales Management; Setting and Formulating Personnel; Developing and

Conducting Sales Training Programmes; Designing and Administering Compensation Plans

Unit - II: Sales Personnel: Supervision of Salesmen; Motivating Sales Personnel; Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Objectives and Quotes for Sales Personnel

Unit - III: Sales Evaluation: Developing and Managing Sales Evaluation Programme; Sales Cost and Cost Analysis. An overview of Marketing Channels, their structure, Functions and Relationships.

Unit - IV: Channel Intermediaries: Channel Intermediaries – Wholesaling and Retailing; Logistics of Distribution; Channel Planning Organizational Patterns in Marketing Channels; Managing Marketing Channels; Marketing Channel Policies and Legal Issues.

Unit - V: Information System: Information System and Channel Management, Assessing Performance of Marketing Channels including sales force; International Marketing Channels

Text book:

1. Krishna K. Havaldar and Vasant M Cavale, Sales and Distribution Management - Tata Mcgraw Hill. 2014

References:

1. Bill DONALDSON, Sales Management, principles, process and practice, Palgrave macmillan 2012
2. Pingalivenugopal, Sales and Distribution management, An Indian perspective sage, 2013
3. Basics of Distribution Management A logistical approach, By Satish. K Kapoor and Purvakansal, PHI learning PVT Ltd.,
4. Kujnish Vashisht , A practical Approach to Sales Management, Atlantic publishers, 2013
5. Joseph F Hair and others, Sales Management, India Edition, Cengage learning. 2014
6. CL Tyagi and Arunkumar, Sales Management , Atlantic publishers.

Web Resources:

www.channelintermediaries.com
www.wholesale.com
www.retailing.com
www.informationssystem.com
www.internationalmarketingchannels.com

Subject Skill - I: Paper II: Business Taxation**Semester – VI****6****Hours****Code: B523B****3 Credits****Objective**

- To provide an understanding of the theory taxation for business.

Course outcome

- To gain a theoretical knowledge about taxation.

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	Contrast the Tax System in India	K4
CO2	Evaluate the Classification of Taxes	K5
CO3	Interpret and Make use of GST	K2.K3
CO4	Develop the SWOC of GST	K3
CO5	Recall the Types of GST	K1
CO6	Formulate the Basic information related to tax	K6

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
2	3	3	3	3	2	2	3	3	3	3	3	3	3	2.84
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00

4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	2	3	3	3	3	3	2	2.84
6	3	3	3	3	3	3	3	3	3	3	3	2	2	2.84
Mean Overall Score														2.88
Result														High

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology

- Class room teaching of each the units followed by regular exercise, surprise tests and Practical assignments.

Unit - I: Introduction to taxation and tax system in India: History of Taxation - Definition of Tax – Features or characteristics of tax – Objectives of taxation – Canons of taxation – Characteristics of a good tax system. Indian constitution and tax system in India - Taxation powers of Union Govt. and State Govt. (list – I, II, III) – Allocation of revenues between the Centre and the States- Features and problems of Indian tax system – Reform of Tax system in India.

Unit – II: Classification of Taxes: Direct and Indirect taxes – its merits and demerits – Difference between Direct and Indirect taxes – Direct taxes levied by Central Govt., State Govt., and local Govt., – Indirect tax levied by Central Govt., State Govt., and local Govt., – Proportional, Progressive, Regressive and Digressive taxes – Single and Multiple tax system – Its merits and demerits.

Unit – III: GST (Goods and Service Tax): History of GST – Constitutional Amendment – What is GST? – Meaning of GST – Worldwide GST – Elements of GST bills – Dimensions of GST – Effects of GST on Indian economic growth – Action plan of GST council – Scope of GST – Administration of GST – GST Bills – Difference between present structure and GST.

Unit –IV: SWCO of GST: Strength and Weaknesses of GST in India – Threats of GST – Challenges of GST and Opportunities of GST – Objectives of GST – Justification of GST.

Unit V: Types of GST in India: CGST – SGST – IGST AND UTGST – GST impact on Central Government and State Govt. – Exemptions under GST – Advantages and Disadvantages of GST – Impacts of GST on Indian Economy – GST rates.

Text Book:

1. T.S. Reddy and Hari Prasad Reddy, Business Taxation, Margham Publications,2019.

Subject Skill - I: Paper - III: Project Management

Semester – V	6
Hours	
Code: B523C	4
Credits	

Objective:

- The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a projects
- To understand the project management concepts
- To impart knowledge on Project identification & Appraisal
- To help the students to identify feasible projects

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	To Tell about the project management procedures	K1
CO2	To Rephrase the methods of financing such projects and controlling its cost	K2
CO3	To learn and determine the understanding about project evaluation	K5
CO4	To know about how to prepare project in Business and also develop it	K3
CO5	Examine the Administrative agencies for project management	K4
CO6	Originate the Implementation of Project Management	K6

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	3	2	3	3	3	3	3	3	2.92
2	3	3	3	3	3	3	2	3	3	3	3	3	3	2.92
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
4	3	3	3	3	3	3	3	3	3	3	2	2	3	2.84
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00

6	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
Mean Overall Score														2.94	
Result														High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Lectures, Case studies, Application exercises, Group or Class learning activities, Experiential Exercises

Unit – I: Concepts of Project Management: Concepts of project management -concept of a project categories of projects - project life - cycle phases - project management concepts - tools and techniques for project management. The project manager - roles and responsibilities of project manager

Unit – II: Project Formulation: Project formulation - formulation stages - bottlenecks - feasibility report - financing arrangements - finalization of project implementation schedule

Unit – III: Administrative Agencies: Administrative agencies for project approval Ministry of Finance - Bureau of public enterprises planning commission public investment board - Organizing human resources and contracting - delegation project manager’s authority -project organization - accountability in project execution - contracts -‘R’ of contracting - tendering and selection of contractors - team building

Unit – IV: Procedures: Organizing systems and procedures - working of systems - design of systems -project work system’ design - work break down structure - project execution plan -project procedure manual project control system - planning scheduling and monitoring - monitoring contracts and project diary

Unit – V: Project Implementation: Project implementation stages project direction - communications in a project - coordination guidelines for effective implementation reporting in project management - project evaluation and its objectives, types and methods.

-----**Text Book:**

1. Choudhary , Project Management Tata McGraw Hill Pub, 2016

References:

1. Clifford F Gray, Project Management: The Managerial Process (Special Indian Edit.), Oregon State University, 2014
2. Chandra, Prasanna, Projects: Planning, Analysis, Selection, Financing, implementation and Review. 2013

Web Resources:

1. www.projectlifecycle.com

2. www.administrativeagenceministryoffinance.com
 3. www.projectimplementation.com
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Subject Skill - I: Paper - IV: Investment Management	
Semester – V	6
Hours	
Code: B523D	4
Credits	

Objective:

- The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a investment

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	To enable and extend to the students to understand the nature, scope and structure of Investment Management	K2
CO2	To impart and organize the basic knowledge and skills on Investment	K3
CO3	To Apply and learn and understand the foreign Direct investment concepts	K4

CO4	Recall and Appraise Stock Exchange	K1,K5
CO5	Originate Portfolio Management	K6
CO6	Formulate the Fundamental Analysis of different indicators	K6

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
2	3	3	3	3	2	2	3	3	3	3	3	3	3	2.84
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	2	3	3	3	3	3	2	2.84
6	3	3	3	3	3	3	3	3	3	3	3	2	2	2.84
Mean Overall Score													2.88	
Result													High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

Lectures, Case studies, Application exercises, Group or Class learning activities, Experiment

Course Outcomes

Unit- I: Introduction to Investment: Investment –Features of Investment – Principles of Investment – Various kinds of Investment – Stages involved – Investment Vs Speculation– Sources of Investment Information

Unit- II: Investment Risk Analysis: Investment Risk - Systematic Risk- Unsystematic Risk - Business Risk - Measurement of Risk - Corporate Securities - New Issue Market - Allotment of Shares - Bonus share Debentures, Bonds -Guide lines

Unit- III: Stock Exchange: Conventional Stock Exchanges - New Stock Exchange - Primary Market , Secondary Market - Listing of Securities - Security Market Indicators - Securities and Exchange Board of India (SEBI) - Objectives- Functions - SEBI Guidelines.

Unit- IV: Fundamental Analysis: Fundamental Analysis - Economic Analysis - Industry Analysis - Company Analysis - Technical Analysis -

Types of Charts – Indicators – Evaluation – Return Analysis – Security Valuation

Unit- V: Portfolio Analysis: Portfolio Analysis – Portfolio Construction & Management – Portfolio Evaluation & Portfolio Revision

TEXT BOOK

1. Dr. S. Krishnamoorthy & S. Maria John : Investment Management – Paramount Publications, Palam, 2015

REFERENCE

1. Dr. V.K.Bhalla, Investment Management – S.Chand & Company Ltd, New Delhi, 2015

2. Dr. Preeti Singh, Investment Management-Himalaya Publishing House, Mumbai, 2015

Self-Study Paper: Paper- I: Brand and Product Management

Semester – V

Code:

1

Credit

Objective:

- To impart in depth knowledge to the students regarding the theory and practice of Brand and Product Management

Course Outcome:

- To successfully establish and sustain brand and lead to extensions
-

-----Unit - I: Basic Concepts of Product Management:

Understanding brands – Characteristics of branding and practices, Brand Manager concept and organization product management.

Unit - II: Branding: Assessment of Brands through research – Brand identity, Brand personality, Brand Image. Brand Identity, Brand Positioning, Brand Equity, Value addition from Branding – Brand – Customer Relationships, Brand Loyalty and Customer loyalty.

Unit - III: Managing Brands: Managing brands, Brand Creation, Brand Extensions, Brand product relationships, Important factors in conception and various stages of growth and maturity of brands.

Unit - IV: Product Analysis: Brand Portfolio, brands going international, brand revitalization, brand repositioning, financial aspects of brands, branding in different sectors, customer, industrial, retail and service brands.

Unit - V: New Product Development: New product development and launching, managing development risk, product portfolio management, incremental and radical innovation, product leadership, power brands, emerging trends in brand and product management.

Text Book:

1. Aaker David, A Managing Brand Equity, New York Free press, 1st Edition 1991

References:

1. C. Merle Crawford, C. Anthony Di Benedetto, New Products Management, McGraw Hill/ Irwing 2004
2. Cowley, Don Understanding Brands, London
3. Kapfere, J. N. Strategic Brand Management, New York Free Press
4. Linda Gorchels, The product manager's Handbook, McGraw Hill
5. YLR. Moorthi, Brand Management – The Indian context, Vikas Publishing House

Web Resources:

1. www.branding.com
 2. www.newproductdevelopment.com
-

Self-Study Paper: Paper - II: Integrated Marketing Communication Semester – V

Code: **1**
Credit

Objective:

- Understand the basic aspects of Advertisement & Sales Promotion

Course Outcome:

- Knowledge about Advertisement, Media, Execution of Advertisement, Sales Promotion, Campaign etc

Unit - I: Introduction to Advertisement: Introduction to Advertisement: Concept and definition of advertisement – Social, Economic and Legal Implications of advertisements – setting advertisement objectives – Advertisement Agencies – Selection and remuneration – Advertisement campaigns.

Unit - II: Advertisement Media: Advertisement Media: Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements - related to sales – Media strategy and scheduling.

Unit - III: Design and Execution of Advertisement: Design and Execution of Advertisement: Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio - Television and Web advertisements – Media Research – Testing validity and Reliability of ads – Measuring impact of advertisements.

Unit - IV: Introduction to Sales Promotion: Introduction to Sales Promotion: Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented.

Unit - V: Sales Promotion Campaign: Sales Promotion Campaign: Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Out sourcing sales promotion national and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – Online sales promotions.

Text Book:

1. Saravanavel & Sumathi, Advertising & Sales Promotion, Margham Publications, 2009
2. Wells, Moriarty & Burnett, Advertising, Principles & Practices, Pearson Education, 2007

References:

1. S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 2001.
2. George E Belch and Michel A Belch, Advertising & Promotion, McGraw Hill, Singapore, 1998.
3. Julian Cummings, Sales Promotion, Kogan Page, London 1998.
4. E. Betch and Michael, Advertising and Promotion, McGraw Hill, 2003.
5. Jaishri Jefhwaney, Advertising Management, Oxford, 2008.

Web Resources:

1. www.advertisingage.com
2. www.Internetretailer.com
3. www.promomaganine.com
4. www.emarketer.com

Non Major Elective – Paper I - Management Concepts	
Semester – V	2
Hours	
Code: NBB504	1
Credit	

Objective:

- To expose the students to the concepts of Business Management

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level (K Level)
CO1	The students should be able to apply the concepts of management to various kinds of organizations	K3
CO2	Learn the concepts and formulate the planning	K6
CO3	Relate and assess the knowledge of Organization and & Staffing	K1 & K5
CO4	Outline the importance of effectiveness of directing & coordination	K2
CO5	Analyze the importance, process & types of controlling	K4
CO6	Demonstrate and apply the elements of management	K2 & K3

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
2	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
Mean Overall Score													2.96	
Result													High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Unit - I: Introduction: Management – Definition – Importance – Role and Function of a Manager – Contribution of Fayol, Taylor, Elton Mayo and Drucker only

Unit - II: Planning: Planning – Nature – Purpose – Steps – Types – Merits and Demerits of Planning – MBO – Decision Making- Definition – Steps only

Unit - III: Organizing

Organizing – Purpose – Formal and Informal Organization – Authority and Responsibility - Departmentation – Span of Control – Delegation – Centralization and Decentralization

Unit - IV: Directing: Direction – Leadership – Definition – Types – Qualities – Importance -Motivation – Definition – Types – Theories (Maslow & Herzberg Only) – Communication – Definition – Process - Barriers

Unit - V: Controlling: Controlling – Concept of Control – Methods of Control – Co-ordination – Need – Principles – Approaches to achieve effective Co-ordination

Text Book:

1. Jayashankar, Principles of Management, Prassana Publications. 2012

References:

1. Koontz & Weirich, "Essentials of Management: An International perspective", 8th Edn. Tata McGraw-Hill, New Delhi, 2009.
2. Koontz H. "Essentials of Management 5E, Tata McGraw-Hill, New Delhi, 1994.

3. Stephen P. Robbins & David A. Decenzo, "Fundamentals of Management", Pearson Education, New Delhi, 3rd Edn. 2001
4. L.M. Prasad, Principles of Management, Sultan Chand Publications, 2007
5. Dinkar Pagare, Business Management, Sultan Chand Publications, 2003

Web Resources

1. www.shrm.org
 2. www.shrmindia.org
 3. www.ipma-hr.org
 4. www.ahrd.org
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Paper - XXII: Strategic Management

Semester – VI	6
Hours	
Code: B623	5
Credits	

Objectives:

- This course is to help students to integrate their knowledge of the functional areas of business into a holistic view of the firm and thereby determine and execute proper business level and corporate strategies
- The students will come to know the various strategies used by the firms at different instances.
- The students will inherit the strategic decision making skills

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	Specific and show the emphasis will be placed on identifying key drivers and issues that serve as the inputs to developing a strategy; moreover, students will learn to assess the impact on various strategic decisions on the organizations wide array of stakeholders.	K2
CO2	Inference the knowledge of various business models	K5
CO3	The students will analyze and rephrase how strategic implementation takes place in organizations	K3
CO4	The students will evaluate and develop the strategies operated in different firms	K6
CO5	Recall the different Strategic Indent	K1
CO6	Discover the Corporate Level Strategies	K4

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
2	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
Mean Overall Score													2.96	
Result													High	

- High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Lectures, Case studies, field based mini projects, individual and group presentation on the given assignment.

Unit - I: Conceptual Framework: Evolution of strategic management and business policy – Understanding Strategy – Levels – Strategic Decision-

Making – Issues – Introduction to Strategic management – Definition – Phases – Elements - Model.

Unit - II: Strategic Intent: Concepts of Stretch, Leverage and Fit – Vision – Nature – Definition – Benefits – Process- Mission – Definition – How mission statements are formulated - Characteristics of a mission – Business Definition – Goals and objectives – Role of Objectives – Characteristics – Issues.

Unit - III: Corporate Level Strategies – I: Growth Strategies – Concentration Strategies – Integration Strategies – Diversification Strategies – Cooperation Strategies (Strategic Alliances, Joint Ventures, Merger, Acquisition) – Stability Strategies – Types.

Unit - IV: Corporate Level Strategies – II: Retrenchment Strategies – Turnaround Strategy – Corporate Restructuring – Divestment Strategy – Liquidation Strategy – Combination Strategies – Guidelines for situation when particular strategies are most effective.

Unit - V: Strategic Evaluation and Control: Concept – Nature – Need – Participants – Role – Barriers – Concept and types of Strategic Control – Concept and Process of operational Control – Techniques for strategic control – How to make strategic control effective – Rumeli's criteria for evaluation and control – Tilles' criteria for evaluation and control – Strategic Audit.

Text Book:

1. Strategic Management and Business Policy, Azhar Kazmi, McGraw Hill, 2008. Strategic Management, Dr.C.B.Gupta, S.Chand & Company Pvt.Ltd.,2014

References:

1. Fred.R.David, Strategic Management and Cases, PHI Learning, 2008.
2. Upendra Hachru, Strategic Management Concepts & Cases, Excel Books, 2006.
3. Saloner and Shepard, Podolny, Strategic Management, John Wiley, 2001
4. Lawrence G. Hrebiniak, Making strategy work, Pearson, 2005

Web Resources:

1. www.businessweek.com,
 2. www.foxnes.com,
 3. www.atimes.com,
 4. www.brandweek.com
- -----

Paper - XXIII: Entrepreneurial Development

Semester – VI	4
Hours	
Code: B624	4
Credits	

Objectives:

- To introduce basis of Entrepreneurship
- To familiar with concepts and process of Entrepreneurship
- Acquire the knowledge of current business opportunities

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	To Interpret and induce entrepreneurial thoughts to the students	K2
CO2	To Construct ensure the qualities of entrepreneurs in the mind set of the students	K6
CO3	To predict, Judge and motivate the students to become entrepreneur	K5, K6
CO4	To Utilize to start up the business plan and project	K1
CO5	To organize the business, how to create and assist	K3,K1
CO6	To interpret the project and project formulation	K4

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	3	2	3	3	3	3	3	3	2.92

2	3	3	3	3	3	3	2	3	3	3	3	3	3	2.92
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
4	3	3	3	3	3	3	3	3	3	3	2	2	3	2.84
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
Mean Overall Score														2.94
Result														High

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Lectures, Case studies, Application exercises, Group or Class learning activities, Experiential Exercises, Visit to the factories

Unit - I: Conceptual Frame Works: Entrepreneur- Evolution – Definition – Entrepreneur and enterprise – Entrepreneur and managers – Intrapreneurs – Qualities of entrepreneurs – Types and functions of entrepreneurs – Role of entrepreneurs in economic development – Entrepreneurship – Nature – Characteristics - Barriers – Behavioral pattern affecting entrepreneurship – Entrepreneurial Process – Challenges.

Unit - II: Institutions Assisting Entrepreneurs & Creation of Business: DIC – SIDO – NSIC – SIDCO – SISI – SIPCOT – ITCOT – NIESBUD – NAYE – commercial banks – Self Help Groups – Micro Credit – Institutional Finance System. Creation of Business ideas – Idea generation methods – Creative Problem Solving – Legal Consideration.

Unit - III: Project Appraisal: Meaning of Project – Objectives – Classification – Identification – Internal and external constraints – Techno Economic Survey – Project Life Cycle – Formulation and significance – Elements of Formulation – Project Selection – Design – Basic concepts of Network Analysis – CPM – PERT.

Unit - IV: Women Entrepreneurs in India & Project Formulation: Prospects - problems in Women development – role of self help group towards women empowerment - Project identification and formulation – Business Plan – Marketing Plan – Financial Plan – Organizational Plan.

Unit - V: International Entrepreneurship: International Entrepreneurship – Entrepreneurial partnering – Types – International Trade Protectionism – Trade Blocks – GATT, WTO.

Text Book:

1. R.V. Bedi and N.V. Bedi, Entrepreneurship, Vrinda Publications, 2014

References:

1. P. Saravanavel, Entrepreneurial Development, Esspee Kay Publications, 2016
2. Jayshree Suresh, Entrepreneurial Development, Margam Publications, 2016
3. S.S. Khanka, Entrepreneurial Development, S. Chand, 2015
4. Dr. Vasant Desai, Small Scale and Industries and Entrepreneurship, Himalaya Publishing, 2012

Web Resources:

1. www.ediindia.org
 2. www.enterweb.org/entrship.htm
 3. www.bdu.ac.in/skillbased/etd.pdf
 4. wikieducator.org
- -----

Paper - XXIV: Social Sensitivity Skills

Semester – VI	1
Hour	
Code: B625	1
Credits	

Objectives:

This course intends to facilitate coexistence in a rapidly changing world characterized by diversity and exponential new development in social structure. The course aims create ability to practice harmonious living and develop necessary skills to enrich each other in society. The skills covered will be social adaptability, Environmental adaptability, legal adaptability.

Course Outcomes:

After the completion of the course, the students will be:

- More aware about their duties and responsibilities towards their society and fellow beings and will be able to assess the impact and consequences of their actions on the society.
- Able to understand the procedures to file FIRs and RTIs, applying for their driving licenses, PAN card, VISA and other legal documentations.
- Able to understand and exercise their rights and duties better and will have the knowhow of what to be done during the time of emergencies.
- Possessing the skills to examine environmental problems with a critical approach and will be able to develop sustainable models to help resolve and environmental issue.

Unit 1: Social tolerance: Cultural acceptance, Political Acceptance, Acceptance of all communities – gender and gender preference.

Unit 2 : Political responsibility: Duties as a responsible citizen, importance of participating in elections, safeguarding of public property.

Unit 3: Community Service: Social Safety, Road Safety, Women Safety, health and hygiene.

Unit 4: Driving License, Aadhar, Visa, Passport etc apply in online.

Unit 5: Environmental Adaptability: Reduction in the use of plastics; reduction in urban air and noise pollution, cleaning water bodies.

Report: 80 Marks, Viva: 20 Marks

Elective Paper – II Paper - IV: Banking & Insurance	
Semester – VI	4
Hours	
Code: B626A	4
Credits	

Objectives:

- Understand the role of Banking and Insurance sector in the changing environment

- To know about the Banking Functions & Insurance Policies

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	To develop the basic concepts of banking	K6
CO2	To rephrase the different types of deposits	K2
CO3	To Construct and defend the negotiable instruments	K3, K4
CO4	To Recall the basic principles of Insurance	K1
CO5	Interpret the types of Insurance	K5
CO6	To analysis and Evaluate the banking and insurance	K6

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
2	3	3	3	3	2	3	3	3	3	3	3	3	3	2.92
3	3	3	3	3	3	3	3	3	3	3	3	3	2	2.92
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	2	3	3	3	3	3	2	2.84
6	3	3	3	3	3	3	3	3	3	3	3	2	2	2.84
Mean Overall Score													2.88	
Result													High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Lectures, field projects, banking visits, simulation exercise, group discussions

Unit - I: Introduction

Definition of Banker - Definition Customer – Classification of Banks – Commercial Banks – Functions – Central Banking and RBI – Credit Control – Monetary Implications of Modern Banking Operations.

Unit - II: Types & Operations of Deposits:

Customer Accounts with Bank – Types of Deposit Accounts – E-Banking – ATM Cards – Personal Identification Number – Online enquiry and update facility – Electronic Fund Transfer – Electronic Clearing System.

Unit - III: Negotiable Instrument:

Negotiable Instruments – Definition – Essential – Features – Bills of Exchange – Draft – Cheque – Crossing – Types of Crossing – Holder and Holder in due course – payment in due course endorsement – Types of Endorsement – Rights and duties of paying banker – dishonor of Cheques.

Unit - IV: Principles of Insurance:

Insurance – Definition – Nature – Functions – Classification – Importance – Contract of Insurance – Principles of Insurance – Types of Insurance.

Unit - V: Types of Insurance:

Life Insurance – Meaning – Definition – Principles – Types of Life Policies – Fire Insurance – Meaning – Causes of Fire – Policy Condition – Hazard Types of Fire Policy – Motor Insurance – Meaning and its types.

Text Book:

1. Sharma, Gupta Shashi & Jagwant Sing, Banking & Insurance, Kalyani, 2015

References:

1. Indian Institute of Banking & Finance, Principles of Banking, Macmillan, 2015
2. Sundaram & Varshney, Banking Law and Practice, Sultan Chand, 2016
3. Garg Archana & Aggarwal Manika, Banking and Insurance Law & Procedure, Kalyani, 2014
4. M.N. Mishra & S. B. Mishra, Insurance, Principles and Practice, S. Chand, 2013

Web Resources:

www.rbi.org.in> Speeches

www.afajof.org

www.bankmanagement.com

www.defaultrisk.com

www.iibf.org.in

www.nibmindia.org

Elective Paper - II: Paper - V: Logistics & Supply Chain Management

Semester – VI	6
Hours	
Code: B626B	4
Credits	

Objectives:

- To understand the role of logistic and supply chain management in the modern society
- To make the students understand the uniqueness of logistic and supply chain management

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	To adapt the basic logistics management to the students	K6
CO2	To Evaluate the basic logistic network and resources	K5
CO3	Choose the basic logistic demand and forecasting	K1
CO4	Interpret the models of supply chain management	K2
CO5	Organize the supply chain management strategy	K3
CO6	Extend the supply chain management to ERP	K4

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		

														of COs
1	3	3	3	3	2	2	2	3	3	3	3	3	2	2.69
2	3	3	3	3	3	3	3	3	3	3	3	3	2	2.92
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
Mean Overall Score														2.92
Result														High

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Lectures, field projects, simulation exercise, group discussions

Unit- I: Logistics Management: Logistics Design – Logistics Management – Definition – Meaning -Types - Transportation – Inventory – Warehousing – Material Handling and Packaging – Organizational Structures.

Unit- II: Logistics Network: Logistics Network – Logistics Resources – Principles of Logistics Information – Application of Information Technologies – Barcode – Scanning.

Unit-III: Logistics Demand: Logistics Demand – Forecasting – The Nature of Demand – Forecast Components – Forecast Technique – Forecast Error - Logistics Location Structure.

Unit-IV: Supply Chain Management Models: Supply Chain Management Models – Definition – Objectives –Applications – Types – Conceptual Models – Key issues in supply chain management.

Unit-V: Supply Chain Management Strategy: Supply Chain Management Strategy – Inventory Management – Push and Pull Systems – Demand and cash flow in supply chain management – Enterprise Resource Planning (ERP) – Supply chain management matrix.

Text Books:

1. Donald J. Bolversox and Daavis J. Closs, Logistics Management. The integrated supply chain process Tata McGraw Hill, 2006.

2. David Simchi – Levi, Philip Kaminsky and Edith Simchi – levi, Designing and managing the supply chain concepts, strategies and case, 2nd Edition, Tata McGraw Hill, 2006
3. David A. Taylor, Supply chain – A Manager’s Guide, Pearson Education, 2006.

References:

1. Rahul, V. Altekar, Supply chain Management, Concepts & Cases, PHI learning, 2006.
2. Ailawadi, Rakesh Singh, Logistics Management, PHI Learning 2006.
3. Donald Waters, Palgrave, Logistics. An introduction to supply chain management, Macmillan, 2006.
4. Sarika Kulkarni, Ashok Sharma, Supply Chain Management, Tata McGraw Hill Publishing Company 2004.
5. Harold Dyckhoff, Springer, Supply Chain Management and Reverse Logistics, International Edition, 2004

Web Resources

1. www.logisticsmanagement.com
 2. www.modelsof supplychainmanagement.com
 3. www.logisticsforecasting.com
-
-

Elective Paper - II: Paper - VI: Total Quality Management	
Semester – VI	6
Hours	
Code: B626C	4
Credits	

Objective:

- The objective of this course is to cover not only Quality Management concepts

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	To find out the basic concepts of TQM	K1
CO2	Demonstrate the SQC and Inspection	K2
CO3	Construct and Evaluate the Theories of TQM	K3,K5
CO4	Examine JIT with analysis	K4
CO5	Defend and Develop the concept TPM	K4,K5
CO6	Formulate the quality management concepts	K6

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
2	3	3	3	3	2	2	3	3	3	3	3	3	3	2.84
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	2	3	3	3	3	3	2	2.84
6	3	3	3	3	3	3	3	3	3	3	3	2	2	2.84
Mean Overall Score													2.88	
Result													High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology

- Power Point Presentation, Participative type classes, case study, Assignments , test. Subject quiz, Factory visit and field study, seminar, Game, Subject Video presentation and Illustrative exercise

-----**Unit - I: Basic Concepts:** Definitions – TQM framework – benefits - awareness and obstacles. Customer focus: customer perception of quality - Customer retention. Dimensions of product and service quality.

Unit - II: Statistical Quality Control and Inspection: Conceptual Approach to SQC –Statistical Process Control – Quality Control – Quality Circle.

Unit - III: Theories: Overview and contributions of Deming, Juran, Crosby, Masaaki Imai (kaizen concept), Ishikawa, Taguchi techniques. Taguchi loss function - concepts of quality circle- Japanese 5s principles- 8d methodology.

Unit - IV: Just in Time: KANBANQ - 7 Tools – Taguchi Loss Function – Failure Analysis – Just in Time – JIT Pull System – JIT Purchase.

Unit - V: Total Productive Maintenance: Optimum Maintenance Decisions – Total Productive Maintenance – Process Design – Buyer Seller Relations – Supply Chain Management

Text Books:

1. Subburaj, Total Quality Management, Tata mcgraw hill, 2006.
2. Shridhara Bhat, Total Quality Management, Himalaya Publishing house, 2006.

References:

1. Ansari.A and Modarress, JIT purchasing, Free press, Newyork.
2. Sandeepa Malhotra, Quality Management planning, Deep & Deep, 2006

Web Resources

1. www.JIT.com
 2. www.tqm.com
 3. www.kanbanq.com
 4. www.supplychainmanagement.com
-
-

Subject Skill -II: Paper - V: Financial Services

Semester – VI	6
Hours	
Code: B627A	4
Credits	

Objectives:

- To understand the role of financial institutions and Stock exchanges

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	Infer the basic Indian Financial System	K2
CO2	Construct the concept NBFII	K6
CO3	Decide the role of financial institutions in Financial Markets	K5
CO4	Examine the Functions of NSE	K4
CO5	Organize to invest the money into financial institutions	K3
CO6	List out the basic inputs of financial systems	K1

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.92
2	3	3	3	3	3	2	3	3	3	3	3	3	3	2.92
3	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92

5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
Mean Overall Score														2.93	
Result														High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Lectures, field projects, simulation exercise, group discussions

Unit - I: Indian Financial System: Indian Financial system –financial system and economic development -Banks as financial intermediaries –Need or Importance of Capital Market – Classification of Capital Market in India

Unit- II: NBFIs: Non –Banking financial intermediaries –Unit trust of India –Mutual Funds –Hire Purchase Finance Companies –Lease Finance Companies –National Housing Bank –Housing Development Finance Corporation –Housing Urban Development Corporation Functions and Services.

Unit -III: Financial Institutions: Special financial institutions –IDBI, ICICI, IFCI –EXIMBank –SFCS -SIDCS –functions and services.

Unit- IV: NSE: National Stock Exchange (NSE) –OTCEI –SEBI –Powers and function –Discount and Finance House of India (DFHI) – Organizational Structure of Stock Exchanges in India – Growth of Stock Exchanges in India – Present Position of Stock Markets in India – Need to control stock exchanges – Steps taken by Government for promoting capital market in India.

Unit - V: Merchant Banking: CRISIL - Debentures – Shares – Underwriting of Shares - Bonds - Merchant banking – functions and services underwriting – credit rating agencies in India.

Text Book:

1. B. Santhanam, Banking and Financial System, Margham Publications
2. Gorden and Natarajan, Financial Institution and Services, HPH.

References:

1. Bhole L.M. Financial Institutions and Market, TMH.
2. Avadhani V.A., Investment and Securities markets in India, HPH.
3. Kulkarni P.V., Corporate Finance –HPH
4. Khan M.Y. Financial Services, TMH.
5. Bhatia & Batra, Management of financial services, Deep & Deep

Web Resources:

1. www.NSE.com
 2. www.idbi.com
 3. www.icici.com
 4. www.merchantbanking.com
 5. www.icici.com
 6. www.ifci.com
- -----

Subject Skill - II: Paper - VI: Customer Relationship Management
Semester – VI **6**
Hours
Code: B627B **4**
Credits

Objective:

- The objective of this course is to enable the students to understand the importance of satisfying the customer in today's competitive world

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	Identify the basic concepts of CRM	K3
CO2	Demonstrate the Customer Learning Relationships	K4

CO3	Extend and Evaluate the CRM Program	K2,K5
CO4	Recall the CRM Process	K1
CO5	Construct the Technology in CRM	K6
CO6	Discover the functions of CRM	K3

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
2	3	3	3	3	2	3	3	3	3	3	3	3	3	2.92
3	3	3	3	3	3	3	3	3	3	3	3	3	2	2.92
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	2	3	3	3	3	3	2	2.84
6	3	3	3	3	3	3	3	3	3	3	3	2	2	2.84
Mean Overall Score													2.88	
Result													High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Case Study, Tutor class, Lecture, Group discussion etc

Unit- I: Introduction: CRM –Introduction –Definition –Need for CRM – Complementary Layers of CRM –Customer Satisfaction –Customer Loyalty –Product Marketing –Direct Marketing.

Unit- II: Customer Learning Relationships: Customer Learning Relationship –Key Stages of CRM –Forces Driving CRM –Benefits of CRM – Growth of CRM Market in India –Key Principles of CRM.

Unit- III: CRM Program: CRM Program –Groundwork for Effective use of CRM –Information Requirement for an Effective use of CRM –Components of CRM –Types of CRM

Unit – IV: CRM Process: CRM Process Framework –Governance Process –Performance Evaluation Process.

Unit – V: Technology in CRM: Use of Technology in CRM –Call Center Process –CRM Technology Tools –Implementation –Requirements Analysis –Selection of CRM Package –Reasons and Failure of CRM

Text books:

1. Customer relationship management, K.Balasubramaniyan, GIGO publication, 2005.
2. The essentials guide to knowledge management – E-business and CRM application, Amrit tiwana, Pearson education, 2001.

References:

1. E-business –Roadmap for success, Dr.Ravi Kalakota, Pearson education asia, 2000.
2. Business –The Dell way, Rebecca saunders, India book distributors, 2000.

Web Resources

1. www.crmprocess.org
 2. www.customerlearningrelationship.com
-

Subject Skill - II: Paper - VII: Business to Business Marketing
Semester – VI **6**
Hours

Credits**Objective:**

- The Course attempts to expose the various concepts of Industrial marketing to students who have had a foundation course in marketing

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	Construct the concept of Industrial Marketing	K6
CO2	Compare the Segmentation of Marketing	K5
CO3	Illustrate the Product Management Concept	K2
CO4	List out the methods of Pricing	K1
CO5	Organize and Examine the Marketing Strategy	K3,K4
CO6	Determine the various Levels of B2B marketing	K5

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	3	2	3	3	3	3	3	3	2.92
2	3	3	3	3	3	3	2	3	3	3	3	3	3	2.92
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
4	3	3	3	3	3	3	3	3	3	3	2	2	3	2.84
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
Mean Overall Score													2.94	
Result													High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Lectures, Case studies, Application exercises, Group or Class learning activities, Experiential Exercises.

-----**Unit - I: Introduction:** Introduction to Industrial marketing – Industrial Marketing Operations.

Unit - II: Segmentation of Marketing: Segmentation in Industrial Marketing, Demand concepts for Industrial products, Industrial Marketing Research, Industrial Buyer Behaviour.

Unit - III: Product Management: Product Management – Product line planning – New Product development strategy.

Unit - IV: Pricing: Pricing, Distribution, Advertising and Sales Promotion of Industrial Products.

Unit - V: Marketing Strategy: Marketing strategy for Industrial Firms – Product Market Management – Developing & Evaluating Strategies – Effective implementation of Strategies – Case Studies.

-----**Text books:**

1. Industrial Marketing Management M. Govindarajan, Vikas publishing House PVT Ltd., 2014
2. Industrial Marketing by MILIND T. Phadtare - PHI learning PVT Ltd, 2014

Web Resources:

1. www.industrialmarketing.com
 2. www.segmentationinindustrialmarketing.com
 3. www.productmanagement.com
 4. www.pricing
- -----

Subject Skill - II: Paper - VIII: Corporate Social Responsibility
Semester – VI **6**
Hours
Code: B627D **4**
Credits

Objective:

- The Course attempts to expose the various concepts of Ethics and CSR activities

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level
CO1	To know about the various events of CSR	K1
CO2	To understand and Infer the techniques and competencies required to plan for events	K2
CO3	To Identify the Consumer Protection Issues	K3
CO4	To Determine and Demonstrate the Eco System	K4, K5
CO5	Construct the Role of Government	K6
CO6	Deduct the basic inputs of CSR	K3

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84

2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92	
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00	
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00	
Mean Overall Score														2.96	
Result														High	

High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Lectures, Case studies, Application exercises, Group or Class learning activities, Experiential Exercises.

Unit-I: CORPORATE ETHICS: Values – concepts – types and formation – principles of managerial ethics – relevance of ethics and values in business

Unit-II: CORPORATE SOCIAL RESPONSIBILITY (CSR): Social responsibility of a business firm – stakeholders – response of Indian firms towards CSR

Unit-III: CONSUMER PROTECTION: Consumerism – unethical issue in sales, marketing and technology – competitive strategy

Unit-IV: BUSINESS AND ECO SYSTEM: Markets for eco system services – issues and opportunities for business in socially and environmentally sensitive world – social and environmental problems and shaping market – 3 P’s of sustainability – people – profits

Unit-V: ROLE OF GOVERNMENT: Regulatory framework – SEBI – competition Act – Competition Commission of India

TEXT BOOK:

1. Baxi C.V & Prasad Ajit, Corporate social responsibility, Excel Books, 2014

REFERENCES:

1. Kaur Tripat, Values and ethics in management, Galgotia publications, 2010
2. Chakraborty S.K, Human values for managers, Excel Books, 2010
3. Badi R.V & Badi N.V., Business ethics, vrinda Publications, 2010

Self-Study Paper: Paper – III: Management & Business Cases
Semester – VI

Code: **1**
Credit

Objectives:

- To enable the students to understand the basic management cases and practical situations

Course Outcomes:

1. To enable the basic concepts in management with practical situations.
 2. To understand the business and management cases
 3. The student will analyze management cases and try to analyze cases
 4. To know about practical knowledge in case studies
 5. To know and understand the General Management Issues
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Unit- I INTRODUCTION TO CASE METHODS: Introduction to case method – principles underlying case method – Case Method of instruction – Case writing – Case Method and Roles.

Unit-II: CASE STUDIES & MAJOR CONCEPTS: Case studies on the major concepts of OB: Organizational culture – Organizational change – Leadership - Motivation

Unit-III: CASE STUDIES & MAJOR CONCEPTS OF HRM: Case studies on the major concepts of HRM: Human resource development, Performance Management, Career Planning. Employee satisfaction – Case studies on the major concepts of Marketing management: Marketing strategy and Brand Management.

Unit-IV: CASE STUDIES ON GENERAL MANAGEMENT: Case studies on General Management issues: Strategic management, Globalization, recent management practices, Ethics and social responsibility. Case studies from famous companies: General Management Issues - Current Management and Business issues and case analysis.

Unit-V : CASE STUDIES FROM FAMOUS COMPANIES: General Management Issues - Current Management and Business issues and case analysis.

Text Book:

1. Neeta Basporkikar, Cases Methods- Cases in Management, 2nd Edition, Himalya Publishing House, Hew Delhi, 2010

References:

1. Cases in Management, 1st Edition, Excel Publishers private Lts, (All India Management Association) New Delhi, 2005
2. G..P. Capt., H.Kaushal, Cases study solutions, - Marketing 2nd edition - Macmillan India Limited, New Delhi. 2005
3. G..P.Caps. H.Kaushal, Case study solutions – Human resources 2nd edition – Macmillan India Limited, New Delhi, 2005

Self-Study Paper – Paper IV: Event Management
Semester – VI

Code:
Credit

1

Objectives:

- To enable the students to understand the essentials of planning an event
- To study the concept and significance of event management

Course Outcome:

- Knowledge about organizing the event

Unit - I: Introduction: Introduction to Event Management: Concepts – Nature – Scope – Evolution of professional event management – Significance and components of events – Starring and managing event business – Event Co-ordination.

Unit - II: Conceptualizing and designing event: Key Elements of event s- Activities in event management – Planning – Organizing – Staffing – Leading – Coordination – Controlling – Event Management Information System.

Unit - III: Event Production: Staging an event – Choosing the event site – Developing the theme – Conducting rehearsals – Providing Services – Arranging catering – Inter Personal skills and public relations – Necessity of human resource management and human relationships.

Unit - IV: Celebrity Management: Corporate event management, Experiential Marketing, Event Marketing, Finance Management in Events, statutory requirements for events, safety and security in event.

Unit - V: Evaluation of Event Performance: Basic Evaluation process – measuring performance – formative evaluation – Objective evaluation- Summative evaluation – correcting deviations – critical evaluation points – Event management industry: India / International / Present and Future.

Text Book

1. Sanjaya Singh Gaur & Sanjay V. Saggere , Event Marketing and Management, Himalayas Publications, 2015

References:

1. Sanjay sing, Event Management, Himalayas Publications, 2014
2. Supriya, Event Management, Tahur Publications, 2013

Web Resources:

1. www.eventmanagement.com
 2. www.eventperformance.com
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Non Major Elective: Paper - II: Organizational Behaviour
Semester – VI
Hours

2

Credit**Objective**

- To establish knowledge in the areas of Personality, Perception and attitudes.

Course Outcomes and Cognitive Level Mapping:

After successful completion of the courses, the student will be able to

CO	Co-Statement	Cognitive Level (K Level)
CO1	To identify and choose the fundamental concepts of Organization Behaviour	K3 & K6
CO2	Construct and decide the Perception and Attitude of Human Behaviour	K6 & K5
CO3	To relate and compare groups and construct their development by motivation and power	K2 & K5
CO4	Discover and create effective leaders to manage the stress	K4
CO5	Recall and learn the fundamentals of organization and climate	K1
CO6	After the completion of this course the student shall be able to determine the nature, scope, importance of Organizational Behaviour	K5

Mapping of CO with PO and PSO

CO	Programme Outcomes (PO)							Programme Specific Outcomes						Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
1	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
2	3	3	3	3	2	2	3	3	3	3	3	3	3	2.84
3	3	3	3	3	3	2	2	3	3	3	3	3	3	2.84
4	3	3	3	3	3	3	3	3	3	3	2	3	3	2.92
5	3	3	3	3	3	3	2	3	3	3	3	3	2	2.84

6	3	3	3	3	3	3	3	3	3	3	3	2	2	2.84
Mean Overall Score														2.86
Result														High

- High – (2.1 – 3), Medium – (1.1 – 2), Low – (0 – 1)

Methodology:

- Lectures, Case studies, Application exercises, Group or Class learning activities, Experiential Exercises.

Unit - I: Introduction: Definition – Foundation of Individual Behaviour – Models of Organizational Behavior – Personality – Types and Theories of Personality – Perception – Perception Process – Factors affecting Perception – Perception and its application in Organizational Behavior.

Unit - II: Learning & Motivation: Learning, Values and Attitudes - Motivation – Contribution of Maslow, Herzberg, McClelland, McGregor – Motivational Techniques.

Unit - III: Groups: Group Dynamics – Functions of Formal, Informal Groups – Types – Group Decision Making.

Unit - IV: Organizational Climate and Development: Organizational Climate – Organizational Development – Need – Steps – Business Ethics.

Unit - V – Organizational Conflict: Organizational Conflict – Causes, Types, Management of Conflict

Text Book:

1. Jayasankar, Organizational Behaviour, Margham Publications, 2011

References:

1. S.S. Khanka, Organizational Behaviour, S. Chand, 2008
2. Stephen P. Robins, Organizational Behaviour, PHI Learning / Pearson Education, 11th Editio, 2008
3. Fred Luthans, Organizational Behavior, McGraw Hill, 11th Edition, 2001
4. Schermerhon. Hunt and Osborn, Organizational Behaviour, John wiley, 9th Edition, 2008
5. Udai Pareek, Understanding Organizational Behaviour, 2nd Edition, Oxford Higher Education 2004

Web Resources:

1. www.obweb.org
2. http://www.indianchild.com/organizational_behavior.htm
3. www.obmnetwork.com
4. <http://onlinelibrary.wiley.com/journal>
5. www.mbti.com
6. www.humanmetrics.com

7. <http://www.thinkingmanagers.com/>
 8. www.mindtools.com
 9. www.studygs.net
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Certificate Courses

Certificate in NGO Management

Unit – I – Concepts and Functions of NGO

Introduction – What is an NGO? – Define NGO – Does the Government Recognize NGOs? – Kinds of NGO's Functioning in India – Working of NGOs – NGO Environment – Issues in NGO Management - Aid to Development – Poverty and Development – Poverty and Exploitation – Poverty and Powerlessness – Development Indicators .

Unit – II Problem Identification

Introduction – Problem Identification – Problems of NGOs – Strengthening Voluntary Efforts – Managing People – Governance – Governance and Management – Need for Good Governance for NGOs – Ethical Challenges – Leadership – Need for Leadership with values .

Unit – III Strategy and Planning

Elements of Strategy – Introduction – Understanding your organization – Organization Development- Strategy and Planning – Strategy in the Management World – Elements of a Strategic Plan – Core Values – Strategic Goals.

Unit – IV: SWOT Analysis

Introduction – SWOT analysis – Meaning of Strengths and Weakness – Alternative Formats to Analyze Strengths and Weaknesses – Matching Strength and Weaknesses– The concept of Synergy.

Unit - V: Process of Management & Reporting

Planning – Organizing – Staffing – Directing – Controlling – Coordinating - Introduction to Communications– General Guidelines in Preparing Reports – Procedure of Reporting – Stages in Reporting – Long Reports – Short Reports.

Reference Books

1. Abell, Derek F and John S. Hammond: Strategic Market Planning: Problems and Analytical Approaches, Prentice Hall, Englewood Cliffs: New Jersey

2. Peter Drucker: Tasks, Responsibilities, Practice, New York: Harper & Row
 3. Ansoff, H Igor: Business Strategy, Penguin Books Limited, Harmondsworth
 4. Porter, Michael E: Competitive Strategy: Techniques for Analyzing Industries and Competitors, The Free Press, A Division of Macmillan publishing Co
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Certificate in Tourism Management

Unit - I

Definition of tourism and the need for tourism. The birth, growth and development of tourism - factors influencing growth of tourism - tourism in India and abroad.

Unit - II

Tourism - planning -need for planning - government's role in planning - tourism under five year plans. Tourism marketing -concepts and importance - marketing functions in tourism - tourist marketing mix.

Unit-III

Tourism and culture - tourism and people: tourism and economic development - tourism and growth of related industry, tourism and employment.

Unit - IV

Tourism pricing - methods of pricing - tourism promotion - advertising costs - steps in planning an advertising campaign -tourist publicity.

Unit-V

Tourism and government administrative systems - ministry of tourism - department of tourism -Indian tourism development corporation -world tourism organization -travel agents in India.

Reference Books

1. Tourism and hotel industry in India -Anand M.M.
2. Perspectives of Indian Tourism in India - Clib SN.
3. Successful tourism management - Pran Nath Seth.
4. The management of tourism - Bukart A J.
5. The social implications of tourism development - Butler R W