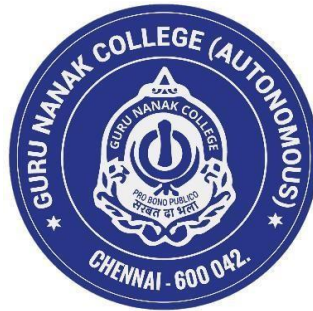


# **GURU NANAK COLLEGE (AUTONOMOUS)**

(Affiliated to University of Madras and Accredited at A++ Grade By NAAC)

Guru Nanak Salai, Velachery, Chennai - 600042



## **SCHOOL OF MANAGEMENT**

### **Bachelor of Business Administration – BBA**

**(SEMESTER PATTERN WITH CHOICE BASED CREDIT SYSTEM)**

**(For the UG Batch of 2024-27 thereafter)**

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# **LOCF - LEARNING OUTCOME BASED CURRICULUM FRAMEWORK**

## **PREAMBLE**

### **1. About the Programme**

Bachelor of Business Administration (BBA) is an under graduate programme which equips the students with professional management qualification leading to acquire business leadership roles. With the growing challenges in businesses, BBA education is growing too. This programme provides a good head start for students who wish to develop their managerial and entrepreneurial skills. This programme takes students through the core areas of management including marketing, financial management and human resource management.

BBA Programmes focusses on business related courses. The programme offers knowledge through training in management and interpersonal skills. This programme helps the students learn various aspects of business administration through classroom lectures, internships and projects.

### **2. Vision**

To achieve excellence in management education with a commitment towards economy and society.

### **3. Mission**

1. To keep pace with the dynamic industry requirements and management practices.
2. To enhance knowledge through workshops, seminars and guest lectures.
3. To meet corporate expectations.

### **4. Programme Educational Outcomes (PEOs)**

#### **1. Values of Life, Ethics & Social Concern**

The graduates exhibit truth, loyalty, and love as integral moral principles, thereby contributing to a society characterized by enhanced well-being and fundamental goodness in behavior.

## **2. Employability & Entrepreneurship**

The graduates apply analytical, logical, and critical problem-solving skills in professional contexts, elevating employability and cultivating entrepreneurial capabilities through upskilling.

## **3. Regional/National/Global Relevance & Competency**

The graduates foster advanced analytical skills and a heightened appreciation for current Regional/National/Global perspectives, enabling informed and sustainable decision-making in a dynamic environment.

## **4. Skill Enhancement, Self-Directed & Lifelong Learning**

The graduates independently engage in skill-based learning, utilizing infrastructure and opportunities for continuous upskilling, enabling self-evaluation and lifelong excellence attainment.

## **5. Research Skills & Innovation**

The graduates proficiently apply scientific reasoning, fostering creativity, strategic thinking, and effective problem-solving skills. They demonstrate a core competency in generating innovative ideas for advancements and inventions.

## **5. Programme Outcomes:**

PO1: Applying knowledge of management theories and practice to solve business Problems

PO2: Fostering analytical and critical thinking abilities for data-based decision making

PO3: Making students abreast with the E business solutions

PO4: Improving ability to develop ethical and value-based leadership

PO5: Building the capacity to understand the business environment

## **6. Programme Specific Outcomes (PSOs)**

PSO 1: Understanding conceptual and analytical framework of Business Analytics required for effective decision making.

PSO 2: Providing knowledge on various functional aspects of business research

PSO 3: Inferring Changing Business environment

PSO 4: Comprehending Organizational Behavior

PSO 5: Interpreting Financial statements

## 7. PEO-PO Mapping

	<b>PEO 1</b>	<b>PEO 2</b>	<b>PEO 3</b>	<b>PEO 4</b>	<b>PEO 5</b>
<b>PO 1</b>	3	3	3	3	3
<b>PO 2</b>	3	3	3	3	3
<b>PO 3</b>	3	3	3	3	3
<b>PO 4</b>	3	3	3	3	3
<b>PO 5</b>	3	3	3	3	3

## 8. PO-PSO Mapping

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>PSO 1</b>	3	3	3	3	3
<b>PSO 2</b>	3	3	3	3	3
<b>PSO 3</b>	3	3	3	3	3
<b>PSO 4</b>	3	3	3	3	3
<b>PSO 5</b>	3	3	3	2	3

## 9. Choice Based Credit System (CBCS)

The College follows the CBCS with Grades under the Semester pattern. Each course is provided with a credit point based on the quantum of subject matter, complexity of the content and the hours of teaching allotted. This is done after a thorough analysis of the content of each subject paper by the members of the Board of Studies and with the approval of the Academic Council. Students are also offered a variety of Job oriented Elective, Multidisciplinary skill-based courses as part of the curriculum. Students can earn extra credits by opting for Massive Open Online Courses (MOOCs) and Certificate Courses.

The evaluation method under CBCS involves a more acceptable grading system that reflects the personality of the student. This is represented as Cumulative Grade Point Average (CGPA) and Grade Point Average (GPA)

which are indicators of the Academic Performance of the student. It provides students with a scope for horizontal mobility and empowers them with the flexibility of learning at their convenience.

### **Eligibility for Admission**

Candidates admitted to the first year of the UG programme should have passed the higher Secondary Examinations (Academic or Vocational Stream) conducted by the Government of Tamil Nadu or an examination accepted as equivalent thereof by the Syndicate of the University of Madras. Students applying for the PG programme should have taken the UG degree in the relevant subject from a recognized university as per the norms of the University of Madras.

**For B.Com. (Hons):** Candidates admitted to the first year of the B.Com. (Hons.) programme should have passed the higher secondary examinations conducted by the Government of Tamil Nadu or an examination accepted as equivalent thereof by the Syndicate of the University of Madras with 75 % cut-off in Commerce/Business studies, Accountancy, Economics and Business Mathematics/ Mathematics.

**For MBA:** The basic requirement for admission to the MBA programme is a Bachelor's degree in any discipline with a minimum of 50% marks in aggregate and satisfactory test score in MAT Entrance Test conducted by AIMA, New Delhi / TANCET for MBA conducted by Government of Tamil Nadu / CAT / XAT or any other approved MBA Entrance Tests.

**For MCA:** Only those candidates who have passed B.C.A/B.Sc. in Computer Science or any other equivalent degree OR passed B.Sc./B.Com/BA with Mathematics at 10 + 2 level or at graduation level (with Optional bridge course in Mathematics), provided they have undergone the course under 10+2+3 pattern and obtained at least 50% of marks (45 % marks in case of candidates belonging to reserved category) in the qualifying examination shall be eligible for admission to the M.C.A. Programme.

### **Duration of the Course**

The UG programme is of three years duration with six semesters and the PG programme is of two years duration with four semesters. The period from June to November is termed as the odd semester and the period from December to April is referred to as the even semester. Each semester must compulsorily have 90 working days before the students appear for the final End Semester Exam.

### **Course of Study**

The main course of study for the Bachelor's Degree shall consist of the following:

#### **Foundation Courses**

PART - I: Tamil/ Hindi /Sanskrit/French

PART - II: English

#### **Core Courses**

PART - III: Consisting of (a) Main subject (b) Allied Subjects (c) Elective subjects related to the main subject of study and project work.

PART – IV: Those who have not studied Tamil up to XII standard and have taken a non- Tamil language under Part – I, shall opt for Basic Tamil in the first two semesters.

Those who have studied Tamil up to XII standard, and taken a non -Tamil language under Part – I, shall opt for Advanced Tamil in the first two semesters.

Others, who do not come under either of the clauses mentioned above, can choose a Non-Major Elective (NME) in the first two semesters.

Soft Skills (I, II, III & IV Semesters)

Self-Study (Compulsory) Course (III Semester)

Environmental Studies (IV Semester)  
 Value Education (V Semester)  
 Summer value (After IV Semester)

**PART - V: Compulsory Extension Services**

A Student shall be awarded one credit for compulsory extension service. A student must enroll in NSS / NCC /Sports & Games/ Citizen Consumer Club / Enviro Club or any other service organization in the College and should put in compulsory minimum attendance of 40 hours, which shall be duly certified by the Principal of the College. If a student lacks 40 hours compulsory minimum attendance in the extension services in any Semester, s/he shall have to compensate the same, during the subsequent Semesters.

**Course Structure**

The UG programme consists of 15-19 Core courses with 3-4 credits for each paper, 3 Elective courses and 4 Allied courses with 4-5 credits for each paper in addition to 4 Soft Skill courses with two credits each. Internship as a compulsory component carries 2 credits. The B.Com. (Hons) course has 31 core courses of 4 credits each and project with 8 credits.

The MBA programme has 15 core courses including project work with 4 credits, 6 elective courses with 3 credits, 2 extra disciplinary courses with 3 credits, Four Soft Skill courses with two credits each.

The MCA programme has 15 core courses of 2-4 credits, 5 Elective courses of 3 credits, 2 Extra- disciplinary courses of 3 credits and a project work of 17 credits.

Internship training is a compulsory component for all the UG & PG programmes.

**10. Consolidated Credit Structure for all the 3 years**

<b>Course component</b>		<b>No. of Papers</b>	<b>Credits</b>
<b>Part I</b>	Language	2	6
<b>Part II</b>	English	2	6
<b>Part III</b>	Core	19	76
	Allied	4	20
	Elective	3	15
<b>Part IV</b>	NME	2	4
	Soft Skills	4	8
	EVS	1	2
	Value Education	1	2
	Internship	1	2
	Self-study course	1	2
<b>Part V</b>	Extension activity	1	1
<b>Total</b>		<b>41</b>	<b>144</b>



## 11. Credit Distribution for Each Semester:

Semester	Part	Course Component	Name of the Course	Credits	Hours/week	CIA	ESE	Total
I	I	Language	Language- I	3	6	50	50	100
	II	English	English- I	3	4	50	50	100
	III	Core Paper- I	Financial Accounting (Common to B.Com (GEN), B.Com (MM), B.Com (AF), B.Com (ISM, BBA)	4	5	50	50	100
		Core Paper- II	Principles of Management (Common to B.Com (GEN), B.Com (BM), B.Com (MM), B.Com (AF), B.Com (ISM, BBA)	4	5	50	50	100
		Allied- I	Managerial Economics	5	6	50	50	100
	IV	NME –I	Basic Tamil I/Advanced Tamil I / Essentials of Branding	2	2	50	50	100
		Soft Skills -I	Communication Skills and Personality Development Skills	2	2	50	50	100
<b>Total</b>				<b>23</b>	<b>30</b>	<b>350</b>	<b>350</b>	<b>700</b>

Semester	Part	Course Component	Name of the Course	Credits	Hours/week	CIA	ESE	Total
II	I	Language	Language-II	3	6	50	50	100
	II	English	English-II	3	4	50	50	100
	III	Core Paper- III	E-Business (Common to B.Com (ISM), BBA)	4	5	50	50	100
		Core Paper- IV	Marketing Management (Common to B.Com (GEN), B.Com (AF), B.Com (MM), B.Com (BM), B.Com (ISM), BBA)	4	5	50	50	100
		Allied- II	International Economics	5	6	50	50	100
	IV	NME - II	Basic Tamil II/Advanced Tamil II/ Business Etiquette and Corporate Culture	2	2	50	50	100
		Soft Skills II	Interview Skills and Resume Writing	2	2	50	50	100
<b>Total</b>				<b>23</b>	<b>30</b>	<b>350</b>	<b>350</b>	<b>700</b>

Semester	Part	Course Component	Name of the Course	Credits	Hours/week	CIA	ESE	Total
III	III	Core V	Overview of Business Environment	4	6	50	50	100
		Core VI	Management Accounting (Common to B.Com (GEN), B.Com (CS), B.Com (MM), B.Com (AF), B.Com (ISM), BBA)	4	6	50	50	100
		Core VII	Business Communication (Common to B.Com (GEN), B.Com (BM), B.Com (MM), B.Com (AF), B.Com (ISM), BBA)	4	5	50	50	100
		Core VIII	Legal Aspects of Business (Common to B.Com (GEN), B.Com (A&F), B.Com (MM), B.Com (BM), BBA)	4	5	50	50	100
		Allied III	Statistics and Operations Research - I (Common to B.Com (GEN), B.Com (BM), B.Com (MM), B.Com (ISM), B.Com (A&F), BBA)	5	6	50	50	100
	IV	Soft Skills III	Digital Proficiency and Multimedia Skills	2	2	50	50	100
		Self-study paper (Compulsory Course) Can choose any one from the two given	1. Indian Heritage and Knowledge System/ 2. Contemporary World and Sustainable Development	2	-	-	100	100
	<b>Total</b>				<b>25</b>	<b>30</b>	<b>300</b>	<b>400</b>

Semester	Part	Course Component	Name of the Course	Credits	Hours/week	CIA	ESE	Total
IV	III	Core IX	Organizational Behavior	4	5	50	50	100
		Core X	Financial Management (Common to B.Com (GEN), B.Com (CS), B.Com (BM), B.Com (MM), B.Com (AF), B.Com (ISM), BBA)	4	5	50	50	100
		Core XI	Goods and Service Tax and Customs Law (Common to B.Com (GEN), B.Com (CS), B.Com (AF), BBA)	4	5	50	50	100
		Core XII	Financial Services	4	5	50	50	100
		Allied IV	Statistics and Operations					

			Research - II (Common to B.Com (GEN), B.Com (BM), B.Com (MM), B.Com (ISM), B.Com (A&F), BBA)	5	6	50	50	100
	IV	Soft Skills IV	Foundations of Quantitative Aptitude	2	2	50	50	100
		EVS	EVS	2	2	50	50	100
<b>Total</b>				<b>25</b>	<b>30</b>	<b>350</b>	<b>350</b>	<b>700</b>

Semester	Part	Course Component	Name of the Course	Credits	Hou rs/w eek	CIA	ESE	Tota l
V	III	Core XIII	Business Research (Common to B.Com (BM), BBA)	4	6	50	50	100
		Core XIV	Entrepreneurial Development Common to B.Com (GEN), B.Com (BM), B.Com (MM), B.Com (AF), B.Com (ISM), BBA)	4	6	50	50	100
		Core XV	Management Information System (Common to B.Com (ISM), BBA)	4	6	50	50	100
		Core XVI	Operations Management	4	6	50	50	100
		Elective I – IDE	<b>a.</b> Managerial Skill Development <b>b.</b> Event Management	5	5	50	50	100
	IV	Value Education	Value Education	2	1	50	50	100
		Internship	Internship	2	-	-	-	-
	<b>Total</b>				<b>25</b>	<b>30</b>	<b>300</b>	<b>300</b>

Semester	Part	Course Component	Name of the Course	Credits	Hou rs/w eek	CIA	ESE	Tota l
VI	III	Core XVII	Fundamentals of Business Analytics	4	6	50	50	100
		Core XVIII	Advertising Management	4	6	50	50	100
		Core XIX	Services Marketing	4	6	50	50	100
		Elective II	Human Resource Management (Common to B.Com (GEN), B.Com (MM B.Com (ISM), BBA)	5	6	50	50	100
		Elective III	Project Work (Group)	5	6	50	50	100

	V	Extension activity	Participation in NSS/NCC/ Enviro Club, etc.	1	-	-	-	-
<b>Total</b>				<b>23</b>	<b>30</b>	<b>250</b>	<b>250</b>	<b>500</b>
<b>Grand Total</b>				<b>144</b>	<b>180</b>			

## Examination

Continuous Internal Assessment (CIA) will be for 50 percent and End Semester Examination (ESE) will be for 50 percent.

### Continuous Internal Assessment (CIA)

Every semester will have a mid-semester examination which will be conducted on completion of 45 working days in each semester. A Model exam for three hours duration will be conducted on completion of 80 working days in each semester. For the courses coming under Part IV, ESE will be conducted in MCQ pattern. Internship credits will be given in semester V after verification of documents by the respective Heads. The schedule for these tests is as follows:

CIA	Schedule	Syllabus Coverage
Mid Semester Examination	After <b>45</b> working days of the Semester	60%
Model Examination	After <b>80</b> working days of the Semester	95%

The components for the CIA (Theory & Practicals) are as follows:

Internal Components			
Assessment Type	Nature	Maximum Marks	% of Weightage
CIA	Mid Semester Examination	50	10
Model	Model Examination	100	10
	Assignment		10
	Class activities		15
	Attendance		5
Total			50

The class activity relates to a programme of accepted innovative techniques such as Seminar, Quiz, Portfolio creation, Power Point presentation, Objective tests, Role play, Group discussion, Case Study etc. The mode of evaluation of the class activity will be fixed before the commencement of the semester and an approval will be obtained from the Head of the programme/wing. The students will be informed of the various methods of evaluation once the semester begins.

A record of all such assessment procedures will be maintained by the department and is open for clarification. Students will have the right to appeal to the Principal in case of glaring disparities in marking. CIA marks for practical subjects will be awarded by the respective faculty based on the performance of the student in the model practical examination, observation notebook, submission of record books, regularity and attendance for the practical classes. The attendance particulars for practical classes will be maintained by the concerned faculty. The marks for attendance will be awarded as per the following:

Percentage of General Attendance	Marks Awarded
90-100	5
75-89	4
60-74	3
<60	0

## Semester Examinations (ESE)

After the completion of a minimum of 90 working days each semester, the End Semester Examinations will be conducted. Examinations for all UG and PG programmes will be held for all courses in November/December and April/May. Practical examinations will be conducted only during the end of the odd / even semester before, during or after the commencement of the theory exam. The schedule for ESE Practicals will be notified by the Controller of Examinations in consultation with the Dean (Academics)

### 12. Mode of Evaluation

METHODS OF EVALUATION		
Internal Evaluation	Mid Sem Exam (10)	50 Marks
	Model Exam (10)	
	Assignment (10)	
	Class activity (15)	
	Attendance (5)	
External Evaluation	End Semester Examination	50 Marks
Total		100 Marks

### 11. Method of assessment

<b>Remembering (K1)</b>	<ul style="list-style-type: none"> <li>• The lowest level of questions requires students to recall information from the course content</li> <li>• Knowledge questions usually require students to identify information in the textbook.</li> <li>• Suggested Keywords: <b>Choose , Define, Find, How, Label, List, Match, Name, Omit, Recall, Relate, Select, Show, Spell, Tell, What, When, Where, Which, Who, Why</b></li> </ul>
<b>Understanding (K2)</b>	<ul style="list-style-type: none"> <li>• Understanding off acts and ideas by comprehending organizing, comparing, translating, interpolating and interpreting in their own words.</li> <li>• The questions go beyond simple recall and require students to combined at altogether</li> <li>• Suggested Keywords: <b>Classify, Compare, Contrast, Demonstrate, Explain, Extend, Illustrate, Infer, Interpret, Outline, Relate, Rephrase, Show, Summarize, Translate</b></li> </ul>
<b>Application (K3)</b>	<ul style="list-style-type: none"> <li>• Students have to solve problems by using / applying a concept learned in the classroom.</li> <li>• Students must use their knowledge to determine a exact response.</li> <li>• Suggested Keywords: <b>Apply, Build, Choose, Construct, Develop, Experiment with, Identify, Interview, Make use of, Model, Organize, Plan, Select, Solve, Utilize</b></li> </ul>
<b>Analyze (K4)</b>	<ul style="list-style-type: none"> <li>• Analyzing the question is one that asks the students to breakdown something into its component parts.</li> <li>• Analyzing requires students to identify reasons causes or motives and reach conclusions or generalizations.</li> <li>• Suggested Keywords:</li> </ul>

	<p><b>Analyze, Assume, Categorize, Classify, Compare, Conclusion, Contrast, Discover, Dissect, Distinguish, Divide, Examine, Function, Inference, Inspect, List, Motive, Relationships, Simplify, Survey, Take part in, Test for, Theme</b></p>
<b>Evaluate (K5)</b>	<ul style="list-style-type: none"> <li>● Evaluation requires an individual to make judgment on something.</li> <li>● Questions to be asked to judge the value of an idea, a character , a work of art, or a solution to a problem.</li> <li>● Students are engaged in decision-making and problem–solving.</li> <li>● Evaluation questions do not have single right answers.</li> <li>● Suggested Keywords:</li> </ul> <p><b>Agree, Appraise, Assess, Award, Choose, compare, Conclude, Criteria, Criticize, Decide, Deduct, Defend, Determine, Disprove, Estimate, Evaluate, Explain, Importance, Influence, Interpret, Judge, Justify, Mark, Measure, Opinion, Perceive, Prioritize, Prove, Rate, Recommend, Rule on, Select, Support, Value</b></p>
<b>Create (K6)</b>	<ul style="list-style-type: none"> <li>● The questions of this category challenge students to get engaged in creative and original thinking.</li> <li>● Developing original ideas and problem solving skills</li> <li>● Suggested Keywords:</li> </ul> <p><b>Adapt, Build, Change, Choose, Combine, Compile, Compose, Construct, Create, Delete, Design, Develop, Discuss, Elaborate, Estimate, Formulate, Happen, Imagine, Improve, Invent, Make up, Maximize, Minimize, Modify, Original, Originate, Plan, Predict, Propose, Solution, Solve, Suppose, Test, Theory</b></p>

# **SEMESTER - I**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH:2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: CORE PAPER- I</b>
<b>COURSE NAME: FINANCIAL ACCOUNTING</b>	<b>COURSE CODE:</b>
<b>SEMESTER: I</b>	<b>MARKS: 100</b>
<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>
<b>THEORY AND PROBLEMS</b>	

(Common to B.Com (GEN), B.Com (MM), B.Com (AF), B.Com (ISM), BBA)

### **COURSE OBJECTIVE:**

Introduction to basic concepts of Single-entry system, Depreciation, BRS and Departmental accounts.

### **COURSE OUTCOMES:**

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

1. Acquire the basic concepts of accounting and preparation of final accounts.
2. Understand the procedures of Accounting under Single entry system.
3. Know the different methods of charging depreciation.
4. Exposure regarding insurance claims and Bank reconciliation statement.
5. Obtain knowledge and applicability of Departmental accounts.

### **UNIT I**

**(17 Hours)**

Meaning and Scope of Accounting - Branches of Accounting – Objectives of Accounting - Brief Outline on Indian Accounting Standards - Preparation of Final Accounts – Trading Account - Profit & Loss Account - Balance Sheet – Adjusting Entries – Closing Stock, Outstanding Expenses, Prepaid Expenses, Depreciation, Accrued Income, Income Received In Advance, Bad Debts, Provision for Bad and Doubtful Debts, Interest on Capital and Interest On Drawings.

### **UNIT II**

**(17 Hours)**

Accounts from Incomplete Records (Single Entry System) – Meaning, Features, Defects, Differences Between Single Entry and Double Entry System - Net Worth Method – Conversion Method.

### **UNIT III**

**(15 Hours)**

Depreciation-Meaning–Causes–Difference Among Depreciation, Amortization And Depletion- Concept of Depreciation – Different Methods of Depreciation - Providing Depreciation As Per Indian Accounting Standard– Straight Line Method and Written Down Value Method (Change In Method Excluded)

### **UNIT IV**

**(14 Hours)**

Bank Reconciliation Statement- Insurance Claims, Claim for Loss Of Stock Destroyed Including Average Clause.

### **UNIT V**

**(12 Hours)**

Departmental Accounting Need, Features, Basis of Apportionment Of Expenses, Treatment of Inter-Departmental Transfers at Cost or Selling Price - Treatment of Expenses that Cannot Be Apportioned–Preparation of Departmental Profit and Loss Account.

**THEORY- 20%**

**PROBLEMS - 80%**



## RECOMMENDED TEXT BOOKS

1. Gupta. R.L & Gupta V.K, 2005, Financial Accounting, Sultan Chand & Sons, New Delhi, 6<sup>th</sup> edition.
2. Reddy T.S & Murthy. A, 2007, Financial Accounting, Margham Publications, Chennai, 5<sup>th</sup> edition.
3. Dr. S. Manikandan, Financial Accounting, Scitech Publications, Chennai.

## REFERENCE BOOKS

1. Goel. D. K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2<sup>nd</sup> edition.
2. Jain. S.P & Narang. K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4<sup>th</sup> edition.
3. Rakesh Shankar. R & Manikandan. S, Financial Accounting, SCITECH, 3<sup>rd</sup> edition.
4. Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand & Sons, New Delhi, 15<sup>th</sup> edition.
5. Tulsian P.C., 2006, Financial Accounting, Pearson Education.

## E-LEARNING RESOURCES

1. <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
2. [https://en.wikipedia.org/wiki/Single-entry\\_bookkeeping\\_system](https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system)
3. <https://www.profitbooks.net/what-is-depreciation/>
4. <https://www.shiksha.com/online-courses/articles/introduction-to-financial-accounting/>
5. <https://happay.com/blog/financial-accounting/>
6. <https://byjus.com/question-answer/what-is-accounting-define-its-objectives/>

## GUIDELINES TO THE QUESTION PAPER SETTERS

### Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (Each in 50 words)	1 -12	3	30
B	Answer any 5 out of 7 questions (Each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 questions	20-23	20	40
	<b>TOTAL MARKS</b>			<b>100</b>

### Break Up of Questions for Theory and Problems

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	1	-	1
II	1	1	-	1	-	1
III	1	1	-	1	-	1
IV	2	1	1	1	-	-
V	1	1	-	1	-	1
TOTAL	7	5	2	5	-	4
<b>SECTION A – 12</b>			<b>SECTION B - 7</b>		<b>SECTION C – 4</b>	

## PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	2	3	3
<b>CO 4</b>	3	3	2	2	3
<b>CO 5</b>	3	3	3	3	3
<b>Ave.</b>	3	3	2.6	2.8	3

## PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOMES	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Acquire the basic concepts of accounting and preparation of final accounts.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
CO2	Understand the procedures of Accounting under Single entry system.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
CO3	Know the different methods of charging depreciation.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
CO4	Exposure regarding insurance claims and Bank reconciliation statement.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4
CO5	Obtain knowledge and applicability of Departmental accounts.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH:2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: Core-II</b>
<b>COURSE NAME: PRINCIPLES OF MANAGEMENT</b>	<b>COURSE CODE:</b>
<b>SEMESTER: I</b>	<b>MARKS: 100</b>
<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>
<b>THEORY</b>	

(Common to B.Com (GEN), B.Com (BM), B.Com (MM), B.Com (AF), B.Com (ISM), BBA)

### **COURSE OBJECTIVE:**

To enable the students to acquire knowledge on principles, concepts and functions of management and inherit the importance of decision making.

### **COURSE OUTCOMES:**

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

1. Comprehend the basic functions of management, its theories and the application of management in the various functional areas.
2. Understand the core function of planning, its types and the decision-making process.
3. Get an overview on organizing function, types of organisational structure and bases of departmentation.
4. Know the importance of staffing, directing and styles of leadership.
5. Obtain a complete understanding of the need for coordination, it's types, and the control process

### **UNIT-I:**

**(20 Hours)**

Management: Importance–Definition–Functions of Management: POLC Framework- Role and Functions of Managers– Managerial Skills–Levels of Management–Application of Management in Various Functional Areas - Production, Accounting, Finance, Marketing and Personnel Management. Evolution of Management, Administrative Management by Henri Fayol - Scientific Management by F.W. Taylor - Human Relations Management by Elton Mayo -Modern Management by Peter Drucker.

### **UNIT-II:**

**(15 Hours)**

Planning- Definition, Objectives of Planning - Importance of Planning- Types of Plans–Decision Making: Nature and Significance-Process of Decision Making-Types of Decisions Making.

### **UNIT-III:**

**(20 Hours)**

Organizing– Meaning and Definition of Organizing, Importance of Organizing, and Principles of Organizing. Types of Organizational Structure- Line Organizational Structure- Staff Organizational Structure-Line And Staff– Divisional Organization Structure, Product/ Project Organizational Structure, Matrix Organizational Structure and Hybrid Organizational Structure–Bases of Departmentation - Departmentation by Functions, Departmentation by Products, Departmentation by Territories, Departmentation by Customers, Departmentation by Process.

**UNIT-IV:****(10 Hours)**

Staffing– Meaning, Importance-Staffing Process, Benefits. Directing-Meaning-Importance Of Directing- Leadership - Styles Of Leadership- Authoritative Leadership (Autocratic),(Democratic)-(Laissez-Faire) Leadership, Transformational Leader and Transactional Leadership

**UNIT-V:****(10 Hours)**

Co-Ordination: Meaning - Need for Co - Ordination, Types of Co-Ordination, Essential Requisites for Excellent Co-Ordination. Controlling: Meaning And Importance, Functions of Controlling, Process of Controlling and Types Of Control - Introduction to MIS.

**RECOMMENDED TEXT BOOKS:**

1. C.B.Gupta,ManagementTheory&Practice-SultanChand&Sons-NewDelhi,16THEdition.
2. L.M.Prasad,Principles&PracticeofManagement -SultanChand&Sons- NewDelhi,8<sup>th</sup>Edition

**REFERENCE BOOKS :**

1. P.C.Tripathi&P.NReddy,PrinciplesofManagements-TataMc.GrawHill- NewDelhi,5<sup>th</sup> Edition
2. Weihrichand Koontz,Management–AGlobalPerspective,8<sup>th</sup>Edition.
3. N.Premavathy, PrinciplesofManagement-SriVishnuPublication–Chennai8<sup>th</sup>Edition
4. J.Jayashankar,BusinessManagement–MarghamPublications–Chennai

**E-LEARNING RESOURCES:**

1. <https://egyankosh.ac.in/bitstream/123456789/35874/5/Unit-1.pdf>
2. <https://commerceease.com/principles-of-management-keywords-and-brief-notes/>
3. [https://www.tutorialspoint.com/management\\_principles/management\\_principles\\_tutorial.Pdf](https://www.tutorialspoint.com/management_principles/management_principles_tutorial.Pdf)

**GUIDELINES TO THE QUESTION PAPER SETTERS****Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	<b>30</b>
<b>C</b>	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	<b>40</b>
<b>TOTAL MARKS</b>				<b>100</b>

**Break up of questions for theory**

UNITS	SECTION A	SECTION B	SECTION C
I	2	2	1
II	2	1	1
III	3	1	2
IV	2	2	1
V	3	1	1
<b>TOTAL</b>	<b>12</b>	<b>7</b>	<b>6</b>
<b>SECTION A 12</b>		<b>SECTION B 7</b>	<b>SECTION C 6</b>

### PSO – CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	2
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
Ave.	3	3	3	3	2.6

### PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOMES	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Comprehend the basic functions of management, its theories and the application of management in the various functional areas.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
CO2	Understand the core function of planning, its types and the decision-making process.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
CO3	Get an overview on organizing function, types of organisational structure and bases of departmentation.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
CO4	Know the importance of staffing, directing and styles of leadership.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
CO5	Obtain a complete understanding of the need for coordination, it's types, and the control process	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH:2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: ALLIED- I</b>
<b>COURSE NAME: MANAGERIAL ECONOMICS</b>	<b>COURSE CODE:</b>
<b>SEMESTER: I</b>	<b>MARKS: 100</b>
<b>CREDITS: 5</b>	<b>TOTAL HOURS: 90</b>
<b>THEORY</b>	

### **COURSE OBJECTIVE:**

This includes the study of the global economy and its influence over Indian managerial economy.

### **COURSE OUTCOMES:**

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

1. Compile knowledge about micro and macroeconomic bases of business decisions in a business organization
2. Examine the importance of demand forecasting in business
3. Compare the strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
4. Evaluate the production and cost structure under different stages of production.
5. Distinguish between the pricing and output decisions under various market structure.

### **UNIT-I**

**(18 Hours)**

Nature and Scope of Managerial Economics – Definition of Economics – Important Concepts of Economics – Relationship Between Micro, Macro and Managerial Economics – Nature and Scope - Objectives of Firm.

### **UNIT-II**

**(18Hours)**

**Demand Analysis – Theory of Consumer Behavior – Marginal Utility Analysis – Indifference Curve Analysis Meaning of Demand – Law of Demand – Types of Demand – Determinants of Demand - Elasticity of Demand - Demand Forecasting.**

### **UNIT-III**

**(18 Hours)**

Production and Cost Analysis – Production – Factors of Production – Production Function – Concept – Law of Variable Proportion – Law of Return to Scale and Economics of Scale – Cost Analysis – Different Cost Concepts - Cost Output Relationship – Short Run and Long Run – Revenue Curves of Firms – Supply Analysis.

### **UNIT-IV**

**(18 Hours)**

Pricing Methods and Strategies – Objectives – Factors – General Consideration of Pricing - Methods of Pricing – Dual Pricing – Price Discrimination

**UNIT-V****(18 Hours)**

Market Classification – Perfect Competition – Monopoly – Monopolistic Competition – Duopoly Oligopoly.

**RECOMMENDED TEXT BOOKS:**

1. Dr.S.Shankaran, Managerial Economics –5th Edition,2013, Margham Publication – Chennai
2. P.L Metha, Managerial Economics,2014 - Sultan Chand Publications - New Delhi
3. RL Varsheny and K L Maheshwari, Managerial Economics –22ndEdition, 2014 Sultan Chand Publications - New Delhi.

**REFERENCE BOOKS:**

1. Joel Dean, Managerial Economics –December 1951, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Spencer M H, Contemporary Economics –8 th Edition, 1993, Worth publishers - New York.
3. VI Mote Samuel Paul G.S Gupta, Managerial Economics – concepts and cases –1 st Edition- 2004, Tata McGraw Hill - New Delhi.

**E-LEARNING RESOURCES:**

1. [https://www.tutorialspoint.com/managerial\\_economics/managerial\\_economics\\_tutorial.pdf](https://www.tutorialspoint.com/managerial_economics/managerial_economics_tutorial.pdf)
2. <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
3. <https://www.vedantu.com/commerce/pricing-strategies>

**GUIDELINES TO THE QUESTION PAPER SETTERS****QUESTION PAPER PATTERN**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>Section A</b>	Answer any 10 out of 12 questions (Each in 50 words)	1-12	3	<b>30</b>
<b>Section B</b>	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	<b>30</b>
<b>Section C</b>	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	<b>40</b>

## BREAKUP OF QUESTION FOR THEORY

Units	Section A		Section B		Section C	
	Theory	Problem	Theory	Problem	Theory	Problem
I	2	-	1	-	1	-
II	3	-	2	-	2	-
III	2	-	2	-	1	-
IV	3	-	1	-	1	-
V	2	-	1	-	1	-
<b>TOTAL</b>	<b>12</b>	<b>-</b>	<b>7</b>	<b>-</b>	<b>6</b>	<b>-</b>
	<b>SECTION A – 12</b>		<b>SECTION B-7</b>		<b>SECTION C-6</b>	

## PSO- CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
AVG	3	3	3	3	3

## PSO-CO - Question Paper Mapping

CO NO	COURSE OUTCOMES	PSO ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Compile knowledge about micro and macroeconomic bases of business decisions in a business organization	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO2	Examine the importance of Demand Forecasting in Business	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO3	Compare the strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO4	Evaluate the production and cost structure under different stages of production.	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO5	Distinguish between the pricing and output decisions under various market structure.	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create**



<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: IV</b>	<b>COURSE COMPONENT: NON-MAJOR ELECTIVE- I</b>
<b>COURSE NAME: Essentials of Branding</b>	<b>COURSE CODE:</b>
<b>SEMESTER: I</b>	<b>MARKS: 100</b>
<b>CREDITS: 2</b>	<b>TOTAL HOURS: 30</b>
<b>THEORY</b>	

**COURSE OBJECTIVE:**

To develop the abilities and expertise required to successfully build and manage a brand.

**COURSE OUTCOMES:**

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

1. Understand the basic concepts of branding.
2. Understand the concepts of brand personality and role of social media in Brand building
3. Acquire knowledge on the logo design
4. Know the significance of taglines and slogans
5. Provide insights on branding in global market.

**UNIT 1**

**(6 HOURS)**

Branding-Definition-Features -Qualities- Types - 3 Cs of Branding- Benefits- Importance of Branding- Building Successful Brands- Challenges and Opportunities- Building brand in Indian Market.

**UNIT II**

**(6 HOURS)**

Brand Personality- Elements- Importance- Brand Extension - Types- Advantages and Disadvantages- Brand Equity- Importance- Unique Selling Proposition (USP)- Designing Marketing Programmes to Build Brands

**UNIT III**

**(6 HOURS)**

Logos- Types of Logos- Importance- Characteristics of a Good Logo Design- Benefits- Colour - shapes- fonts psychology - Brand Storytelling - Elements of Brand Storytelling.

**UNIT IV**

**(6 HOURS)**

Brand Tagline- Significance of Catchy Taglines- Types of Taglines- Slogans- Types of Slogans Difference Between Taglines and Slogans.

**UNIT V**

**(6 HOURS)**

Branding for Global Markets - Competing with Foreign Brands- Digital Branding- Global Branding- Corporate Branding- Service Branding- B2B Branding- Recent Trends in Branding

### **RECOMMENDED TEXT BOOKS:**

1. Dutta, K., Brand Management: Principles and Practices, Oxford University Press, 2012.
2. Y.L.R. Moorthi, Brand Management- The Indian Context, Vikas Publishing House, 2009

### **REFERENCE BOOKS:**

1. Kirti Dutta, Brand Management Principles and Practices, Oxford University Press, 2012
2. Aaker, D., Building Strong Brands, Simon & Schuster, 2010.
3. S. Ramesh Kumar, Managing Indian Brand, Marketing Concepts & Strategies, Vikas Publishing House, 2010
4. Kapferer, J.N., The New Strategic Brand Management: Advanced Insights and Strategic Thinking, 5 th Edition, Kogan Page, 2012.
5. Chevalier, M. and Mazzalovo, G., Luxury Brand Management: A World of Privilege, 2nd Edition, John Wiley and Sons, 2012.

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

1. <https://study.sagepub.com/beverland>
2. <https://merlinone.com/brand-management-tips/>
3. <https://business.adobe.com/blog/basics/how-to-build-a-brand>
4. <https://www.simplilearn.com/brand-management-article>
5. <https://www.canva.com/learn/brand-management/>

### **QUESTION PAPER PATTERN- MCQs**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART IV</b>	<b>COURSE COMPONENT: SOFT SKILLS-I</b>
<b>COURSE NAME: COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT SKILLS</b>	<b>COURSE CODE:</b>
<b>SEMESTER: I</b>	<b>MARKS: 100</b>
<b>CREDITS: 2</b>	<b>TOTAL HOURS: 30</b>

### **COURSE OBJECTIVE:**

To build communication skills for personal and professional development.

### **COURSE OUTCOMES:**

1. Students will demonstrate the ability to actively listen to others, understand diverse perspectives, and paraphrase key points accurately, enhancing their comprehension skills in various personal and professional contexts.
2. Students will be able to articulate thoughts, ideas, and information clearly and concisely, using appropriate language and structure to convey messages effectively in both written and verbal communication
3. Students will develop confidence in expressing opinions, asserting boundaries, and advocating for themselves and others, leading to enhanced self-assurance and effectiveness in interpersonal and group communication.
4. Students will learn to adapt their communication style and approach based on the audience, context, and purpose of communication, fostering flexibility and versatility in interacting with diverse individuals and groups.
5. Students will acquire techniques for resolving conflicts, managing disagreements, and negotiating mutually beneficial outcomes through effective communication strategies, promoting constructive problem-solving and collaboration in personal and professional settings.

### **UNIT I Types of Communication**

**(6 Hours)**

Verbal Communication - Nonverbal Communication - Visual Communication - Written Communication - Interpersonal Communication - Group Communication - Mass Communication - Digital Communication- Barriers – Language- Cultural- Psychological- Semantic- Technological Barriers

### **UNIT II Etiquette & Ethical Practices in Communication**

**(6 Hours)**

Active Listening - Respectful Language - Clarity And Conciseness – Truthfulness-Professionalism-Tone -Timeliness - Constructive Feedback - Confidentiality - Cultural Sensitivity - Emotional Intelligence-Social Intelligence- Social Etiquettes-Accountability

### **UNIT III Self Actualization**

**(6 Hours)**

SWOC Analysis- Self Regulation-Self Evaluation, Self-Monitoring, Self- Criticism, Self- Motivation, Self-awareness and Reflection:

### UNIT IV III Leadership and Teamwork

(6 Hours)

Leadership Skills: Leadership Styles- Goal-Setting and Decision-Making- Motivation and Influence- Team Dynamics: Team Building Activities- Conflict Resolution- Collaborative Problem-Solving

### UNIT V Stress and Time Management

(6 Hours)

Definition of Stress, Types of Stress, Symptoms of Stress, Stress Coping Ability, Stress Inoculation Training, Time Management And Work-Life Balance: Self-Discipline Goal-Setting

#### RECOMMENDED TEXT BOOKS

1. Goleman, Daniel (2006) *Emotional Intelligence*, Bantam Books
2. Linden, Wolfgang (2004) *Stress Management- From Basic Science to Better Practice-* University of British Columbia, Vancouver, Canada.
3. Hasson, Gill (2012) *Brilliant Communication Skills*. Great Britain: Pearson Education.
4. Monippally, Matthukutty, M. *Business Communication Strategies*. New Delhi: Tata McGraw-Hill Publishing Company Ltd., 2001.
5. Raman, Meenakshi & Sangeetha Sharma (2011) *Communication Skills*, Oxford University Press.

#### REFERENCE BOOKS

1. N.Krishnaswamy *Current English for College* (1st Edition) - Trinity Press
2. Wood, Julia T (2015) *Interpersonal Communication: Everyday Encounters* 8th Edition, Cengage Learning.

#### E-LEARNING RESOURCES

1. <http://www.albion.com/netiquette/corerules.html>
2. <http://www.englishdaily626.com/c-errors.php>
3. <https://www.helpguide.org/articles/relationships-communication/nonverbal-communication.htm>
4. <https://www.communicationtheory.org/verbal-vs-non-verbal-communication-with-examples/>
5. <https://letstalkscience.ca/educational-resources/backgrounders/digital-citizenship-ethics>
6. <https://www.switchboard.app/learn/article/teamwork-leadership-skills>

### GUIDELINES TO THE QUESTION PAPER SETTERS

#### QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
A	Answer any 5 out of 7 questions (answer in 50 words)	1-7	2	10
B	Answer any 4 out of 6 questions (answer in 300 words)	8-13	5	20
C	Answer any two( Internal (Choice)	14-15	10	20
	Internal & Viva Voce		50	50

**BREAK UP OF QUESTIONS**

<b>UNITS</b>	<b>SECTION A</b>	<b>SECTION B</b>	<b>SECTION C</b>
I	2	2	----
II	2	1	1
III	1	1	1
IV	1	1	1
V	1	1	1
<b>TOTAL</b>			
<b>SECTION A – 12</b>		<b>SECTION B - 6</b>	<b>SECTION C – 4</b>

# **SEMESTER - II**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: CORE III</b>
<b>COURSE NAME: E-BUSINESS</b>	<b>COURSE CODE:</b>
<b>SEMESTER: II</b>	<b>MARKS: 100</b>
<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>
<b>THEORY</b>	

**(Common to B.Com (ISM), BBA)**

**COURSE OBJECTIVE:**

It understands the behavioral foundation of various e-commerce business models, including Internet retail, e-commerce marketplaces, subscription commerce, curated commerce, etc.

**COURSE OUTCOMES:**

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

1. Construct and analyze opportunities and goals of E-Business
2. Define network infrastructure for E-Business
3. Understand the distinction between E-retailing and traditional retailing.
4. Demonstrate B2B models
5. Differentiate between WAP and Networking Standards

**UNIT-I**

**(17 Hours)**

Definition of E-Business, Origin of E- Business, History of the Internet, E- Business Opportunities for Businesses, Working of E- Business, E- Business Vs the Traditional Business Mechanism, Advantages of E- Business, Disadvantages of E- Business, Main Goals of E- Business. Network Infrastructure for E- Business -Local Area Network (LAN), Metropolitan Area Network (MAN) Protocols, Wide Area Network (WAN).

**UNIT-II**

**(17 Hours)**

The Internet – Intranet and Extranet – Common Gateway Interface – Need for Intelligent Website – Types of Security Threats: Hacking, E-Mail Impersonation, Denial of Service Attack, Phishing, Virus and Worms. Types of Protection Mechanisms: Data and Message Security and Firewalls, Cryptography - Encryption, Decryption, Digital Signature and Virtual Private Network.

**UNIT-III**

**(12 Hours)**

Internet Payment Systems: Features of Payment Methods, Electronic Money, Payment Gateway, SET Protocol for Credit Card Payment, Electronic Payment Media: E-Cash, E-Wallet, E- Check, Credit Card, Debit Card, Smart Card, EFT and ACH

**UNIT- IV**

**(17 Hours)**

Business to Business E-Commerce: Meaning, Benefits and Opportunities in B2B, B2B Building Blocks and their Relationship to Supply Chain Management, Key B2B Models and their Main Functions.

Consumer Oriented E-Commerce: Traditional Retailing and E-Retailing, Benefits and Key Success Factors for E-Retailing, Models for E-Retailing Like Specialized and Generalized E-Stores, E-Mall, Direct Selling by Manufacturer, Matchmaking Services, Information Selling on the Web, Entertainment Services and E- Auction Services.

**UNIT-V****(12 Hours)**

Overview of M-Commerce – Definition and Working of Wireless Application Protocol (WAP), Generations of Mobile Wireless Technology, Components of Mobile Commerce, Networking Standards for Mobiles

**RECOMMENDED TEXT BOOKS:**

1. Joseph PT, *E-Commerce– A Managerial Perspective*, Prentice Hall (2003)
2. Rob Smith, Thompson Mark (2000) *The Complete Idiot’s Guide to E-Commerce*.

**REFERENCE BOOKS:**

1. Kosivr, David , *Understanding-Commerce (2010)*
2. Garry P Schneider and James T Perry, (2000) *Electronic Commerce, Course technology*, Thomson Learning.
3. Diwan, Prag and Sunil Sharma , *E-Commerce - Managers guide to E-Business(2002)*

**E-LEARNING RESOURCES**

1. [https://www.shaalaa.com/question-bank-solutions/what-are-the-types-of-e-business-explain-concept-of-e-business\\_159199](https://www.shaalaa.com/question-bank-solutions/what-are-the-types-of-e-business-explain-concept-of-e-business_159199)
2. <https://www.wallstreetmojo.com/e-business/>

**GUIDELINES TO THE QUESTION PAPER SETTERS****QUESTION PAPER PATTERN**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>A</b>	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	<b>30</b>
<b>C</b>	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	<b>40</b>



### BREAKUP OF QUESTION FOR THEORY

UNITS	SECTION A	SECTION B	SECTION C
I	3	1	1
II	3	1	2
III	2	2	1
IV	2	2	1
V	2	1	1
<b>TOTAL</b>	12	7	6
<b>SECTION A - 12</b>		<b>SECTION B - 7</b>	<b>SECTION C - 6</b>

### PSO- CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
AVG	3	3	3	3	3

### PSO-CO - Question Paper Mapping

CO NO	COURSE OUTCOMES	PSO ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Construct and analyze opportunities and goals of E-Business.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
CO 2	Define Network infrastructure for E-Business	PSO 1, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
CO 3	Understand the distinction between e-retailing and traditional retailing.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
CO 4	Demonstrate B2Bmodels	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
CO 5	Differentiate between WAP and Networking Standards	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: CORE IV</b>
<b>COURSE NAME: MARKETING MANAGEMENT</b>	<b>COURSE CODE:</b>
<b>SEMESTER: II</b>	<b>MARKS: 100</b>
<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>
<b>THEORY</b>	

(Common to B.Com (GEN), B.Com (AF), B.Com (MM), B.Com (BM), B.Com (ISM), BBA)

**COURSE OBJECTIVE:**

To acquire marketing skills of the business.

**COURSE OUTCOMES:**

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

1. Comprehend the basis of marketing and its importance in today's scenario.
2. Interpreting consumer behavior process & various market segments.
3. Implementing the 4 P's of marketing i.e, Product, Place, Price and Promotion.
4. Provide an insight on the various marketing channels along with modern technology
5. Illustrating the promotion strategies.

**UNIT-I**

**(14 Hours)**

Fundamentals of Marketing – Role of Marketing – Relationship of Marketing with other Functional Areas – Concept of Marketing Mix-Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.

**UNIT II**

**(14 Hours)**

Consumer – Customer – Buying Process – Introduction to Buyer Behavior –Factors Influencing Buyer Behaviour, Market Segmentation– Need and Basis Of Segmentation –Targeting– Positioning – CRM and Customer Satisfaction.

**UNIT III**

**(17 Hours)**

The Product – Goods - Services – Ideas – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods -Difference Between Consumer Goods and Industrial Goods New Product Development Process – Product Life Cycle – Introduction, Growth, Maturity, Decline. Branding – Packaging & Labeling – Pricing – Meaning, Objectives and Types Of Pricing.

**UNIT IV**

**(16 Hours)**

Physical Distribution: Importance – Channels Of Distribution of Consumer Goods, Distribution of Industrial Goods and Distribution of Agricultural Goods –Levels of Channels: Zero Level, One Level, Two Levels and Three Level Channel – Distribution Issues – Online Marketing -Green Marketing.

**UNIT V**

**(14 Hours)**

Promotion – Meaning, Objective, Types – A Brief Overview Of Advertising – Different

Types of Advertising - Publicity – Public Relations – Personal Selling – Direct Selling and Sales Promotion - Dealer Promotion – Customer Promotion.

### RECOMMENDED TEXT BOOKS

1. Kotler, P. (2007). Marketing Management –The Millennium Edition  
Prentice Hall of India Private Limited. *New Delhi*, 35-8.
2. Pillai & Bagavathi, R. S. N. (1999). Marketing Management. *S. chand &Co. Ltd.*

### REFERENCE BOOKS

1. Joshi, G. (2009). *Information Technology for retail*. Oxford University Press.
2. Mullins, J., Walker, O.C., & Boyd Jr, H.W. (2012). *Marketing management A strategic decision – making approach*. McGraw-Hill Higher Education.
3. Pradhan, S. (2011). *Retailing management : Text and cases*. Tata McGraw – Hill Education.
4. Ramaswamy, V.S., & Namakumari,S. (2009). *Marketing management: Global perspective, Indian context*. Macmillan.
5. Withey,F. (2006). *Marketing Fundamentals. The Official CIM Coursebook 06/07*. Taylor & Francis.

### E-LEARNING RESOURCES

1. <https://iedunote.com/marketing-definition-functions-importance-process>
2. <http://www.yourarticlelibrary.com/marketing/top-10-advantages-of-marketing/53152>
3. <http://www.notesdesk.com/notes/marketing/the-marketing-mix-4-ps-of-marketing/>
4. <https://www.enotesmba.com/2013/03/marketing-notes-marketing-mix.html>
5. <https://www.marketingtutor.net/consumer-decision-making-process-stages/>
6. <https://courses.lumenlearning.com/boundless-marketing/chapter/ethics-in-marketing/>
7. <https://www.youtube.com/watch?v=Mco8vBAwOmA>

### GUIDELINES TO THE QUESTION PAPER SETTERS Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
<b>TOTAL MARKS</b>				<b>100</b>

### Break up of questions for Theory

UNITS	SECTION A	SECTION B	SECTION C
I	3	2	1
II	2	1	1
III	2	2	2
IV	2	1	1
V	3	1	1
<b>TOTAL</b>	12	7	6
<b>SECTION A 12</b>		<b>SECTION B 7</b>	<b>SECTION C 6</b>

#### PSO CO Mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Ave.</b>	3	3	3	3	3

#### PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOMES	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Comprehend the basis of marketing and its importance in today's scenario.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
CO2	Interpreting consumer behavior process & various market segments.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
CO3	Implementing the 4 P's of marketing i.e, Product, Place, Price and Promotion.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
CO4	Provide an insight on the various marketing channels along with modern technology.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
CO5	Illustrating the promotion strategies.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: ALLIED II</b>
<b>COURSE NAME: INTERNATIONAL ECONOMICS</b>	<b>COURSE CODE:</b>
<b>SEMESTER: II</b>	<b>MARKS: 100</b>
<b>CREDITS: 5</b>	<b>TOTAL HOURS: 90</b>
<b>THEORY</b>	

**COURSE OBJECTIVE:**

It provides an analysis of the economic relationships between countries, covering both trade and monetary issues.

**COURSE OUTCOMES:**

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

1. Interpret the basic difference between inter-regional and international trade, and the different theories related to international trade.
2. Analyze the importance of maintaining equilibrium in the balance of payments and suggests suitable measures to correct disequilibrium.
3. Familiarize the process of international exports and the documentation procedure
4. Evaluate Foreign exchange markets, exchange rates, and balance of payments
5. Analyze the role of India in the formation and development of different international organizations

**UNIT-I (18 Hours)**

International Trade – Importance of International Trade, Theories of Foreign Trade: - Theories of Adam Smith, Ricardo, Haberler’s, Hechsher-Ohlin

**UNIT– II (18 Hours)**

Balance of Trade, Balance of Payment – Concepts – Causes of Disequilibrium, Methods to Correct Disequilibrium – Fixed and Floating Exchange Rates – Euro – Dollar Marketing (An Over View)

**UNIT– III (18 Hours)**

Export Management – Export Procedure and Documents – Export Finance – Export Promotion –Export Pricing

**UNIT– IV (18 Hours)**

International Economic Organizations and its Functions IMF, IDA, IFA, IBRD, ADB, UNCTAD, UNIDO

**UNIT–V (18 Hours)**

WTO and Trade Liberalization – Liberalization of Trade in Manufacturing and in agricultural Trade – TRIPS, TRIMS – Indian Patent Law

## RECOMMENDED TEXT BOOKS:

1. Robert J. Carbaugh, (2014), International Economics, Thomson Information Publishing Group, 15<sup>th</sup> Edition, Wadsworth Publishing Company, California
2. H.G. Mannur, (2009) International Economics, Vikas Publishing House (P) Ltd, New Delhi

## REFERENCE BOOKS:

1. Francis Cherunilam, (2006) International Trade and Export Management, 5<sup>th</sup> Edition, Himalaya Publishing House - Mumbai -04.
2. Paul.R. Krugman and Maurice Obstfeld, (1997) International Economics (Theory and Policy), Pearson Education Asia - Addison Wesley Longman (P) Ltd, Delhi-9

## E-LEARNING RESOURCES

1. <https://ocw.mit.edu/courses/14-581-international-economics-i-spring-2013/pages/lecture-notes/>
2. <https://qsstudy.com/explain-the-heckscher-ohlin-theory-of-international-trade/>
3. [https://www.wto.org/english/thewto\\_e/whatis\\_e/inbrief\\_e/inbre.pdf](https://www.wto.org/english/thewto_e/whatis_e/inbrief_e/inbre.pdf)

## GUIDELINES TO THE QUESTION PAPER SETTERS

### QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>Section B</b>	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	<b>30</b>
<b>Section C</b>	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	<b>40</b>
				<b>100</b>

### BREAKUP OF QUESTION FOR THEORY

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	2	-
II	2	-	2	-	1	-
III	2	-	1	-	1	-

IV	2	-	2	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A – 12			SECTION B - 7		SECTION C – 6	

### PSO- CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	3	3	2
CO 2	3	3	3	3	2
CO 3	3	3	3	3	2
CO 4	3	3	3	3	2
CO 5	2	3	3	3	2
AVG	2.6	3	3	3	2

### PSO-CO - Question Paper Mapping

CO NO	COURSE OUTCOMES	PSO ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Interpret the basic difference between inter-regional and international trade, and the different theories related to International trade.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
CO 2	Analyze the importance of maintaining equilibrium in the balance of payments and suggests suitable measures to correct disequilibrium.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
CO 3	Familiarize the process of international exports and the documentation procedure	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
CO 4	Evaluate Foreign exchange markets, exchange rates, and balance of payments	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
CO 5	Analyze the role of India in the formation and development of different international organizations	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: IV</b>	<b>COURSE COMPONENT: NME II</b>
<b>COURSE NAME: BUSINESS ETIQUETTE AND CORPORATE CULTURE</b>	<b>COURSE CODE:</b>
<b>SEMESTER: II</b>	<b>MARKS: 100</b>
<b>CREDITS: 2</b>	<b>TOTAL HOURS: 30</b>
<b>THEORY</b>	

### **COURSE OBJECTIVE:**

To sharpen your office skills including telephonic, letter and email communications and to learn about multi-cultures and managing people.

### **COURSE OUTCOMES:**

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

1. Define professional behaviour and suggest standards for appearance, action and attitude in business environment
2. Understand different communication styles and how to adjust to each
3. Familiarize with the concept of Netiquette
4. Acquire knowledge on the different facets of corporate culture
5. Enhance students to deal with ethical dilemmas

### **UNIT- I**

**(6 Hours)**

Definition - Need and Importance of Etiquette in Business - Components of Etiquette- ABCs Of Etiquette - Corporate Culture - Conversations at Work- Dealing with Colleagues- Dealing with Confidential Issues in the Office- Dealing with Ethical Dilemmas -Office Party Etiquette.

### **UNIT-II**

**(6 Hours)**

Significance of Netiquette- Enforcement of Email Etiquettes in the Organization - Basic Email Etiquettes: Proper Grammar, Spelling, Punctuation, Styling and Formatting, Body of Email, Response, Privacy- Professional Email Address - Salutation, Subject Line, Concise Body, Closing the Email, CC & BCC.

### **UNIT-III**

**(6 Hours)**

Patterns of Presentation - Colour Scheme, Font Size, Content, Spellings, Animation - Rules of Making Effective PowerPoint Presentations – Body Language, Confidence, Eye Contact- Common Mistakes during Presentations.

### **UNIT-IV**

**(6 Hours)**

Introduction-Concept of Culture-Business Context -Facets of Culture-National Cultural Dimensions- Global Business Etiquette-Cross Cultural Etiquettes-Cultural Awareness- Culture and Communications- Business Communication across Culture - Barriers to Intercultural Communication.



## UNIT-V

(6 Hours)

Corporate Culture - Nature of Organizational Culture - Designing the Strategy - Culture Change Building- Implementation-Measurement Of Ongoing Improvement - Culture Implications.

### **RECOMMENDED TEXT BOOKS:**

1. Lillian H. Chaney, Jeanette S. Martin. (2007) The Essential Guide to Business Etiquette
2. Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.
3. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication (2011)- Sultan Chand & Sons –New Delhi.
4. Parissa Haghirian-(2012) Multinational and Cross cultural Management, Routledge 2012.
5. David C.Thomas, (2016) Cross cultural Management, Sage Publications,.

### **REFERENCE BOOKS:**

1. R. Subramanian, (2020) Professional Ethics: Need for the 21st Century, N.B. Publications.
2. Aarti Kelshikar, How India Works: Making Sense of a Complex Corporate Culture, Harper Business (Publication)

### **E-LEARNING RESOURCES**

1. <https://www.economicdiscussion.net/business/business-ethics/31798>
2. <https://www.personio.com/hr-lexicon/corporate-culture/>

### **QUESTION PAPER PATTERN- MCQs**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: IV</b>	<b>COURSE COMPONENT: SOFT SKILLS – II</b>
<b>COURSE NAME: INTERVIEW SKILLS AND RESUME WRITING</b>	<b>COURSE CODE:</b>
<b>SEMESTER: II</b>	<b>MARKS:100</b>
<b>CREDITS: 2</b>	<b>TOTAL HOURS: 30</b>

**COURSE OBJECTIVE:**

To equip the students to acquire the relevant skills for better employability

**COURSE OUTCOMES:**

1. Students will gain an overall understanding of the concept, the purpose, and the objectives of an interview
2. Students will become aware of the various types of interviews and the nuances of each one of them
3. Students will understand and equip themselves with the techniques and strategies required to ace an interview
4. Students will be able to draft a biodata /CV/Resume in the proper format
5. Students will embark on acquiring the relevant skills and will learn to leverage them effectively for better employability

**UNIT I Introduction to Interview Skills**

**(6 Hours)**

Definition- meaning- concept of interview –Purpose- Objectives of interview-Characteristic features of job interviews

**UNIT II Types of Interview**

**(6 Hours)**

Traditional one on one job interview- Panel interview- Behavioral interview-Group interview- Phone Interview- Preliminary Interview-Patterned Interview Depth Interview, Stress Interview, Exit Interview- Interview through tele and video conferencing

**UNIT III Interviews: Techniques and Strategies**

**(6 Hours)**

Preparing for the Interview Process- Before the interview-During the interview-After the interview - Tips to ace an interview -Commonly asked questions in interview -Do's and Don'ts of interview - Reasons for rejections

**UNIT IV Preparing Biodata/CV/Resume**

**(6 Hours)**

Essential characteristics of a job Application-Difference between Biodata- CV-Resume-covering letter-Tips to draft an application

**UNIT V Leveraging Employability Skills**

**(6 Hours)**

Personality Development-Organizational skills-Time Management–Stress Management-Effective Communication Skills -Reasoning Ability-Verbal Ability- Group Discussion-Technical skills - Presentation skills

## RECOMMENDED TEXTBOOKS

1. Monipally, Matthukutty M. (2017) *Business Communication: From Principles to Practice*
2. Peter, Francis. (2012) *Soft Skills and Professional Communication*. New Delhi: Tata McGraw Hill.

## REFERENCE BOOKS

1. Higgins, Jessica JD (2018) *10 Skills for Effective Business Communication: Practical Strategies from the World's Greatest Leaders*
2. Nicholas, Sonji (2023) *Interviewing: Preparation, Types, Techniques, and Questions*, Pressbooks
3. Storey, James (2016) *The Art of The Interview: The Perfect Answers to Every Interview Question*

## E-LEARNING RESOURCES

1. <https://careermobilityoffice.cs.ny.gov/cmo/documents/Resume%20&%20Interviewing%20Handout.pdf>
2. <https://edu.gcfglobal.org/en/interviewingskills/interview-etiquette/1/>
3. <https://findjobhub.com/en/types-of-interviews>
4. <https://egyankosh.ac.in/bitstream/123456789/23411/1/Unit-2.pdf>
5. [https://bharatskills.gov.in/pdf/E\\_Books/CTS/ES/English/ES\\_Part\\_1\\_62%20hour\\_English.pdf](https://bharatskills.gov.in/pdf/E_Books/CTS/ES/English/ES_Part_1_62%20hour_English.pdf)
6. [https://bharatskills.gov.in/pdf/E\\_Books/CTS/ES/English/ES\\_Part2\\_58hour\\_English.pdf](https://bharatskills.gov.in/pdf/E_Books/CTS/ES/English/ES_Part2_58hour_English.pdf)

## GUIDELINES TO THE QUESTION PAPER SETTERS QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
A	Answer any 5 out of 7 questions (answer in 50 words)	1-7	2	10
B	Answer any 4 out of 6 questions (answer in 300 words)	8-13	5	20
C	Answer any two( Internal (Choice))	14-15	10	20
	Internal & Viva Voce		50	50

## BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
I	2	2	---
II	2	1	1
III	1	1	1
IV	1	1	1
V	1	1	1
<b>TOTAL</b>			
<b>SECTION A - 12</b>		<b>SECTION B - 6</b>	<b>SECTION C - 4</b>

# **SEMESTER - III**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: Core - V</b>
<b>COURSE NAME: OVERVIEW OF BUSINESS ENVIRONMENT</b>	<b>COURSE CODE:</b>
<b>SEMESTER: III</b>	<b>MARKS:100</b>
<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>
<b>THEORY</b>	

### **COURSE OBJECTIVE:**

The students will be able to understand the concept of business environment its meaning, scope and importance.

### **COURSE OUTCOMES:**

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

1. Assess several categories that make up the business environment and use different management techniques to manage the internal and external business environment.
2. Apply the various types of policies in the economic environment
3. Understand various constitution provisions & how government play different roles for the smooth functioning of an organization
4. Develop the understanding of social, cultural and demographic factors that play an important part in an organization's functioning
5. Acquire in depth understanding about the financial system and markets functioning of NBFCs.

#### **UNIT-I**

**(20 Hours)**

Concept – Types of Business Environment – Internal and External Environment – Micro and Macro Environment – Nature and Significance of Business Environment – Changing Dimensions of Business Environment – Impact of Business Environment on Business.

#### **UNIT-II**

**(15 Hours)**

Economic Environment – Economic Systems and its impact on Business – Fiscal and Monetary Policy – Economic Planning of India – LPG (Liberalization, Privatization and Globalization) and Business

#### **UNIT-III**

**(15 Hours)**

Political Environment - Government and Business relationship in India – Constitution Environment - Corporate Governance.

#### **UNIT-IV**

**(20 Hours)**

Social and Cultural Environment – Social and Cultural Components - Impact of Society and Culture on Business – Social Responsibility of Business - Demographic environment and Business

#### **UNIT-V**

**(20 Hours)**

Financial Environment - Financial system – Capital Market – Money Market – Stock Exchange – Non Banking Financial Company

**RECOMMENDED TEXT BOOKS:**

1. Cherunilam Francis, 2000, Business environment, Himalaya Publishing House, 11th Revised Edition, India.
2. Sankaran Dr.S., Business Environment,(2013), Margham Publications.
3. Aswathappa, K.; Essentials of Business Environment (2011), Himalaya Publishing House, New Delhi.

**REFERENCE BOOKS:**

1. Rangarajan, C.A.; Perspective in Economics,(2011) S.Chand & Sons, New Delhi
2. Sangam Joshi Rosy Kapoor, Business Environment,(2015), Kalyani Publishers, Ludhiana.

**E-LEARNING RESOURCES:**

1. <https://pestleanalysis.com/what-is-pestle-analysis/>
2. <https://www.vedantu.com/commerce/economic-environment>

**GUIDELINES TO THE QUESTION PAPER SETTERS****QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>Section B</b>	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	<b>30</b>
<b>Section C</b>	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	<b>40</b>
				<b>100</b>

**BREAKUP OF QUESTION FOR THEORY**

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	2	-
II	2	-	2	-	1	-
III	2	-	1	-	1	-
IV	2	-	2	-	1	-
V	3	-	1	-	1	-
<b>TOTAL</b>	<b>12</b>	<b>-</b>	<b>7</b>	<b>-</b>	<b>6</b>	<b>-</b>
	<b>SECTION A – 12</b>		<b>SECTION B - 7</b>		<b>SECTION C - 6</b>	

## PSO- CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
AVG	3	3	3	3	3

### PSO-CO - Question Paper Mapping

CO NO	COURSE OUTCOMES	PSO ADDRESSED	COGNITIVE LEVEL (K1 To K6)
CO 1	Assess several categories that make up the business environment and use different management techniques to manage the internal and external business environment.	PSO 2, PSO 3, PSO 4	K1, K2, K3, K4, K5
CO 2	Apply the various types of policies in the economic environment	PSO 2, PSO 3, PSO 4	K1, K2, K3, K4, K5
CO 3	Understand various constitution provisions & how government play different roles for the smooth functioning of an organization	PSO 2, PSO 3, PSO 4	K1, K2, K3, K4, K5
CO 4	Develop the understanding of social, cultural and demographic factors that play an important part in an organization's functioning	PSO 2, PSO 3, PSO 4	K1, K2, K3, K4, K5
CO 5	Acquire in depth understanding about the financial system and markets functioning of NBFCs.	PSO 2, PSO 3, PSO 4	K1, K2, K3, K4, K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: Core - VI</b>
<b>COURSE NAME: MANAGEMENT ACCOUNTING</b>	<b>COURSE CODE:</b>
<b>SEMESTER: III</b>	<b>MARKS:100</b>
<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>
<b>THEORY: 20% PROBLEMS: 80%</b>	

(Common to B.Com (GEN), B.Com (CS), B.Com(MM), B.Com(AF), B.Com (ISM, BBA))

### **COURSE OBJECTIVE:**

To know the vertical and horizontal aspects of a company.

### **COURSE OUTCOMES:**

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

1. Acquire sound knowledge of management accounting.
2. Sketching the analytical skills associated with the interpretation of accounting reports.
3. Evaluate the results of profitability, liquidity, solvency and efficiency levels in the business.
4. Know the presentation and preparation of fund flow and cash flow statements under (AS-3) and also the concept of budgetary control.
5. Measuring the classification of budgets.

#### **UNIT I**

**(15 Hours)**

Management Accounting: Meaning- Nature, Scope and Functions of Management Accounting- Role of Management Accounting in Decision Making; Management Accounting Vs. Financial Accounting- Tools and Techniques of Management Accounting. Financial Statements- Meaning And Types of Financial Statements - Objectives and Methods of Financial Statements Analysis Comparative, Common Size Statements and Trend Analysis.

#### **UNIT II**

**(20 Hours)**

Ratio Analysis – Interpretation, Benefits and Limitations - Classification of Ratios – Liquidity, Profitability and Turn Over Ratios.

#### **UNIT III**

**(20 Hours)**

Funds Flow Statement-Objectives- Uses and Limitations- Preparation of Funds Flow Statement – Schedule of Changes in Working Capital–Non-Fund Items – Adjusted Profit and Loss Account.

#### **UNIT IV**

**(20 Hours)**

Cash Flow Statement– Significance- Preparation of Cash Flow Statement As Per IND AS3-Cash From Operating, Investing and Financing Activities.

#### **UNIT V**

**(15 Hours)**

Budgets and Budgetary Control- Meaning-Objectives-Advantages-Limitations-Installations of Budgetary Control System- Classifications of Budgets Based on Time, Functions and Flexibility. Preparation of Budgets (Sales, Production, Flexible, Cash, Master Budget and Raw Material Purchase Budget)



### RECOMMENDED TEXT BOOKS:

1. Maheswari, D. S,“ Principles of Management Accounting” Sultan Chand & Sons. Delhi- 53, 17<sup>th</sup> edition
2. Reddy, T. S., &Y. Hariprasad Reddy, Management Accounting. Margham Publication, 15<sup>th</sup> Edition.

### REFERENCE BOOKS

1. Gupta ,S.K.,& Sharma,R.K., Management Accounting: Principles and Practice.
2. Hingorani,R. (2005). Grewal. Management Accounting.
3. Khan, M.Y., & Jain ,P.K.(2017). Management Accounting and Financial Analysis.
4. Murthy,A. & Gurusamy S Management Accounting Vijay Nicole
5. Srinivasan,N.P., & Murugan,M.S, Accounting for management .S. Chand.

### E-LEARNING RESOURCES

1. <https://www.wallstreetmojo.com/ratio-analysis/>
2. <https://books.google.co.in/books?isbn=0070620237>
3. <https://books.google.co.in/books?isbn=1853963836>
4. <https://books.google.co.in/books?isbn=8131731782>

## GUIDELINES TO THE QUESTION PAPER SETTERS

### Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 question	20-23	20	40
<b>TOTAL MARKS</b>				<b>100</b>

### Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	1	-	-
II	1	2	-	1	-	1
III	1	1	-	1	-	1
IV	1	1	-	1	-	1
V	1	1	1	1	-	1
TOTAL	6	6	2	5	-	4
<b>SECTION A - 12</b>			<b>SECTION B - 7</b>		<b>SECTION C - 4</b>	

**CO Mapping**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Ave.</b>	3	3	3	3	3

**PSO-CO-Question Paper Mapping**

<b>CO No:</b>	<b>COURSE OUTCOMES</b>	<b>PSOs ADDRESSED</b>	<b>COGNITIVE LEVEL (K1 to K6)</b>
CO1	Acquire sound knowledge of management accounting.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,
CO2	Sketching the analytical skills associated with the interpretation of accounting reports.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
CO3	Evaluate the results of profitability, liquidity, solvency and efficiency levels in the business.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
CO4	Know the presentation and preparation of fund flow and cash flow statements under (AS-3) and also the concept of budgetary control.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
CO5	Measuring the classification of budgets.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: Core- VII</b>
<b>COURSE NAME: BUSINESS COMMUNICATION</b>	<b>COURSE CODE:</b>
<b>SEMESTER: III</b>	<b>MARKS: 100</b>
<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>
<b>THEORY</b>	

(Common to B.Com (GEN), B.Com (BM), B.Com (MM), B.Com (AF), B.Com (ISM, BBA))

### **COURSE OBJECTIVE:**

To study about the business correspondents of various levels.

### **COURSE OUTCOMES:**

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

1. Understand importance and essentials of communication in business activities.
2. Presenting the various types of business letter and to practice the same.
3. Demonstrate the various types of business enquiries.
4. Displaying the different types of correspondence relating to the company and secretarial practice.
5. Reflecting various modern forms of communication tools and even through social media and applications in the current business scenario.

#### **UNIT-I**

**(15 Hours)**

Meaning and Definition of Business Communication – Process – Need – Methods: Oral or Verbal, Non-Verbal – Written Communication – Audio – Video Communication - Channels of Communication: Formal, in-Formal – Dimensions of Communication: Upward, Downward, Horizontal, Diagonal –Principles of Effective Communication – Barriers to Communication.

#### **UNIT-II**

**(15 Hours)**

Understanding the Purpose of Writing a Business Letter – 4 C's of Good Communication: Correctness – Clarity – Conciseness – Courtesy – Characteristics of a Good Business Letter - Stages of Writing Business Letters – Lay Out - Kinds of Business Letters.

#### **UNIT-III**

**(15 Hours)**

Persuasive Letters – Enquiries – Replies – Orders – Sales Letters – Circulars – Complaints- Bank Correspondence – Insurance Correspondence – Correspondence with Shareholders, Directors

#### **UNIT-IV**

**(15 Hours)**

Patterns of Business Presentation – Chronological – Categorical – Cause and Effect – Problem Solution – Elements of Presentation- Rules of Making Effective PowerPoint Presentations- Effective Sales Presentation

#### **UNIT-V**

**(15 Hours)**

Importance of Report Writing - Kinds of Reports- Business Meetings -Agenda – Minutes of the Meeting – Modern Forms of Communication – Social Media – Email Etiquettes – Video Conferencing

### **RECOMMENDED TEXT BOOKS:**

1. Rajendra Pal and Korlahalli, Essentials of Business Communication- Sultan Chand & Sons
2. N.S. Raghunathan, R. Santhanam, Business Communication-Margham Publications.

**REFERENCE BOOKS:**

1. Rajendra Pal and Korlahalli, Essentials of Business Communication-Sultan Chand & Sons, New Delhi.
2. Shirley Taylor, Communication of Business- Pearson Publication- New Delhi.
3. K.Sundar, A.Kumararaj, Business Communication, Vijay Nichole Imprints Pvt.Ltd.

**E-LEARNING RESOURCES**

1. <https://books.google.co.in/books?isbn=130556023X>
2. <https://books.google.co.in/books?isbn=0618990488>
3. <https://books.google.co.in/books?isbn=0538466251>

**GUIDELINES TO THE QUESTION PAPER SETTERS****QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	<b>30</b>
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	<b>40</b>
	<b>Total Marks</b>			<b>100</b>

**BREAKUP OF QUESTION FOR THEORY**

Units	Section A		Section B		Section C	
	Theory	Letter writing	Theory	Letter writing	Theory	Letter writing
<b>I</b>	2	-	1	-	2	-
<b>II</b>	2	-	1	1	-	1
<b>III</b>	3	-	1	2	-	1
<b>IV</b>	3	-	-	-	-	1
<b>V</b>	2	-	1	-	1	-
<b>TOTAL</b>	12		4	3	3	3
	<b>SECTION A - 12</b>		<b>SECTION B - 7</b>		<b>SECTION C - 6</b>	

**PSO- CO MAPPING**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	2
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>AVG</b>	3	3	3	3	2.8

**PSO-CO - Question Paper Mapping**

<b>CO NO</b>	<b>COURSE OUTCOMES</b>	<b>PSO ADDRESSED</b>	<b>COGNITIVE LEVEL (K1 to K6)</b>
<b>CO 1</b>	Understand importance and essentials of communication in business activities.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
<b>CO 2</b>	Presenting the various types of business letter and to practice the same.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
<b>CO 3</b>	Demonstrate the various types of business enquiries.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
<b>CO 4</b>	Displaying the different types of correspondence relating to the company and secretarial practice.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K5
<b>CO 5</b>	Reflecting various modern forms of communication tools and even through social media and applications in the current business scenario.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH:2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: Core- VIII</b>
<b>COURSE NAME: LEGAL ASPECTS OF BUSINESS</b>	<b>COURSE CODE:</b>
<b>SEMESTER: III</b>	<b>MARKS: 100</b>
<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>
<b>THEORY</b>	

(Common to B.Com (GEN), B.Com (A&F), B.Com (MM), B.Com (BM), BBA)

**COURSE OBJECTIVE:**

To understand fundamental legal aspects in business.

**COURSE OUTCOMES:**

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

1. Describe the general terms relevant to business and contract. Demonstrate an understanding of key elements while signing an agreement or contract.
2. Illustrate the process of performance and remedies available to the aggrieved party in case of default.
3. Explain the basic concepts of company formation as per companies Act (Amendment) 2013 and outline the importance of various documents prepared and filed at the time of incorporation of company.
4. Understand the purpose, process of various meetings held at different point of time.
5. Discuss the various modes of closure of a company and the role of a liquidator.

**UNIT -I**

**(12 Hours)**

Law of Contract –Essential Elements of a Valid Contract- Classification of Contracts - Offer and Acceptance – Capacity of Parties to Contract – Free Consent – Consideration – Agreements Declared Void.

**UNIT -II**

**(21 Hours)**

Contingent Contracts, Performance of Contract – Discharge of Contract – Remedies for Breach of Contract – Quasi Contracts.

**UNIT -III**

**(18 Hours)**

Company – Definition – Characteristics – Kind of Companies – Formation – Incorporation of Company – Memorandum of Association – Contents – Articles of Association – Contents – Prospectus – Contents – Types – Liability in Misstatements of Prospectus. (As Per Companies Act, 2013).

**UNIT -IV**

**(12 Hours)**

Company Directors – Appointment – Independent Director – Women Director, Powers – Duties of nDirector – Meetings – Annual General Meeting – Extra – Ordinary General Meeting – Procedure the Conduct of the Meetings (Meaning Of Notice, Agenda, Quorum, Voting, Proxy, Minutes).

**UNIT -V**

**(12 Hours)**

Resolution- Meaning and Types of Resolution – Winding Up of Companies – Compulsory Winding Up - Voluntary Winding Up.

**RECOMMENDED TEXT BOOKS:**

1. Kapoor N. D, Business Laws, 15th Edition Sultan Chand Publications, 2019.
2. Kapoor N. D, Elements of Company Law, Sultan Chand Publications, 2019.

**REFERENCE BOOKS:**

1. Murugasen S Dr., Dr. T. K. AvvaiKothai, Dr. G. Ravi and Dr. E. Viswanathan , Business Laws, Himalaya Publishing House.
2. P.C.Tulsian, Business Laws, Tata Mc Graw Hill, 2nd Edition.
3. M.R. Sreenivasan, Business Laws, MarghamPublications , Chennai
4. S.S. Gulshan and G.K. Kapoor, Business Law including Company Law, 12th Edition, New Age International (P) Ltd. Publishers.
5. Saravanavel P. and S. Sumathi, Legal Systems in Business, Himalaya Publishing House, 2011.

**E-LEARNING RESOURCES**

1. [https://Onlinecourses.Swayam2.Ac.In/Cec20\\_Hs23/Preview](https://Onlinecourses.Swayam2.Ac.In/Cec20_Hs23/Preview)
2. [https://onlinecourses.nptel.ac.in/noc22\\_mg52/preview](https://onlinecourses.nptel.ac.in/noc22_mg52/preview)
3. [https://iica.nic.in/Forthcoming\\_Programmes.aspx](https://iica.nic.in/Forthcoming_Programmes.aspx)

**GUIDELINES TO THE QUESTION PAPER SETTERS**  
**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	<b>30</b>
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	<b>40</b>
<b>Total Marks</b>				<b>100</b>

**BREAKUP OF QUESTION FOR THEORY**

Units	Section A		Section B		Section C	
	Theory	Problem	Theory	Problem	Theory	Problem
<b>I</b>	2	-	2	-	1	-
<b>II</b>	2	-	2	-	1	-
<b>III</b>	3	-	1	-	2	-
<b>IV</b>	2	-	1	-	1	-
<b>V</b>	3	-	1	-	1	-
<b>TOTAL</b>	<b>12</b>	<b>-</b>	<b>7</b>	<b>-</b>	<b>6</b>	<b>-</b>
	<b>SECTION A – 12</b>		<b>SECTION B- 7</b>		<b>SECTION C - 6</b>	

**PSO- CO MAPPING**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
<b>1</b>	3	3	3	3	3
<b>2</b>	3	3	3	3	3
<b>3</b>	3	3	3	2	3
<b>4</b>	3	3	3	3	2
<b>5</b>	3	3	3	3	3
<b>G</b>	3	3	3	2.8	2.8

**PSO-CO - Question Paper Mapping**

<b>NO</b>	<b>COURSE OUTCOMES</b>	<b>ADDRESSED</b>	<b>COGNITIVE LEVEL (K1 to K5)</b>
<b>CO 1</b>	Describe the general terms relevant to business and contract. Demonstrate an understanding of key elements while signing an agreement or contract.	PSO1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
<b>CO 2</b>	Illustrate the process of performance and remedies available to the aggrieved party in case of default.	PSO1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
<b>CO 3</b>	Explain the basic concepts of company formation as per companies Act (Amendment) 2013 and outline the importance of various documents prepared and filed at the time of incorporation of company.	PSO1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
<b>CO 4</b>	Understand the purpose, process of various meetings held at different point of time.	PSO1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
<b>CO 5</b>	Discuss the various modes of closure of a company and the role of a liquidator.	PSO1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create**



<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: ALLIED III</b>
<b>COURSE NAME: STATISTICS AND OPERATIONS RESEARCH – I</b>	<b>COURSE CODE:</b>
<b>SEMESTER: III</b>	<b>MARKS:100</b>
<b>CREDITS: 5</b>	<b>TOTAL HOURS: 90</b>
<b>THEORY AND PROBLEMS</b>	

**Common to B. Com (Gen, BM, MM, ISM, A&F, BBA)**

### **COURSE OBJECTIVE:**

To strengthen the knowledge on statistics and operations research

### **COURSE OUTCOMES:**

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

1. Create the Diagrammatic and graphical representation of data. Evaluate the Measures of Central tendency: Mean, Median and Mode for the given data.
2. Find the measure of Dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation.
3. Compute the Correlation – Karl Pearson’s Coefficient of Correlation – Spearman’s Rank Correlation for the given data and Find the Regression Lines and Coefficients for the given data.
4. Outline Operation Research and Formulate the Linear Programming –Formulation – Graphical and Algebraic Solution.
5. Discuss Network Analysis using PERT and CPM.

### **UNIT–I**

**(18 Hours)**

**Introduction to Statistics and Measures of Central Tendency:** Introduction, Definition and Limitations of Statistics, Graphical Representation: Bar Diagram, Pie Chart, Histogram, Frequency Polygon. Mean, Median, Mode And Their Applications.

### **UNIT–II**

**(18 Hours)**

**Measures Of Dispersion:** Measures of Dispersion: Range, Quartile Deviation, Coefficient of Quartile Deviation, Mean Deviation, Coefficient of Mean Deviation, Standard Deviation, Coefficient of Variation.

### **UNIT–III**

**(18 Hours)**

**Correlation and Regression:** Correlation: Meaning, Applications, Types of Degree of Correlation, Scatter Diagram, Karl Pearson’s Coefficient of Correlation, Spearman’s Rank Correlation. Regression: Meaning, Uses, Difference Between Correlation and Regression, Linear Regression Equations.

### **UNIT–IV**

**(18 Hours)**

**Linear Programming Problem:** Introduction, Formulation, Graphical Method.

### **UNIT–V**

**(18 Hours)**

**Network Analysis:** Introduction, Planning, Scheduling, Control, Basic Technologies, Rules for Constructing a Project Network, Network Construction, Program Evaluation Review Techniques. (PERT) – Critical Path Method (CPM).

**RECOMMENDED TEXT BOOKS:**

1. Business Statistics & Business Mathematics. (2022). Gupta SP (Dr), Gupta PK (Dr), Sultan Chand & Sons.
2. V. Sundaresan, K.S. Ganapathy Subramanian, Ganesan. (2019) Resource Management Techniques – ARS Publications.

**REFERENCE BOOKS:**

1. Statistical and numerical methods – P.R. Vittal(2016) – Margham Publications.
2. Operations Research - P.R. Vittal (2012)– Margham Publications.

**E - LEARNING RESOURCES:**

1. [https://www-statisticshowto-com.webpkgcache.com/doc/-/s/www.statisticshowto.com/probability-and-statistics/statistics-definitions/mean median-mode/](https://www-statisticshowto-com.webpkgcache.com/doc/-/s/www.statisticshowto.com/probability-and-statistics/statistics-definitions/mean%20median-mode/)
2. <http://www.uop.edu.pk/ocontents/Chatper%202.pdf>
3. [https://udrc.lkouniv.ac.in/Content/DepartmentContent/SM\\_d89ccf05-7de1-4a30-a134-3143e9b3bf3f\\_38.pdf](https://udrc.lkouniv.ac.in/Content/DepartmentContent/SM_d89ccf05-7de1-4a30-a134-3143e9b3bf3f_38.pdf)
4. [https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp\\_content/mathematics/14\\_operations\\_research/01\\_linear\\_programming\\_problem\\_mathematical\\_formulation\\_of\\_lpp\\_and\\_graphical\\_method\\_for\\_solving\\_lpp/et/9218\\_et\\_et.pdf](https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/mathematics/14_operations_research/01_linear_programming_problem_mathematical_formulation_of_lpp_and_graphical_method_for_solving_lpp/et/9218_et_et.pdf)
5. <https://www.slideshare.net/KamelAttar/operation-researchnetwork-analysis-critical-path-metho>

**GUIDELINES TO THE QUESTION PAPER SETTERS****Question Paper Pattern**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>A</b>	Answer any 10 out of 12 questions (each in 50 words)	1 - 12	3	30
<b>B</b>	Answer any 5 out of 7 questions (each in 300 words)	13 - 19	6	30
<b>C</b>	Answer any 4 out of 6 questions (each in 1200 words)	20 - 25	10	40
<b>TOTAL MARKS</b>				<b>100</b>

**BREAK UP OF QUESTIONS FOR THEORY AND PROBLEMS**

UNITS	SECTION A	SECTION B	SECTION C
I	2	1	1
II	2	1	1
III	2	1	1
IV	2	1	1
V	2	1	1
Any Unit	2	2	1
<b>TOTAL</b>	12	7	6
<b>SECTION A - 12</b>		<b>SECTION B - 7</b>	<b>SECTION C - 6</b>

**PSO – CO Mapping**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	2	3	2
CO 2	2	2	3	2	3
CO 3	2	3	2	3	2
CO 4	3	2	3	2	3
CO 5	2	3	2	3	2
Ave.	2.4	2.6	2.4	2.6	2.4

**PSO – CO question paper mapping**

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Create the Diagrammatic and graphical representation of data. Evaluate the Measures of Central tendency – Mean, median and mode for the given data.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	<b>K1</b>
CO 2	Find the measure of Dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation.	PSO1,PSO 2,	<b>K1,K2</b>

		PSO 3, PSO 4, PSO 5	
CO 3	Compute the Correlation – Karl Pearson’s Coefficient of Correlation – Spearman’s Rank Correlation for the given data and Find the Regression Lines and Coefficients for the given data.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	<b>K3</b>
CO 4	Outline Operation Research and Formulate the Linear Programming –Formulation - Graphical and Algebraic Solution.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	<b>K3,K4</b>
CO 5	Discuss Network Analysis using PERT and CPM.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	<b>K4,K5</b>

**K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: IV</b>	<b>COURSE COMPONENT: SOFT SKILL III</b>
<b>COURSE NAME: DIGITAL PROFICIENCY AND MULTIMEDIA SKILLS</b>	<b>COURSE CODE:</b>
<b>SEMESTER: III</b>	<b>MARKS:100</b>
<b>CREDITS: 2</b>	<b>TOTAL HOURS: 30</b>
<b>PRACTICAL</b>	

(Common to non IT Students)

### **COURSE OBJECTIVE:**

To equip students with essential computing skills.

### **COURSE OUTCOMES:**

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

1. Design document using salient features of MS-Word.
2. Utilize MS-Excel to manipulate data and prepare dynamic presentation using MS-PowerPoint.
3. Develop a static web page using HTML.
4. Exhibit proficiency in multimedia creation using GIMP.
5. Demonstrate expertise in data visualization with RawGraphs.

**UNIT 1: MS-Word:** Creating, Editing, Formatting and Printing of Documents - Headers and Footers -Spell check- Insert/Draw Tables, Table Auto format – Page Borders and Shading - Mail Merge. **MS-Excel:** Creating a new worksheet – Entering, editing and formatting the text, numbers – Formatting cells.

**UNIT 2: Inserting Rows/Columns** - Changing column widths and row heights – Freezing Titles, splitting screen - Formulae for calculation - Changing font sizes and colours, Sort. **MS-PowerPoint:** Creating a Presentation - Inserting and Deleting Slides in a Presentation – Adding Text/Clip Art/Pictures - Slide Transition – Custom Animation.

**UNIT 3: Web designing using HTML:** Basic tags – heading tags – paragraph, bold, italic, underline tags – font tags – ordered and unordered list – inserting images – hyperlinks.

**UNIT 4: Multimedia applications using GIMP:** Interface and Drawing Tools in GIMP- Applying Filters - Creating and handling multiple layers - Using Stamping and Smudging tools - Importing pictures.

**UNIT 5: Data visualization using RawGraphs:** Importing and exploring data - Basic chart types -mapping - customizing visualizations - Exporting visualizations.

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

1. <https://www.javatpoint.com/ms-word-tutorial>
2. <https://www.w3schools.com/excel/>
3. <https://www.tutorialspoint.com/html/>
4. <https://www.gimp.org/tutorials/>
5. <https://www.rawgraphs.io/learning>

**SELF-STUDY COURSE  
(COMPULSORY)**

<b>PROGRAMME: PROGRAMME OF BUSINESS ADMINISTRATION</b>	<b>BATCH:2024-27</b>
<b>PART: IV</b>	<b>COURSE COMPONENT: Self-study Course</b>
<b>COURSE NAME: 1.INDIAN HERITAGE AND KNOWLEDGE SYSTEM  OR 2.CONTEMPORARY WORLD AND SUSTAINABLE DEVELOPMENT</b>	<b>COURSE CODE:</b>
<b>SEMESTER: III</b>	<b>MARKS:100</b>
<b>CREDITS: 2</b>	<b>TOTAL HOURS: Nil</b>
<b>QUESTION PAPER PATTERN: MCQ</b>	
<b>THEORY</b>	

**1. INDIAN HERITAGE AND KNOWLEDGE SYSTEM**

**Course Objective:**

Delving into Indian Heritage, this course focuses on South Indian cultures and ancient knowledge like Yoga, Ayurveda, and Siddha, shaping the Nation's identity.

**Course Outcomes:**

1. To develop a comprehensive understanding among students of Indian heritage, its richness and diversity, and its role in shaping the nation's cultural identity.
2. Students gain an enhanced insight into the artistic, architectural, and literary achievements of South India and other regions, fostering a sense of pride in Indian cultural heritage.
3. To enhance students' cultural literacy by gaining insights into traditional practices preserved through folklore across India.
4. To acquire knowledge among students of ancient Indian sciences for holistic well-being, promoting physical, mental, and spiritual health.
5. Students will develop a deeper understanding of the interconnectedness of spiritual, medicinal, and artistic dimensions within Indian Heritage systems.

## Unit I: Introduction to Indian Heritage

- **Concept of Heritage:** Definition, the importance of studying heritage, and its diverse forms.
- **Cultural Landscape of India:** Overview of major cultural zones in India, with a focus on South India.

**Key Concepts:** Cultural heritage, diversity, tangible heritage (e.g., monuments), intangible heritage (e.g., traditions, practices).

## Unit II: Cultural Tapestry of South India

- **Literature:** The classical Tamil literature of *Sangam poetry*, the epic Kannada works like the "*Kuvempu Ramayana*," the Telugu compositions of *Annamacharya*, and the poetic Malayalam works of Kerala's rich literary tradition.
- **Painting:** The intricate gold leaf work of *Tanjore* painting, the intricate patterns of *Mysore* painting, hand-painting or block-printing of *Kalamkari*.
- **Theatre:** The ancient art form of *Koothu* and the elaborate dance-dramas of *Bhagavata Mela* in Tamil Nadu, and the colourful folk theatre of *Yakshagana* in Karnataka.
- **UNESCO Indian Heritage Sites:** *Great Living Chola Temples* artistry, *Hampi-Virupaksha Temple* and the *Vijaya Vittala Temple, Mahabalipuram*- a treasure trove of Pallava art, *Mysore Palace*-Indo-Saracenic architecture, *Periyar National Park*-Western Ghats, *Kanchipuram*-City of Thousand Temples

## Unit III: Tamil Nadu Folklores

- **Origins and Significance:** Historical background of Tamil Nadu folklore and its cultural significance.
- **Folk Dances:** Exploration of traditional Tamil folk dances like *Karakattam*, *Kolattam*, and *Kummi*.
- **Folk Music:** Overview of folk music traditions in Tamil Nadu, including *Parai Attam* and *Villu Paatu*.
- **Rituals and Festivals:** Understanding the role of folklore in Tamil Nadu's rituals and festivals- *Pongal* and *Jallikattu*.

**Key Concepts:** Karakattam, Kolattam, Parai Attam, Villu Paatu, Tamil folk tales, cultural rituals.

## Unit IV: Unveiling the Knowledge Systems

- **Cultural Landscape of India:** Overview of major cultural zones in India, with a focus on South India.
- **Yoga:** Exploring the various aspects of Yoga - its philosophy, Eight Limbs, practices (e.g., Asanas, Pranayama), and benefits for physical and mental well-being.
- **Ayurveda:** Understanding the core principles of Ayurveda - its focus on holistic health, diagnosis, and treatment methods.

**Key Concepts:** Yoga philosophy, Asanas, Pranayama, Tridosha theory (Ayurveda), Doshas (Vata, Pitta, Kapha), Panchakarma, herbal medicine, Ayurvedic lifestyle.

## Unit V: Siddha Tradition and Other Knowledge Systems

- **Siddha Tradition:** Origins, philosophy, medicinal practices, and spiritual aspects.
- **Other Important Knowledge Systems:** Jyotish Shastra (Indian astrology), Natya Shastra (Treatise on performing arts).

**Key Concepts:** Siddha literature, alchemy, and spirituality in Siddha tradition. Pancha Boothas (Siddha), herbal remedies, Planetary influences, elements of classical Indian dance and music, and aesthetics in Natya Shastra.



## 2. CONTEMPORARY WORLD AND SUSTAINABLE DEVELOPMENT

### Course Objective:

Delving into global dynamics, this course highlights Asia and India's pivotal role in achieving global sustainability objectives.

### Course Outcomes:

1. Students will gain a comprehensive understanding of the key actors, institutions, and dynamics shaping the contemporary world order.
2. Students will acquire the ability to analyze the political, economic, and security challenges within major Asian regions, fostering informed perspectives on these critical issues.
3. Through the study of recent wars, students will develop critical thinking skills to assess the root causes, human costs, and potential solutions to contemporary conflicts.
4. Students will gain a deeper understanding of the principles and challenges of sustainable development, empowering them to advocate for responsible solutions at local, national, and international levels.
5. Students will be equipped to critically evaluate India's contributions to the SDGs, particularly through specific programs implemented in Tamil Nadu, and assess their effectiveness in achieving sustainable development goals.

### Unit I: Global Governance and Institutions

- **State & Non-State Actors:** Definition, types (nation-states, failed states), functions.  
Key Actors: International states, Intergovernmental organizations (IGOs), nongovernmental organizations (NGOs), multinational corporations (MNCs).
- **United Nations (UN):** Structure, key organs (General Assembly, Security Council), functions, WB, & others.  
Key Concepts: United Nations General Assembly, United Nations Security Council.
- **Regional Organizations:** European Union (EU), African Union (AU), North Atlantic Treaty Organization (NATO)  
Key Concepts: European Union Commission, African Union Commission, North Atlantic Treaty Organization.
- **International Law and Treaties:** Significance, role in addressing global challenges.  
Key Concepts: International Court of Justice, International Criminal Court, Geneva

Conventions.

## Unit II: Contemporary Asia

### Major Geographical Regions

- **Middle East:** Characterized by rich oil reserves, Complex political dynamics, and ongoing conflicts.  
Key countries: Iran, Iraq, Israel, Saudi Arabia, Syria, Turkey
- **Southeast Asia:** Rapid economic growth, Challenges- maritime security and environmental degradation.  
Key countries: Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam
- **Far East:** Major economic powerhouses and Potential flashpoints.  
Key countries: China, Japan, North Korea, South Korea
- **Rise of China:** Political-South China Sea, Territorial disputes and Competition for Resources. Economic- China's Belt and Road Initiative (BRI)
- **Major Economic Centers:** **Singapore-** Global financial hub, **Hong Kong-** Special Administrative Region of China, **United Arab Emirates (UAE)-** Diversified economy driven by oil and gas, tourism, and trade.

### Regional Organizations:

- Association of Southeast Asian Nations (ASEAN)
- South Asian Association for Regional Cooperation (SAARC)
- Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (BIMSTEC)
- Asia-Pacific Economic Cooperation (APEC)
- Shanghai Cooperation Organization (SCO)

## Unit III: Recent Wars of the World

- **Syrian Civil War (2011-present):** Bashar al-Assad regime, Syrian opposition groups, ISIS.  
*Key Concepts: Origins of the conflict, humanitarian crisis, foreign intervention, refugee crisis.*
- **Yemeni Civil War (2015-present):** Houthi rebels, Yemeni government, Saudi-led coalition.  
*Key Concepts: Proxy war dynamics, humanitarian crisis, role of Iran and Saudi Arabia, UN peace efforts.*
- **Ukraine Conflict (2014-present):** Ukrainian government, Russian-backed separatists, Russia.  
*Key Concepts: Annexation of Crimea, Donbas region conflict, Minsk agreements, NATO-Russia tensions.*
- **Ethiopia Civil War (2020-present):** Ethiopian government, Tigray People's Liberation Front (TPLF), Eritrean forces.  
*Key Concepts: Tigray conflict, humanitarian crisis, regional implications, efforts for ceasefire and peace talks.*
- **Nagorno-Karabakh War (2020):** Armenia, Azerbaijan, Russia.

*Key Concepts: Conflict over Nagorno-Karabakh region, ceasefire agreement, role of Turkey, peace negotiations.*

- **Myanmar Civil War (2021-present):** Myanmar military (Tatmadaw), ethnic armed groups, and Civilian resistance.

*Key Concepts: Coup aftermath, Rohingya crisis, ethnic conflicts, ASEAN mediation efforts.*

## Unit IV: Sustainable Development Goals

- **Definition of Sustainable Development:** Balancing economic, social, and environmental needs.

*Key Concepts: United Nations Development Programme (UNDP), World Wildlife Fund (WWF), Sustainable Development Solutions Network (SDSN).*

- **UN Sustainable Development Goals (SDGs):** Overview, targets.

*Key Concepts: United Nations, national governments, NGOs, private sector.*

- **Challenges and Opportunities:** Achieving sustainability, global cooperation.

*Key Concepts: United Nations, national governments, civil society organizations, multinational corporations.*

## Unit V: India's Role in Achieving Sustainable Development Goals (SDGs) with Tamil Nadu Initiatives

### Addressing Basic Needs:

- **Goal 1: No Poverty**
  - National Rural Employment Guarantee Act (NREGA)
  - Kalaignar Kanchi Thalaiyalar Scheme
  - Ungal Thozhil Udhayanam (UTOY)
- **Goal 2: Zero Hunger**
  - National Food Security Act (NFSA)
  - Nutritious Noon Meal Programme
  - Annadhanam Scheme
  - Amma Unavagam
- **Goal 3: Good Health and Well-being**
  - National Health Mission (NHM)
  - Health Insurance of Tamil Nadu
  - Chief Minister's Comprehensive Health Insurance Scheme
  - Maruthuva Mitri
  - Amma Mini Clinics

### Ensuring Essential Services:

- **Goal 4: Quality Education**
  - Sarva Shiksha Abhiyan (SSA)

- Rashtriya Madhyamik Shiksha Abhiyan (RMSA)
- Namakkal District Library Scheme
- Pudhumai Penn Scheme under Higher Education Assurance Scheme (HEAS)
- Free Coaching for Competitive Exams
- **Goal 6: Clean Water and Sanitation**
  - Swachh Bharat Mission (Clean India Mission)
  - National Rural Drinking Water Programme (NRDWP)
  - Jal Jeevan Mission Tamil Nadu
  - Namakku Naathey Scheme
  - Kudimaramathu Scheme
- **Goal 7: Affordable and Clean Energy**
  - National Solar Mission
  - Tamil Nadu Solar Energy Policy
  - Green House Scheme

### **Building Sustainable Communities:**

- **Goal 11: Sustainable Cities and Communities**
  - Smart Cities Mission
  - Atal Mission for Rejuvenation and Urban Transformation (AMRUT)
  - Adi Dravidar Housing Scheme
- **Goal 13: Climate Action**
  - National Action Plan on Climate Change (NAPCC)
  - International Solar Alliance
  - Tamil Nadu Wind Energy Policy 2019
- **Goal 17: Partnerships for the Goals**
  - Development Assistance Programmes (DAPs)
  - International Development Cooperation (IDC)

# **SEMESTER – IV**

<b>PROGRAMME: BACHELOR OF BUSINEES ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: CORE –IX</b>
<b>COURSE NAME: ORGANISATIONAL BEHAVIOUR</b>	<b>COURSE CODE:</b>
<b>SEMESTER: IV</b>	<b>MARKS: 100</b>
<b>CREDITS:4</b>	<b>TOTAL HOURS: 75</b>
<b>THEORY</b>	

**COURSE OBJECTIVE:**

It is an interdisciplinary subject that has the influence of various subjects Psychology, management, sociology, economics and engineering have their influence on this field.

**COURSE OUTCOMES:**

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

1. Aware of the different theories of motivation.
2. Comprehend and apply motivational theories in the workplace
3. Identify changes within organizations and power and politics in organizations
4. Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations
5. Analyze individual and group behaviour, and understand the implications of Marketing Management on the process of management

**UNIT-I****(12 Hours)**

Meaning, Definition of Organizational Behaviour, Evolution of OB as a Discipline, Contribution from other Disciplines, OB Framework, OB Model (Autocratic, Custodial) Emerging Issues in Organization Behaviour.

**UNIT– II****(17 Hours)**

Personality: Meaning - Determinants of Personality - Biological Factors - Cultural Factors - Family and Social Factors - Situational Factors -Personality Attributes Influencing OB, Interactive Behaviour and Interpersonal Conflict. Perception: Meaning - Need - Perceptual Process – Perceptual Mechanism - Factors Influencing Perception. - Attitude: Meaning of Attitude - Characteristics of Attitude – Components of Attitude - Attitude and Behaviour – Attitude Formation, Change in Attitude and Barriers to Attitude-Learning: Meaning & Importance – Barriers- Principles Of Learning & Reinforcement - Observational Learning - Cognitive Learning - Theories of Learning.

**UNIT– III****(17 Hours)**

Definition of Motivation - Importance of Motivation - Relevance of Motivation to OB - Theories of Motivation: Maslow’s Needs Theory, Alderfer's ERG Theory, Mcgregor X And Y Theory, Herzberg's Hygiene Theory.

**UNIT-IV****(17 Hours)**

Group Dynamics: Meaning - Types of Groups - Functions of Small Groups - Group Size Status - Managerial Implications –Group Behaviour - Group Norms – Group Cohesiveness - Types- Threats to

Group Cohesiveness- Evolution of Groups into Teams. Leadership: Introduction - Managers V/S Leaders. Overview of Leadership- Traits and Types, Theories of Leadership- Trait and Behavioural Theories. Contingency Perspective of Leadership - Situational Leadership and Path & Goal of Leadership, Transformational, Transactional, Charismatic Leaders, Leaders as Mentors and Ethical Leadership.

**UNIT– V****(12 Hours)**

Organizational Culture: Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity - Organizational Climate: Factors Influencing Organizational Climate— Organizational Development: Nature of Organizational Development, Steps involves in Organizational Development Process.

**RECOMMENDED TEXT BOOKS:**

1. K. Aswathappa, Organizational Behaviour, HPH.
2. Sekaran Uma, Organisational Behaviour Text & cases, 2nd edition, Tata
3. McGraw Hill Publishing CO. Ltd.
4. RaoGangadhar, Narayana ,V.S.P Rao, Organisational Behaviour 1987, Reprint 2000, Konark Publishers Pvt.Ltd , 1 st edition

**REFERENCE BOOKS:**

1. Khanka S.S., Organisational Behaviour,S.Chand& Co , New Delhi.
2. Jayasankar J., Organisational Behaviour, Margham Publications, Chennai

**E-LEARNING RESOURCES:**

1. <https://www.geektonight.com/organisational-behaviour-notes-pdf/>
2. <https://weatherhead.case.edu/centers/fowler/research/case-studies/department?idDept=339>

**GUIDELINES TO THE QUESTION PAPER SETTERS**  
**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>Section B</b>	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	<b>30</b>
<b>Section C</b>	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	<b>40</b>

**BREAKUP OF QUESTION FOR THEORY**

Units	Section A		Section B		Section C	
	Theory	Problem	Theory	Problem	Theory	Problem
<b>I</b>	3	-	1	-	1	-
<b>II</b>	3	-	2	-	1	-
<b>III</b>	2	-	1	-	1	-
<b>IV</b>	2	-	2	-	2	-
<b>V</b>	2	-	1	-	1	-
<b>TOTAL</b>	12	-	7	-	6	-
	<b>SECTION A - 12</b>		<b>SECTION B - 7</b>		<b>SECTION C – 6</b>	

**PSO- CO MAPPING**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>AVG</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

**PSO-CO - Question Paper Mapping**

<b>CO NO</b>	<b>COURSE OUTCOME</b>	<b>PSO ADDRESSED</b>	<b>COGNITIVE LEVEL (K1 to K6)</b>
<b>CO 1</b>	Aware of the different theories of Motivation.	<b>PSO 1, PSO 2, PSO 3, PSO 4. PSO 5</b>	<b>K1, K2, K3, K4, K5</b>
<b>CO 2</b>	Comprehend and apply motivational theories in the workplace	<b>PSO 1, PSO 3, PSO 4. PSO 5</b>	<b>K1, K2, K3, K4, K5</b>
<b>CO 3</b>	Identify changes within organizations and power and politics in organizations	<b>PSO 1, PSO 2, PSO 3, PSO 4. PSO 5</b>	<b>K1, K2, K3, K4, K5</b>
<b>CO4</b>	Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations	<b>PSO 1, PSO 2, PSO 3, PSO 4. PSO 5</b>	<b>K1, K2, K3, K4, K5</b>
<b>CO5</b>	Analyze individual and group behaviour, and understand the implications of Marketing Management on the process of management	<b>PSO 1, PSO 3, PSO 4. PSO 5</b>	<b>K1, K2, K3, K4, K5</b>

**K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create**



<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: CORE PAPER – Core- X</b>
<b>COURSE NAME: FINANCIAL MANAGEMENT</b>	<b>COURSE CODE:</b>
<b>SEMESTER: IV</b>	<b>MARKS: 100</b>
<b>CREDITS:4</b>	<b>TOTAL HOURS:75</b>
<b>THEORY AND PROBLEMS</b>	

(Common to B.Com (GEN), B.Com (CS), B.Com (BM), B.Com (MM), B.Com (AF), B.Com (ISM), BBA)

### **COURSE OBJECTIVE:**

To know the corporate financial structure.

### **COURSE OUTCOMES:**

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

1. Understand how crucial financial decisions are taken in a firm and gain insight in to wealth maximization and profit maximization.
2. Know the information about cost of capital, importance of leverage and capitalization.
3. Demonstrate the Theories of capital structure.
4. Charting the dividend polices and factors affecting dividend policies.
5. Apply techniques for short term financial needs of the firm using working capital management concepts.

#### **UNIT-I**

**(12 Hours)**

Financial Management – Introduction – Scope – Finance and other Related Disciplines –Function of Finance – Functions of Finance Manager in 21st Century. Financial Goals: Profit Maximization Vs Wealth Maximization –Time Value of Money - Perpetuity – CMI Amortization.

#### **UNIT-II**

**(17 Hours)**

Cost of Capital – Significance of The Cost of Capital – Determining Component Costs of Capital – Cost of Equity - Cost of Preference Share Capital – Cost of Debt - Cost of Retained Earnings – Weighted Average Cost of Capital

#### **UNIT-III**

**(17 Hours)**

Capital Structure – Importance – Factors Affecting Capital Structure - Determining Debt – Equity Proportion – Theories of Capital Structure –Net Income Approach – Net Operating Income Approach – M.M Approach & Traditional Approach - Leverage Concept –Operating Leverage – Financial Leverage And Combined Leverage.

#### **UNIT-IV**

**(12 Hours)**

Dividend policy – Objective of Dividend Policies - Types of Dividend Policies - Factors Affecting Dividend Policy – Dividend Theories: Walter’s - Gordons’s – M.M Hypothesis – Forms of Dividend

**UNIT-V****(17 Hours)**

Working Capital – Components of working Capital – Operating Cycle – Factors influencing working capital – Determining Working Capital Requirements. Capital Expenditure Capital Budgeting Techniques: Discounted Cash flow technique: Net Present Value- Internal Rate of Return-Profitability Index, Non-Discounted Cash flow Techniques: Payback methods– Accounting Rate of Return

**RECOMMENDED TEXT BOOKS:**

1. M.Y. Khan and P.K. Jain Basic Financial Management, Tata McGraw-Hill Education
2. Dr. A. Murthy, Financial Management, Margham Publications

**REFERNCE BOOKS:**

1. Pandey I.M.: Financial Management, Vikas Publishing House Pvt Ltd
2. Maheswari . S.M.: Financial Management, Sultan Chand & Sons
3. Prasanna Chandhra: Financial management theory and practice, McGraw-Hill Education
4. Dr. Rustagi P R, Fundamentals of Financial management, Taxman's publication, 14th edition
5. Paramasivan C & Subramanian T, Financial Management, New Age International Publishers

**E-LEARNING RESOURCES:**

1. <https://www.managementstudyguide.com/financial-management.htm>
2. <https://corporatefinanceinstitute.com/resources/knowledge/finance/cost-of-capital/>
3. <https://www.investopedia.com/terms/c/capitalbudgeting.asp>
4. <https://efinancemanagement.com/dividend-decisions>
5. <https://cleartax.in/s/working-capital-management-formula-ratio>
6. <https://books.google.co.in/books?isbn=812591658X>
7. <https://books.google.co.in/books?isbn=8174465863>

**GUIDELINES TO THE QUESTION PAPER SETTERS  
QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>Section B</b>	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	<b>30</b>
<b>Section C</b>	Answer any 2 out of 4 questions	20-23	20	<b>40</b>

**BREAKUP OF QUESTION FOR THEORY**

Units	Section A		Section B		Section C	
	Theory	Problem	Theory	Problem	Theory	Problem
<b>I</b>	2	1	1	-	-	-
<b>II</b>	2	1	-	1	-	1
<b>III</b>	1	1	1	1	-	1
<b>IV</b>	1	1	-	1	-	1
<b>V</b>	1	1	-	2	-	1
<b>TOTAL</b>	7	5	2	5	-	4
	<b>SECTION A - 12</b>		<b>SECTION B - 7</b>		<b>SECTION C - 4</b>	

**PSO- CO MAPPING**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>AVG</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

**PSO-CO - Question Paper Mapping**

<b>CO NO</b>	<b>COURSE OUTCOMES</b>	<b>PSO ADDRESSED</b>	<b>COGNITIVE LEVEL (K1 to K6)</b>
<b>CO 1</b>	Understand how crucial financial decisions are taken in a firm and gain insight in to wealth maximization and profit maximization.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2, K3, K4
<b>CO 2</b>	Know the information about cost of capital, importance of leverage and capitalization.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
<b>CO 3</b>	Demonstrate the Theories of capital structure.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
<b>CO4</b>	Charting the dividend polices and factors affecting dividend policies.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
<b>CO5</b>	Apply techniques for short term financial needs of the firm using working capital management concepts.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: CORE - XI</b>
<b>COURSE NAME: GOODS AND SERVICE TAX AND CUSTOMS LAWS</b>	<b>COURSE CODE:</b>
<b>SEMESTER: IV</b>	<b>MARKS: 100</b>
<b>CREDITS:4</b>	<b>TOTAL HOURS: 75</b>
<b>THEORY</b>	

(Common to B.Com (GEN), B.Com (CS), B.Com (AF), BBA)

### **COURSE OBJECTIVE:**

To understand about the GST procedure and implementation.

### **COURSE OUTCOMES:**

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

1. Exemplify the classification and methods, tax system in India.
2. Outline the Concepts, Definitions and Types of Custom duties.
3. Understand the Prohibition of Importation and exportation of goods under Customs Act, powers of various customs officers.
4. Discuss the provisions and rules relating to Supply, Types of goods and Input Tax credit under GST.
5. Experiment the various provisions and Importance for Registration, Cancellation.

### **UNIT-I**

**(10 Hours)**

History of Taxation – Elements of Tax – Objectives of Taxation – Cannons of Taxation – Tax System in India – Classification of Taxes.

### **UNIT-II**

**(20 Hours)**

Customs Act 1962– Definition, Concepts and Scope– Levy and Collection of Customs Duty - Classification of Goods–Assessment of Duty–Valuation of Goods under Customs Act– Prohibition on Importation & Exportation of Goods– Demand and Recovery of Customs Duty- Clearance of Goods– Baggage.

### **UNIT-III**

**(20 Hours)**

Introduction to GST - Meaning – Need – Benefit – Types – GST Council Applicability – Exclusions. Good exempted from GST – Services exempted from GST – Powers to grant Exemption from tax

### **UNIT-IV**

**(10 Hours)**

Introduction to taxable events under GST– Concepts of Supply– Types of Supply–Composite Supply– Mixed Supply – Composite Levy - Introduction to value and time of supply – Time of Supply of Goods – Time of Supply of Service– Value of Supply and its Provisions

### **UNIT-V**

**(15 Hours)**

Introduction to registration under GST– Time limit– Persons liable for Registration–Persons not liable for Registration– Compulsory Registration– Procedure– Cancellation and Revocation GST Returns – Returns under GST- Assessment and Tax Payment under GST -GST Audit.

**RECOMMENDED TEXT BOOKS:**

1. T.S.Reddy & Y.Hariprasad Reddy, Business Taxation ,Margham Publications,2018.  
ICAI – Indirect Tax Study Material, 2018.

**REFERNCE BOOKS:**

1. Dr.Vinod K Singhanian, Monica Singhanian, Students Guide to IncomeTax, Taxmann  
Publications Pvt Ltd., New Delhi.
2. Girish Ahiya, Dr. Ravi Gupta, Systematic Approach to Income Tax and CST, Bharat Law House  
Pvt. Ltd. New Delhi.
3. Dr.Sanjeev Kumar, Systematic Approach to Indirect Taxes with Practical problems and solutions,  
Bharat Law House Pvt. Ltd., New Delhi.

**E-LEARNING RESOURCES**

1. <http://www.idtc.icai.org/gst.html>
2. <http://idtc.icai.org/gst-topic-wise-study-material-list.html>

**GUIDELINES TO THE QUESTION PAPER SETTERS**  
**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
<b>Section B</b>	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
<b>Section C</b>	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40

**BREAKUP OF QUESTION FOR THEORY**

Units	Section A		Section B		Section C	
	Theory	Problem	Theory	Problem	Theory	Problem
<b>I</b>	3	-	1	-	1	-
<b>II</b>	3	-	1	-	2	-
<b>III</b>	2	-	2	-	1	-
<b>IV</b>	2	-	1	-	1	-
<b>V</b>	2	-	2	-	1	-
<b>TOTAL</b>	12	-	7	-	6	-
	<b>SECTION A - 12</b>		<b>SECTION B - 7</b>		<b>SECTION C - 6</b>	

**PSO- CO MAPPING**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>AVG</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

**PSO-CO - Question Paper Mapping**

<b>CO NO</b>	<b>COURSE OUTCOMES</b>	<b>PSO ADDRESSED</b>	<b>COGNITIVE LEVEL (K1 to K6)</b>
<b>CO 1</b>	Exemplifying the classification and methods, tax system in India.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
<b>CO 2</b>	Outline the Concepts, Definitions and Types of Custom duties.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
<b>CO 3</b>	Understand the Prohibition of Importation and exportation of goods under Customs Act, powers of various customs officers.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
<b>CO4</b>	Discuss the provisions and rules relating to Supply, Types of goods and Input Tax credit under GST.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5
<b>CO5</b>	Experimenting the various provisions and Importance for Registration, Cancellation.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4, K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: CORE PAPER – XII</b>
<b>COURSE NAME: FINANCIAL SERVICES</b>	<b>COURSE CODE:</b>
<b>SEMESTER: IV</b>	<b>MARKS:100</b>
<b>CREDITS: 4</b>	<b>TOTAL HOURS:75</b>
<b>THEORY</b>	

**COURSE OBJECTIVE:**

The curriculum is career-oriented in nature which creates several prospects in different disciplines, such as banking.

**COURSE OUTCOMES:**

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

1. Identify financial services in India as Indian Financial System, Financial Markets, Banking and Insurance Sector in India and Recent Trends in Accounting and Finance
2. Acquaint with current financial practices
3. Distinct between Mutual Funds and Venture Capital.
4. Summarize the features of lease agreements and the concepts of Hire purchase
5. Discuss mutual funds and the Institutions involved in it.

**UNIT– I****(15 Hours)**

Meaning and Importance of **Financial Services** – Types of Financial Services – Financial Services and Economic Environment – Players In Financial Services Sector.

**UNIT-II****(20 Hours)**

**Merchant Banking:** Meaning, Functions – Issue Management: Pre-Issue Management and Post Issue Activities – Managing of New Issues – Underwriting: Meaning, Types of Underwriting – Capital Market: Meaning, Definition, Capital Market Instruments: Equity Shares, Preference Shares and Debentures. Types of Capital Market: Primary Market and Secondary Market Stock Exchange: Meaning and Definition, Characteristics of Stock Exchange, Operators at Stock Exchange, BSE, NSE and OTCEI – Listing: Meaning, Objectives and Advantages – Types of Speculators - Role of SEBI.

**UNIT-III****(10 Hours)**

**Leasing:** Meaning, Types of Leases, Features of Lease Agreement - Hire Purchase: Concepts and Features – Distinguishing Between Hire Purchase and Leasing. Factoring: Definition and Meaning, Functions of Factor, Types of Factoring

**UNIT-IV****(15 Hours)**

**Venture Capital:** Meaning, Features, Functions, Modes or Forms of Venture Capital –Credit Rating: Meaning, Advantages and Disadvantages, CRISIL, ICRA, CARE. Consumer Finance: Meaning and Types of Consumer Finance.

**UNIT– V****(15 Hours)**

**Mutual Funds:** Meaning – Types: Based on Ownership, Operation, Objectives and Location–Advantages and Disadvantages of Mutual Fund – Institutions Involved – UTI.

**RECOMMENDED TEXT BOOKS:**

1. Khan M.Y., Financial Services, 8<sup>th</sup> Edition, 2016, Tata McGraw Hill Publications.
2. Santhanam B., Financial Services, Margham Publications.
3. Kumar Dinesh K.S., Financial services, 2014, Shri Sai Publishers' Distributor

**REFERENCE BOOKS:**

1. Mishra Dr.M.N., Law of Insurance, 2014, Sultan Chand Publications.
2. Machiraju H.r., Indian Financial System, 4<sup>th</sup> Edition, 2010, Vikas Publications.
3. Basu S.K., A Review of current Banking Theory and Practice, 2nd Edition, MacMillan Publications, London

**E-LEARNING RESOURCES:**

1. <https://www.studocu.com/in/document/apj-abdul-kalamtechnological-university/nbfc-micro-finance/financial-services-lecture-notes/23239176>
2. <https://BACHELOR OF BUSINEES ADMINISTRATIONmantra.com/financial-services/>
3. <https://www.mutualfundindia.com/MF/return/TopFunds?id=5>

**GUIDELINES TO THE QUESTION PAPER SETTERS**  
**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>Section B</b>	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	<b>30</b>
<b>Section C</b>	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	<b>40</b>

**BREAKUP OF QUESTION FOR THEORY**

Units	Section A		Section B		Section C	
	Theory	Problem	Theory	Problem	Theory	Problem
I	3	-	2	-	1	-
II	3	-	1	-	2	-
III	2	-	2	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
<b>TOTAL</b>	<b>12</b>	<b>-</b>	<b>7</b>	<b>-</b>	<b>6</b>	<b>-</b>
	<b>SECTION A - 12</b>		<b>SECTION B - 7</b>		<b>SECTION C - 6</b>	

**PSO- CO MAPPING**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>AVG</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>



**PSO-CO - Question Paper Mapping**

<b>CO NO</b>	<b>COURSE OUTCOMES</b>	<b>PSO ADDRESSED</b>	<b>COGNITIVE LEVEL (K1 to K6)</b>
<b>CO 1</b>	Identify financial services in India as Indian Financial System, Financial Markets, Banking and Insurance Sector in India and Recent Trends in Accounting and Finance	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
<b>CO 2</b>	Acquainted with current financial practices	PSO 1, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
<b>CO 3</b>	Distinct between Mutual Funds and Venture Capital.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
<b>CO4</b>	Summarize the features of lease agreements and the concepts of Hire purchase	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
<b>CO5</b>	Discuss mutual funds and the Institutions involved in it.	PSO 1, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: ALLIED PAPER – IV</b>
<b>COURSE NAME: STATISTICS AND OPERATIONS RESEARCH - II</b>	<b>COURSE CODE:</b>
<b>SEMESTER: IV</b>	<b>MARKS:100</b>
<b>CREDITS:5</b>	<b>TOTAL HOURS: 90</b>
<b>THEORY AND PROBLEMS</b>	

**Common to B. Com (Gen, BM, MM, ISM, A&F, BBA)**

### **COURSE OBJECTIVE:**

To strengthen the knowledge on statistics and operations research

### **COURSE OUTCOMES:**

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

1. Discuss about the time Series Analysis using Secular trend. Explain method of least squares to fit a straight line-Seasonal variation.
2. Discuss about Sampling Techniques, types of Sample and Sampling procedures
3. Outline Index Numbers such as weighted and unweighted price relative method, Cost of Living Index.
4. Formulate LPP to transportation problem and obtain initial basic feasible solution by Northwest corner, least cost, Vogel's approximation method, test for optimality using modified distribution method.
5. Formulate LPP to Assignment Problem and Find the solution of Minimization, Maximization case in assignment problem using Hungarian method.

### **UNIT-I**

**(18 Hours)**

Time Series: Meaning, need and components of time series, Measurement of trend: Free hand, Semi average, moving average and least square methods. Measurement of seasonal indices: Simple average, Ratio to trend and Ratio to moving average method.

### **UNIT-II**

**(18 Hours)**

Index Number: Meaning, Needs and components of time series, Types, Unweighted and Weighted index number Simple, Aggregative, Price relative methods, Laspeyres's, Paasche's, Bowley's and Fisher's index numbers, Time and Factor reversal tests, Cost of living index.

### **UNIT-III**

**(18 Hours)**

Sampling Methods: Meaning of sampling, probability sampling methods and non-probability sampling methods, sampling error and standard error.

Hypothesis: Meaning, types, standard hypothesis, null and alternative hypothesis, simple and composite hypothesis, type I and type II error, testing of hypothesis: t -test, F-test, Chi square.

### **UNIT-IV**

**(18 Hours)**

Transportation Problem: Introduction, initial basic feasible solution, North West Corner Methods

(NWCM), Least Cost Methods (LCM), Vogels Approximation Method (VAM), Modified Distribution Method (MODI) solution procedure without degeneracy.

**UNIT-V****(18 Hours)**

Assignment Problem: Introduction, Mathematical formulation of an assignment problem, Hungarian method for solving assignment problem, unbalanced assignment problem, minimization and maximization case in assignment problem.

**RECOMMENDED TEXT BOOKS:**

1. Statistical methods by S.P. Gupta
2. Resource Management Techniques by V. Sundaresan, K.S. Ganapathy Subramanian, Ganesan. – ARS Publications.

**REFERENCE BOOKS:**

1. Statistical and numerical methods – P.R. Vittal – Margham Publications.
2. Operations Research - P.R. Vittal – Margham Publications.

**E-LEARNING RESOURCES:**

1. [https://www.lkouniv.ac.in/site/writereaddata/siteContent/202003291612342405mukes\\_hsrivastava\\_businessstastics3.pdf](https://www.lkouniv.ac.in/site/writereaddata/siteContent/202003291612342405mukes_hsrivastava_businessstastics3.pdf)
2. <https://www.qualtrics.com/au/experience-management/research/sampling-methods/>
3. [https://www.lkouniv.ac.in/site/writereaddata/siteContent/202004160626023624Rajiv\\_Saksena\\_INDEX\\_NUMBERS.pdf](https://www.lkouniv.ac.in/site/writereaddata/siteContent/202004160626023624Rajiv_Saksena_INDEX_NUMBERS.pdf)
4. [https://www.acsce.edu.in/acsce/wp-content/uploads/2020/03/1585041316993\\_Module-4.pdf](https://www.acsce.edu.in/acsce/wp-content/uploads/2020/03/1585041316993_Module-4.pdf)

**GUIDELINES TO THE QUESTION PAPER SETTERS  
QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	Answer any 10 out of 12 questions (each in 50 words)	1 - 12	3	30
<b>B</b>	Answer any 5 out of 7 questions (each in 300 words)	13 - 19	6	30
<b>C</b>	Answer any 4 out of 6 questions (each in 1200 words)	20 - 25	10	40

**BREAK UP OF QUESTIONS FOR THEORY AND PROBLEM**

UNITS	SECTION A	SECTION B	SECTION C
I	2	1	1
II	2	1	1
III	2	1	1
IV	2	1	1
V	2	1	1
Any Unit	2	2	1
<b>TOTAL</b>	<b>12</b>	<b>7</b>	<b>6</b>
<b>SECTION A - 12</b>		<b>SECTION B - 7</b>	
		<b>SECTION C - 6</b>	

**PSO – CO Mapping**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	2	3	2
CO 2	2	2	3	2	3
CO 3	2	3	2	3	2
CO 4	3	2	3	2	3
CO 5	2	3	2	3	2
Ave.	2.4	2.6	2.4	2.6	2.4

**PSO – CO question paper mapping**

CO No:	COURSE OUTCOMES	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Discuss about the time Series Analysis using Secular trend. Explain method of least squares to fit a straight line-Seasonal variation.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	<b>K1</b>
CO 2	Discuss about Sampling Techniques, types of Sample and Sampling procedures.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	<b>K1,K2</b>
CO 3	Outline Index Numbers such as weighted and unweighted price relative method, Cost of Living Index.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	<b>K3</b>
CO 4	Formulate LPP to transportation problem and obtain initial basic feasible solution by Northwest corner, least cost, Vogel's approximation method, test for optimality using modified distribution method.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	<b>K3,K4</b>
CO 5	Formulate LPP to Assignment Problem and Find the solution of Minimization, Maximization case in assignment problem using Hungarian method.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	<b>K4,K5</b>

**K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6 = Create**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024 -27</b>
<b>PART: IV</b>	<b>COURSE COMPONENT: SOFT SKILLS -IV</b> Page
<b>COURSE NAME: FOUNDATIONS OF QUANTITATIVE APTITUDE</b>	<b>COURSE CODE:</b>
<b>SEMESTER: IV</b>	<b>MARKS:100</b>
<b>CREDITS: 2</b>	<b>TOTAL HOURS: 30</b>
<b>THEORY AND PROBLEMS</b>	

**COURSE OBJECTIVE:**

Develop learners' problem-solving skills and critical thinking abilities in the context of recruitment aptitude tests.

**COURSE OUTCOMES:**

1. The learner will be able to recognize, describe and represent patterns and relationships, as well as to solve problems using algebraic language and skills.
2. To learn about factors and multiples that numbers have in common with each other.
3. The student will analyse monthly profit and loss statements for a school store and calculate profit margin percentages.
4. Students learn what different types of interest are, where it occurs in real life and understand the concept of simple and compound interests.
5. The learner will draw, interpret and compare pie charts, bar charts and frequency diagrams.

**UNIT I: Number system and Number series**

Numbers: Numbers and their classification, test for divisibility of numbers, General properties of divisibility, division and remainder, remainder rules.

Number Series: Number series, three steps to solve a problem on series, two-line number series, sum rules on natural numbers.

**UNIT II: HCF and LCM of Numbers**

Factors, Multiples, Principal of Prime factorization, Highest Common Factor (HCF) and Least Common Multiple (LCM), Product of two numbers, Difference between HCF and LCM.

**UNIT III: Percentage, Profit and Loss**

Percentage: Introduction, fraction to rate percent, rate percent to fraction, rate percent of a number, express a given quantity as a percentage of another given quantity, convert a percentage into decimals and convert a decimal into percentage.

Profit and Loss: Gain/Loss and % gain and % loss, relation among Cost price, Sale price , Gain/Loss and % gain and % loss.

**UNIT IV: Simple Interest and Compound Interest**

Simple Interest: Definition, effect of change of  $P$ ,  $R$  and  $T$  on Simple Interest, amount.

Compound Interest: Introduction, conversion period, basic formula, to find the Principal/Rate/Time, Difference between Simple Interest and Compound Interest.

**UNIT V: Data interpretation**

Tabulation, Bar Graphs, Pie Charts, Line Graphs, average.

**RECOMMENDED TEXT BOOK:**

1. Quantitative Aptitude- R. S. Aggarwal, S. Chand Limited, 2008

**REFERENCE BOOKS:**

1. Quantitative Aptitude by Abhijit Guha, Fourth Edition. New Delhi Tata McGraw Hill Education Private limited 2012
2. Quantitative Aptitude- Ramandeep Singh (2000)

**E - LEARNING RESOURCES:**

1. <https://byjus.com/maths/numeral-system/#:~:text=crore%20is%207,-.International%20Numeral%20System,8%20%E2%80%93%20Ones>
2. <https://byjus.com/maths/hcf-and-lcm/>
3. <https://byjus.com/maths/profit-loss-percentage/https://www.vedantu.com/jee-main/maths-difference-between-simple-interest-and-compound-interest>
4. <https://sites.utexas.edu/sos/guided/descriptive/descriptivec/frequency/>

**QUESTION PAPER PATTERN**

SECTION	QUESTION COMPONENT	NUMBERS	MARKS	TOTAL
<b>A</b>	<b>Multiple Choice Questions:</b> Answer 20 out of 20 questions (each question carries one mark)	1 – 20	20	20
<b>B</b>	Answer any 5 out of 7 questions (each question carries 6 marks)	21 – 27	6	30
<b>TOTAL MARKS</b>				<b>50</b>

**BREAK UP OF QUESTIONS FOR PROBLEMS**

UNITS	SECTION A	SECTION B
<b>I</b>	4	1
<b>II</b>	4	1
<b>III</b>	4	1
<b>IV</b>	4	1
<b>V</b>	4	1
<b>Any Unit</b>	-	2
<b>TOTAL</b>	<b>20</b>	<b>7</b>

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: IV</b>	<b>COURSE COMPONENT: EVS</b>
<b>COURSE NAME: ENVIRONMENTAL STUDIES</b>	<b>COURSE CODE:</b>
<b>SEMESTER: IV</b>	<b>MARKS:100</b>
<b>CREDITS:2</b>	<b>TOTAL HOURS:30</b>
<b>THEORY</b>	

**COURSE OBJECTIVE:**

Introduction to fundamental concepts environmental studies

**COURSE OUTCOMES:**

1. Demonstrate the significance of environmental economics
2. Analyse the existing renewable and non-renewable resources
3. Get an overview of the conventional and non-conventional energy resources
4. Acquire knowledge on different pollution control measures
5. Demonstrate different international environmental policies

**UNIT I: MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES**

Definition, scope and importance-Need for public awareness.

**UNIT II: NATURAL RESOURCES:**

Renewable and non-renewable resources: Natural resources and associated problems.

- a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
- b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies.
- f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

**UNIT III: ECOSYSTEMS:**

Concept of an ecosystem.

- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.

- Introduction, types, characteristic features, structure and function of the following ecosystem: -
  - a. Forest ecosystem
  - b. Grassland ecosystem
  - c. Desert ecosystem
  - d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

#### **UNIT IV: BIODIVERSITY AND ITS CONSERVATION:**

- Introduction – Definition: genetic, species and ecosystem diversity.
- Biogeographically classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels.
- India as a mega-diversity nation, Hot-spots of biodiversity.
- Threats to bio diversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

#### **UNIT V: ENVIRONMENTAL POLLUTION:**

Definition: Cause, effects and control measures of: -

- a. Air pollution
- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear hazards

- Solid waste Management: Causes, effects and control measures of urban and Industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster management: floods, earthquake, cyclone and landslides.

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

1. Environmental studies-St Joseph College Edition
2. Environmental studies- Dr. D.D.Mishra – S.Chand

#### **REFERNCE BOOKS:**

1. Environmental studies – Dr. J.P.Sharma – UniversityScience Press.
2. Introduction to Environmental Studies – Dr.MahaintaK.Kalita – Asiau Books.

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

1. <https://www.greenfacts.org/en/desertification/1-2/1-define-desertification.htm>
2. <https://www.texasdisposal.com/blog/ocean-pollution-causes-effects-and-prevention/>



# **SEMESTER - V**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: CORE XIII</b>
<b>COURSE NAME: BUSINESS RESEARCH</b>	<b>COURSE CODE:</b>
<b>SEMESTER: V</b>	<b>MARKS: 100</b>
<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>
<b>THEORY</b>	

(Common to B.Com (BM), BBA)

**COURSE OBJECTIVE:**

Demonstrating the knowledge of research information to conduct an independent publishable research project.

**COURSE OUTCOMES:**

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

1. Familiar with the basic concepts of research process in business.
2. Create research design and sampling techniques
3. Develop questionnaire and graphical representation
4. Conduct hypothesis testing and test of significance
5. Write a research report

**UNIT-I**

**(20 Hours)**

Introduction to Business Research- Need For Research In Business; The Research Process- Steps In The Research Process; The Research Proposal. Planning And Operational Problems Of Research In Business.

**UNIT-II**

**(20 Hours)**

The Research Design: Exploratory, Descriptive, Causal, Secondary Data Research: Advantages & Disadvantages Of Secondary Data, Criteria For Evaluating Secondary Sources, Secondary Sources Of Data In Indian Context.

**UNIT-III**

**(15 Hours)**

Primary Data Collection; Survey Vs. Observation. Comparison Of Self- Administered, Telephone, Mail, Emails Techniques. Qualitative Research Tolls: Depth Interviews Focus Groups And Projective Techniques: Questionnaire-Form & Design.

**UNIT- IV**

**(20 HOURS)**

Sampling: Sampling Techniques- Probability And Non-Probability Methods- Determination Of Sample Size: Data Analysis: Hypothesis Testing-Statistical Significance- Simple Correlation-Regression (Theoretical Explanation Only)

**UNIT-V**

**(15 Hours)**

Presenting Results and Writing The Report – The Written Research Report.

**RECOMMENDED TEXT BOOKS:**

1. Sharma D D, *Marketing Research -Principles, Application and Cases*, Sultan Chand Publications ,New Delhi
2. Beri G. C. (1993) *Marketing Research-Second Edition*, Tata Mc-Graw Hill Publication, New Delhi.
3. Ravilochan P (2012), *Marketing Research*, Margham Publications, Chennai.

**REFERENCE BOOKS:**

1. David J. Loudon and Albert J Della Bitta (2002), *Consumer Behavior*, Tata McGraw Hill
2. Zikmund, Babin & Carr, (2010) *Business Research Methods*, South-Western
3. Cooper & Schindler, *Business Research Methods*, (2006) McGraw Hill Education
4. Aaker, Kumar, Day, *Marketing Research*, (2001) Wiley
5. Naresh Malhotra, *Marketing Research*, (2021) Pearson, 7<sup>th</sup> Edition

**E-LEARNING RESOURCES**

1. <https://leverageedu.com/blog/business-research/>
2. <https://www.thebusinessresearchcompany.com/>
3. <http://www.informaticsourcings.com/business-research/reports-writing>

**GUIDELINES TO THE QUESTION PAPER SETTERS**  
**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	<b>30</b>
<b>C</b>	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	<b>40</b>

**BREAKUP OF QUESTION FOR THEORY**

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	1	-
II	3	-	2	-	2	-
III	3	-	2	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
<b>SECTION A - 12</b>			<b>SECTION B - 7</b>		<b>SECTION C - 6</b>	

**PSO- CO MAPPING**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>AVG</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

**PSO-CO - Question Paper Mapping****PSO-CO - Question Paper Mapping**

<b>CO NO</b>	<b>COURSE OUTCOMES</b>	<b>PSO ADDRESSED</b>	<b>COGNITIVE LEVEL (K1 to K6)</b>
CO 1	Familiar with the basic concepts of research process in business.	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO 2	Create research design and sampling techniques	PSO 1, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO 3	Develop questionnaire and graphical representation	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO4	Conduct hypothesis testing and test of significance	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
CO5	Write a research report	PSO 1, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: CORE XIV</b>
<b>COURSENAME: ENTREPRENEURIAL DEVELOPMENT</b>	<b>COURSE CODE:</b>
<b>SEMESTER: V</b>	<b>MARKS: 100</b>
<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>
<b>THEORY</b>	

**Common to B.Com (GEN), B.Com (BM), B.Com (MM), B.Com (AF), B.Com (ISM), BBA)**

**COURSE OBJECTIVE:**

To pursue entrepreneurship skills and mindset

**COURSE OUTCOMES:**

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

1. Discuss the concept of entrepreneurship and its importance.
2. Analyze the scope of various financial institutions for the enhancement of small entrepreneurs.
3. Illustrate the various technical tools for the business premises and encounter business ventures.
4. Execute the important values of EDPs and the Government role played in ED.
5. Know the valuable approaches in the changing economic scenario and to apply the same for the improvement of small -scale entrepreneurs.

**UNIT-I**

**(16 Hours)**

Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs- Factors influencing Entrepreneurship – Functions of Entrepreneurs.

**UNIT-II**

**(23 Hours)**

Entrepreneurial Development Agencies - Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organization – Ministry of Micro, Small & Medium Enterprises (MSME)- Prime Minister Employment Generation Programme - Pradhan Mantri Yuva Yojana - All India Financial Institutions – IDBI – IFCI –ICICI–IRDBI.

**UNIT-III**

**(18 Hours)**

Project Management: Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities - Preparation of Project Report- Tools of Appraisal.

**UNIT- IV**

**(15 Hours)**

Entrepreneurial Development Programmes (EDP) – Role, relevance and achievements – Entrepreneurship Development Institute of India (EDII), Role of Government in organizing EDPs – Critical evaluation.

**UNIT-V****(18 Hours)**

Economic development and entrepreneurial growth – Role of entrepreneur in economic growth- Strategic approaches in the changing economic scenario for small scale entrepreneurs - Networking, Niche play, Geographic concentration, Franchising / Dealership – Development of Women entrepreneurship - problems – steps taken by Government- Women and Self-Help Groups. (SHGs)

**RECOMMENDED TEXT BOOKS:**

1. Gupta, D. C., & Srinivasan (2001), *D. N. Entrepreneurship Development in India*, Sultan Chand & Sons
2. Khanka (2006), *S. S. Entrepreneurial development*, S. Chand Publishing

**REFERENCE BOOKS:**

1. Desingu Setty, E., & Krishna Moorthy P (2010), *Strategies for developing women entrepreneurship*, Akansha Pub. House.
2. Drucker, P. F. (1986), *Innovation and Entrepreneurship: Practice and Principles*, Harper & Row.
3. Gupta M (2006), *Entrepreneurial Development*, Raj Publishing House.
4. Shankar R. *Entrepreneurship Theory & Practice*, Vijay Nicole Imprints Private Ltd
5. Suresh J (2002), *Entrepreneurial Development*, Margham Publications

**E-LEARNING RESOURCES**

1. <http://www.yourarticlelibrary.com/entrepreneur/entrepreneurshipcharacteristicsimportancetyp-s-and-functions-of-entrepreneurship/5228>
2. <https://landor.com/thinking/eight-principles-of-innovation>
3. <http://www.simply-strategic-planning.com/innovation-and-entrepreneurship.html>
4. <https://www.slideshare.net/sahilkamdar1/institutional-support-in-entrepreneurship>
5. <https://www.businessmanagementideas.com/entrepreneurship-2/institutional-supportsystem-for-entrepreneurs/18184>
6. <https://www.entrepreneur.com/article/323660>

**GUIDELINES TO THE QUESTION PAPER SETTERS  
QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	<b>30</b>
<b>C</b>	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	<b>40</b>

**BREAKUP OF QUESTION FOR THEORY**

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	1	-
II	3	-	2	-	2	-
III	2	-	1	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A - 12			SECTION B - 7		SECTION C - 6	

**PSO CO Mapping**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	2	3	2
CO 5	3	3	3	3	3
Ave.	3	3	2.8	3	2.8

**PSO-CO - Question Paper Mapping**

CO NO	COURSE OUTCOMES	PSO ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Discuss the concept of entrepreneurship and its importance.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3K4,K5
CO 2	Analyze the scope of various financial institutions for the enhancement of small entrepreneurs.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3K4,K5
CO 3	Illustrating the various technical tools for the business premises and encounter business ventures.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3K4,K5
CO4	Executing the important values of EDPs and the Government role played in ED.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3K4,K5
CO5	Know the valuable approaches in the changing economic scenario and to apply the same for the improvement of small -scale entrepreneurs.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3K4,K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: CORE XV</b>
<b>COURSENAME: MANAGEMENT INFORMATION SYSTEM</b>	<b>COURSE CODE:</b>
<b>SEMESTER: V</b>	<b>MARKS: 100</b>
<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>
<b>THEORY</b>	

(Common to B.Com (ISM), BBA)

**COURSE OBJECTIVE:**

To introduce the students to existing and upcoming technologies, wide variety of their applications for business and e-Commerce, and issues involved in their management.

**COURSE OUTCOMES:**

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

1. Scientifically analyze the various aspects of business while he commences a business
2. Be aware of the role of System Analyst in a Business Organization.
3. State the fundamental principles of computer-based information systems
4. Analyse and design and develop an understanding of the principles and techniques used.
5. Estimate the role of information systems in today's competitive business environment

**UNIT-I**

**(20 Hours)**

Definition of Management Information System - MIS Support For Planning, Organizing and Controlling - Structure of MIS - Information for Decision Making.

**UNIT-II**

**(15 Hours)**

Concept of System - Characteristics of System - Systems Classification - Categories of Information Systems - Strategic Information System and Competitive Advantage

**UNIT-III**

**(15 Hours)**

Computers and Information Processing - Classification of Computer - Input Devices – Output Devices - Storage Devices, - Batch and Online Processing. Hardware - Software. Database Management Systems.

**UNIT- IV**

**(20 Hours)**

System Analysis and Design - SDLC - Role of System Analyst - Functional Information System - Personnel, Production, Material, Marketing.

**UNIT-V**

**(20 Hours)**

Decision Support Systems - Definition. Group Decision Support Systems - Business Process Outsourcing - Definition And Function



**RECOMMENDED TEXT BOOKS:**

1. Mudrick & Ross , *Management Information Systems*, 3 Edition, Prentice - Hall of India
2. Sadagopan , *Management Information Systems*, Prentice- Hall of India
3. Murthy CSV, *Management Information Systems*, 2ndEdition, Himalaya publishing House

**REFERENCE BOOKS:**

1. Rajagopalan Dr.S.P, *Management Information Systems and EDP*",3rdEdition, Margham Publications, Chennai.

**E-LEARNING RESOURCES**

1. <https://smallbusiness.chron.com/management-information-system-2104.html>
2. <https://www.guru99.com/mis-definition.html>

**GUIDELINES TO THE QUESTION PAPER SETTERS**  
**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	<b>30</b>
<b>C</b>	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	<b>40</b>

**BREAKUP OF QUESTION FOR THEORY**

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	1	-
II	2	-	1	-	2	-
III	3	-	2	-	1	-
IV	2	-	2	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
<b>SECTION A - 12</b>			<b>SECTION B - 7</b>		<b>SECTION C - 6</b>	

**PSO- CO MAPPING**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>AVG</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

**PSO-CO - Question Paper Mapping**

<b>CO NO</b>	<b>COURSE OUTCOMES</b>	<b>PSO ADDRESSE D</b>	<b>COGNITIVE LEVEL (K1 to K6)</b>
<b>CO 1</b>	Scientifically analyze the various aspects of business while he commence a business	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
<b>CO 2</b>	Aware of the role of System Analyst in a Business Organization	PSO 1, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
<b>CO 3</b>	State the fundamental principles of computer-based information systems	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
<b>CO 4</b>	Analyse and design and develop an understanding of the principles and techniques used	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
<b>CO 5</b>	Estimate the role of information systems in today's competitive business environment	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: CORE XVI</b>
<b>COURSE NAME: OPERATIONS MANAGEMENT</b>	<b>COURSE CODE:</b>
<b>SEMESTER: V</b>	<b>MARKS: 100</b>
<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>
<b>THEORY</b>	

**COURSE OBJECTIVE:**

Familiarize students with the major operational problems and issues that confront managers and to analyze and improve business processes in services.

**COURSE OUTCOMES:**

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

1. Evaluate the basic concepts of Production management.
2. Compare different types of Production models.
3. Differentiate between plant location & layout
4. Distinguish between work and method study
5. Examine quality control & types of inspection

**UNIT-I****(20 Hours)**

Introduction: Nature and Scope of Operations Management. Production design & Process planning: Plant location: Factors to be considered in Plant Location-Plant Location Trends

**UNIT-II****(15 Hours)**

Layout of Manufacturing Facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layout – Service Facilities

**UNIT-III****(20 Hours)**

Production and Inventory Control: Basic Types of Production – Basic Inventory Models– Economic Order Quantity, Economic Batch Quantity – Reorder Point – Safety Stock- Classification and Codification of Stock – ABC Classification – Procedure for Stock Control, Materials Requirement Planning (MRP), JIT

**UNIT- IV****(20 Hours)**

Methods Analysis and Work Measurement: Methods Study Procedures – the Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts

**UNIT-V****(15 Hours)**

Service Operations Management: Introduction – Types of Service – Service Encounter – Service Facility Location – Service Processes and Service Delivery

**RECOMMENDED TEXT BOOKS:**

1. Buffa, E.S. and Sarin, R.(2007), *Modern Productions / Operations Management*, 8th Edition, Wiley
2. Chary, S.N., *Production and Operations Management*, 5<sup>th</sup> Edition, Tata McGraw - Hill
3. B. Mahadevan (2010), *Operations Management*, 2<sup>nd</sup> Edition, Pearson
4. Lee Krajewski, Larry P Ritzman., Manoj K Malhotra & Samir K Srivastava (2011), *Operations Management*, 9<sup>th</sup> Edition, Pearson

**REFERENCE BOOKS:**

1. Heizer, J., Render, B. and Rajashekhar, J.(2009), *Operations Management*, 9<sup>th</sup> Edition, Pearson
2. Panneerselvam, R., *Production and Operations Management*, 3<sup>rd</sup> Edition, PHI Learning
3. Srinivasan, G., *Quantitative Models in Operations and Supply Chain Management*, PHI Learning Pvt.Ltd.

**E-LEARNING RESOURCES**

1. <https://commercemates.com/what-is-operations-management/>
2. <https://businessjargons.com/operations-management.html>
3. <https://www.expertrons.com/scope-in-operations-management/>

**GUIDELINES TO THE QUESTION PAPER SETTERS****QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	<b>30</b>
<b>C</b>	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	<b>40</b>

**BREAKUP OF QUESTION FOR THEORY**

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	1	-
II	2	-	1	-	1	-
III	3	-	2	-	2	-
IV	3	-	2	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
<b>SECTION A – 12</b>			<b>SECTION B – 7</b>		<b>SECTION C - 6</b>	

**PSO- CO MAPPING**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
AVG	3	3	3	3	3

**PSO-CO - Question Paper Mapping**

<b>CO NO</b>	<b>COURSE OUTCOME</b>	<b>PSO ADDRESSED</b>	<b>COGNITIVE LEVEL (K1 to K6)</b>
<b>CO 1</b>	Evaluate the basic concepts of Production management.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
<b>CO 2</b>	Compare different types of Production models.	PSO 1, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
<b>CO 3</b>	Compare different types of Production models	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
<b>CO 4</b>	Distinguish between work and method	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
<b>CO 5</b>	Examine quality control & types of inspection	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: Elective I (IDE)</b>
<b>COURSE NAME: MANAGERIAL SKILL DEVELOPMENT</b>	<b>COURSE CODE:</b>
<b>SEMESTER: V</b>	<b>MARKS: 100</b>
<b>CREDITS: 5</b>	<b>TOTAL HOURS: 75</b>
<b>THEORY</b>	

**COURSE OBJECTIVE:**

Creates understanding of ideas, facts and courses of action. Developing written communication and presentation skills.

**COURSE OUTCOMES:**

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

1. Facilitate and understand the managerial skills
2. Develop the ability to apply the theoretical and practical aspects of management
3. Evaluate emerging business model and its complexities, manage change, and optimize business performance in a dynamic environment.
4. Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace
5. Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.

**UNIT-I****(15 Hours)**

Verbal & Non-Verbal Communication – Body Language – Purpose of Interviews And Group Discussions – Types of Interviews – Facing the Interview

**UNIT-II****(15 Hours)**

Effective Public Speaking – Organizing Effective Meeting – Seminars – Conferences - Audience Analysis – Types of Speeches – Organizing & Delivering the Speeches – Informing & Persuading – Problem Solving – Decision Making

**UNIT-III****(15 Hours)**

Skill Development – Aptitude Tests – Communication Skill Exercises – Body Language Exercises – Personality Development Exercises (Self Awareness) – Attitude Tests

**UNIT- IV****(15 Hours)**

Practical Sessions on: Event Management- Trade Fairs- Group Consultancy- Product and Concept Awareness Campaigns- Situation Analysis

**Unit-V****(15 Hours)**

Communication Related to Course: How To Make Oral Presentations, Conducting Meetings, Reporting of Projects, Reporting of Case Analysis, Answering In Viva Voce, Assignment Writing.

**RECOMMENDED TEXT BOOKS:**

1. Adler, Ronald B and Jeanne M. Elm Horst.(1995). , *Communicating at Work: Principles and Practices for Business and the Professions*, New York: Mc Graw Hill.
2. Poe, Roy W. Fruehling, Rosemary T, (2000), *Business Communication*, New Delhi :AITBS

**REFERENCE BOOKS:**

1. Krishnamohan & Meera Banerjee (1998), *Developing Communication Skills*, New Delhi: McMillan India Ltd.
2. Ragendra Pal &Korlahali J.S.(1996)., *Essentials of Business Communication*, New Delhi: Sultan Chand &Sons.

**E-LEARNING RESOURCES:**

1. <https://www.learn2.com/top-10-leadership-development-activities-for-managers/>
2. <https://corporatefinanceinstitute.com/resources/careers/soft-skills/management-skills/>
3. [https://www.qurtuba.edu.pk/jms/default\\_files/JMS/8\\_2/JMS\\_July\\_December2014\\_192-207.pdf](https://www.qurtuba.edu.pk/jms/default_files/JMS/8_2/JMS_July_December2014_192-207.pdf)

**GUIDELINES TO THE QUESTION PAPER SETTERS****QUESTION PAPER PATTERN**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>A</b>	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	<b>30</b>
<b>C</b>	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	<b>40</b>



**BREAKUP OF QUESTION FOR THEORY**

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	1	-
II	2	-	2	-	1	-
III	3	-	1	-	2	-
IV	3	-	2	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
<b>SECTION A – 12</b>			<b>SECTION B – 7</b>		<b>SECTION C - 6</b>	

**PSO- CO MAPPING**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
AVG	3	3	3	3	3

**PSO-CO - Question Paper Mapping**

<b>CO NO</b>	<b>COURSE OUTCOMES</b>	<b>PSO ADDRESSED</b>	<b>COGNITIVE LEVEL (K1 to K6)</b>
<b>CO 1</b>	Facilitate and understand the managerial skills.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
<b>CO 2</b>	Develop the ability to apply the theoretical and practical aspects of management	PSO 1, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
<b>CO 3</b>	Evaluate emerging business model and its complexities, manage change, and optimize business performance in a dynamic environment	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
<b>CO 4</b>	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
<b>CO 5</b>	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: Elective I (IDE)</b>
<b>COURSE NAME: EVENT MANAGEMENT</b>	<b>COURSE CODE:</b>
<b>SEMESTER: V</b>	<b>MARKS: 100</b>
<b>CREDITS: 5</b>	<b>TOTAL HOURS: 75</b>
<b>THEORY</b>	

**COURSE OBJECTIVE:**

Creates opportunities for people to acquire an in-depth knowledge about the specialized field

**COURSE OUTCOMES:**

1. To develop best practice in the development and delivery of successful conferences and corporate gatherings
2. To understand the key elements of a conference and the processes involved in venue selection, registration, catering, accommodation, transport, theming, security and entertainment
3. To administer management essentials such as developing budgets, critical paths, work breakdown structures, risk mitigation and contingency planning.
4. To develop skills to successfully plan, market and implement a large event as part of a team
5. To apply variety of sound decision-making, conflict resolution, and problem-solving techniques

**UNIT-I****(15 Hours)**

Event Management – Requirement of Event Manager – Types of Events – Roles & Responsibilities of Event Managers – Scope of the Event Management – Event Management Process

**UNIT-II****(15 Hours)**

Analyzing the Events – Preparing a Planning Schedule – Overall Planning Tips – Checklists, Organizing Tasks – Assigning Responsibility – Clarifying Roles and Communicating – Decision Makers – Technical Staff.

**UNIT-III****(15 Hours)**

Developing Record – Keeping Systems – Establishing Policies & Procedures – Event Budgeting, Income & Cost Analysis – Budget Review & Feasibility

**UNIT- IV****(15 Hours)**

Event Administration – Locating Clients – Developing Content Guidelines – Writing for PR – Promotion, Marketing Mix & Strategy – Communication & Customer Service.

**UNIT-V****(15 Hours)**

Planning & Execution of Event Management – Fees & Honorariums, Expense Reimbursement, Health & Safety, Incidents & Crisis Management – Waste & Noise Control – Crowd Management

**RECOMMENDED TEXT BOOKS:**

1. Kishore Devesh, Ganga Sagar Singh, *Event Management: A Blooming Industry and an Eventful Career*, 1st Edition, Haranand Publications Pvt.Ltd,
2. Goyal Swarup K.(2009), *Event Management*, 1stEdition, Adhyayan Publisher

**REFERENCE BOOKS:**

1. Savita Mohan, *Event Management & Public Relations*– 3<sup>rd</sup> Edition, Enkay Publishing House.

**E-LEARNING RESOURCES**

1. <https://www.thebalancesmb.com/what-is-event-management-4067066>
2. [https://www.omtclasses.com/2010/02/needimportanceobjectiveverolefunctio nof\\_4708.html](https://www.omtclasses.com/2010/02/needimportanceobjectiveverolefunctio nof_4708.html)
3. <https://www.eventmanagerblog.com/decision-making-process/>

**GUIDELINES TO THE QUESTION PAPER SETTERS****QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
<b>A</b>	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>B</b>	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	<b>30</b>
<b>C</b>	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	<b>40</b>

**BREAKUP OF QUESTION FOR THEORY**

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	1	-	2	-
II	2	-	2	-	1	-
III	2	-	2	-	1	-
IV	3	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
<b>SECTION A – 12</b>			<b>SECTION B – 7</b>		<b>SECTION C - 6</b>	

**PSO- CO MAPPING**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>AVG</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

**PSO-CO - Question Paper Mapping**

<b>CO NO</b>	<b>COURSE OUTCOMES</b>	<b>PSO ADDRESSE D</b>	<b>COGNITIVE LEVEL (K1 to K6)</b>
<b>CO 1</b>	Develop best practice in the development and delivery of successful conferences and corporate gatherings	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
<b>CO 2</b>	Understand the key elements of a conference and the processes involved in venue selection, registration, catering, accommodation, transport, theming, security and entertainment	PSO 1, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
<b>CO 3</b>	Administer management essentials such as developing budgets, critical paths, work breakdown structures, risk mitigation and contingency planning.	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
<b>CO 4</b>	Develop skills to successfully plan, market and implement a large event as part of a team	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5
<b>CO 5</b>	Apply variety of sound decision-making, conflict resolution, and problem-solving techniques	PSO 1, PSO 2, PSO 3, PSO 4. PSO 5	K1, K2, K3, K4, K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: IV</b>	<b>COURSE COMPONENT: Value Education</b>
<b>COURSE NAME: VALUE EDUCATION</b>	<b>COURSE CODE:</b>
<b>SEMESTER: V</b>	<b>MARKS: 100</b>
<b>CREDITS: 2</b>	<b>TOTAL HOURS: 15</b>
<b>THEORY</b>	

**COURSE OBJECTIVE:**

To inculcate moral and value based education and to know the attitude of the students

**COURSE OUTCOMES:**

1. Understand about philosophy of Life and Individual qualities
2. Develop and practice social values and responsibilities
3. Gain deeper understanding about the purpose of life
4. Acquire knowledge on Human Rights and Indian Constitution
5. Recognize the importance of Guru Nanak Devji's teachings

**UNIT-I Education and Values (3 Hours)**

Definition, Concept, Classification, Theory, Criteria And Sources Of Values Aims And Objectives Of Value Education Role And Need For Value Education In The Contemporary Society, Role Of Education In Transformation Of Values In Society -Role Of Parents, Teachers, Society, Peer Group And Mass Media In Fostering Values

**UNIT-II Value Education and Personal Development (15 Hours)**

Human Values: Truthfulness, Sacrifice, Sincerity, Self-Control, Altruism, Scientific Vision, Relevancy Of Human Values To Good Life. Character Formation Towards Positive Personality Modern Challenges Of Adolescents: Emotions And Behavior-Self-Analysis And Introspection: Sensitization Towards Gender Equality, Differently Abled, Respect For - Age, Experience, Maturity, Family Members, Neighbors, Strangers

**UNIT-III Human Rights and Marginalized People (3 Hours)**

Developing Concept Of Human Rights – Principles Of Human Rights – Human Rights And Indian Constitution – Rights Of Women And Children – Violence Against Women – Rights Of Marginalized People – Like Women, Children, Minorities, Transgender, Differently Abled Etc, Social Issues And Communal Harmony Social Issues – Causes And Magnitude - Alcoholism, Drug Addiction, Poverty, Unemployment – Communal Harmony –Concept – Religion And Its Place In Public Domain –Secular Civil Society

**UNIT- IV Value Education towards National and Global Development (3 HOURS)**

Constitutional Values :( Sovereign, Democracy, Socialism, Secularism, Equality, Justice, Liberty, Freedom, and Fraternity) Social Values: (Pity and Probity, Self-Control, Universal Brotherhood). Professional Values : ( Knowledge Thirst, Sincerity in Profession, Regularity, Punctuality, Faith). Religious and Moral Values: (Tolerance, Wisdom, character). Aesthetic Values: (Love and Appreciation of literature, fine arts) Environmental Ethical Values National Integration and international understanding of Humanistic value for espousing peace in society. Conflict of cross- cultural influences, cross-border education

**UNIT-V Guru Nanak Devji's Teachings (3 Hours)**

Relevance of Guru Nanak Devji's teachings' relevance to Modern Society the Guru Granth sahib The five KS Values and beliefs Rights and freedom (Right of equality, Right to Education, Right to Justice, Rights of women, Freedom of religion, Freedom of culture, Freedom of assembly, Freedom of speech) Empowerment of women Concept of Langar Eminent Sikh personalities

**RECOMMENDED TEXT BOOKS:**

1. Dr. Abdul Kalam.(2013), *My Journey-Transforming Dreams into Actions*, Rupa Publications
2. Steven R Covey (2005), *8th Habit of Effective People (From Effectiveness to Greatness)*, Free Press, NewYork

**REFERENCE BOOKS:**

1. Prem Singh, G.J. (2004). '*Towards Value Based Education*', University News. Vol. 42 (45):P.11-12.
2. V.R. Krishna Iyer. (1999, Reprint 2018), *Dialectics & Dynamics of Human Rights in India (Tagore Law Lectures) The Yesterday, Today and Tomorrow*, Eastern Law House

**E-LEARNING RESOURCES**

1. <http://www.ncert.nic.in/rightside/links/pdf/framework/english/nf2005.pdf>

<b>PROGRAMME: PROGRAMME OF BUSINESS ADMINISTRATION</b>	<b>BATCH:2024-27</b>
<b>PART: IV</b>	<b>COURSE COMPONENT: INTERNSHIP</b>
<b>COURSE NAME: INTERNSHIP</b>	<b>COURSE CODE:</b>
<b>SEMESTER: V</b>	<b>MARKS: Nil</b>
<b>CREDITS: 2</b>	<b>TOTAL HOURS: Nil</b>
<b>PRACTICAL</b>	

### **COURSE OBJECTIVE**

To obtain hands on experience and practical knowledge/skill facilitating better employment opportunities.

### **COURSE OUTCOMES:**

1. Apply theoretical concepts learnt in the Business world.
2. Experience real time work environment and challenges
3. Build network useful for future career
4. Understand the job/skill requirement required in Accounting related fields
5. Develop report writing and Presentation Skills

An internship is a unique learning experience that integrates studies with practical work. Students will be sent for Summer Internship of their choice for a period of 30 days after the completion of IV semester. Students will be informed to submit Log book on the work carried out by them during the period of internship. Students need to submit internship report for about 50-60 pages on the internship carried out by them. Students need to obtain Letter of Acceptance initially and letter of completion. It shall serve to clarify the internship educational purpose and ensure an understanding of the total learning experience.

Students shall submit a Internship Report at the end of 5<sup>th</sup> Semester before the commencement of the End Semester Examination. The Internship marks shall consist of the following:

Viva Voce	50 Marks
Evaluation	50 Marks
Total	100 Marks

Break up details for Evaluation:

Methodology	15 Marks
Analysis	25 Marks
Summary	10 Marks
Total	50 Marks

The Internship evaluation and Viva-voce examination shall be done internally by the Guide.



# **SEMESTER - VI**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: CORE XVII</b>
<b>COURSE NAME: FUNDAMENTALS OF BUSINESS ANALYTICS</b>	<b>COURSE CODE:</b>
<b>SEMESTER: VI</b>	<b>MARKS: 100</b>
<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>
<b>THEORY</b>	

**COURSE OBJECTIVE:**

To study the research-led and offers a mix of theoretical insights and case study material that will be delivered both online and offline where appropriate.

**COURSE OUTCOMES:**

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

1. Understand and apply the theories of the fields of Business Analytics.
2. Foster the ability to critically analyze and solve complex business problems.
3. Acquire knowledge regarding artificial intelligence and the methods involved in it.
4. Analyze the applicability of Block chain Technology.
5. Aware of the ethical issues in machine learning.

**UNIT I****(15 Hours)**

Business Analytics – Types of Business Analytics – Evaluation and Importance - Domains of Analytics – Behavioral Analytics – Cohort Analytics – Difference Between Business Analytics and Business Intelligence.

**UNIT II****(20 Hours)**

Artificial Intelligence - History of Artificial Intelligence – Methods and Goals of Artificial Intelligence- Applicability of Artificial Intelligence- Tools of Artificial Intelligence - Issues In Artificial Intelligence.

**Unit III****(20 Hours)**

Definition of Machine Learning - Machine Learning Methods - Few Approaches to Machine Learning – Artificial Neural Networks - Deep Learning – Representation Learning – Practical Uses of Machine Learning – Ethics In Machine Learning

**UNIT IV****(20 Hours)**

Internet of Things – Meaning – Characteristics of Internet of Things (IOT) – Technologies for Internet of Things (IOT) - Applications of Internet Of Things (IOT) – Cloud Computing and Internet of Things (IOT).

**UNIT V****(15 Hours)**

Block Chain Technology – Meaning of Block Chain – Types of Block Chain – Block Chain Technology and Finance Industry – Applicability of Block Chain Technology.

**RECOMMENDED TEXT BOOKS:**

1. Steven Orla Kimbrough, Hoong Chuin Lau (2016). *Business Analytics for Decision Making*, CRC Press A Chapman & Hall Book.
2. Stevan Finalay (2018). *Artificial Intelligence and Machine Learning for Business*, Relativistic Publisher.

**REFERENCE BOOKS:**

1. Bikramaditya Singhal, Gautam Dhameja, Priyansu Sekhar Pand (2018). *Beginning Blockchain: A Beginner & 39, Guide to Building Blockchain Solutions*, Apress Publisher.
2. Rajkumar Buyya, Amir Vahid Dastjerdi (2016). *Internet of Things: Principles and Paradigms*, Morgan Kaufmann.

**E-LEARNING RESOURCES**

1. <http://www.mindtools.com/pages/article/henri-fayol.htm>
2. [http://faculty.mercer.edu/jackson\\_r/Ownership/chap02.pdf](http://faculty.mercer.edu/jackson_r/Ownership/chap02.pdf)
3. <http://global.kyocera.com/inamori/management/twelve.htm>

**GUIDELINES TO THE QUESTION PAPER SETTERS  
QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>Section B</b>	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	<b>30</b>
<b>Section C</b>	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	<b>40</b>
<b>Total Marks</b>				<b>100</b>

**BREAKUP OF QUESTION FOR THEORY**

Units	Section A		Section B		Section C	
	Theory	Problem	Theory	Problem	Theory	Problem
I	3	-	1	-	1	-
II	2	-	2	-	1	-
III	2	-	1	-	1	-
IV	2	-	2	-	2	-
V	3	-	1	-	1	-
<b>TOTAL</b>	<b>12</b>	<b>-</b>	<b>7</b>	<b>-</b>	<b>6</b>	<b>-</b>
	<b>SECTION A – 12</b>		<b>SECTION B- 7</b>		<b>SECTION C- 6</b>	

**PSO - CO MAPPING**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>AVG</b>	<b>2.8</b>	<b>2.6</b>	<b>3</b>	<b>2.6</b>	<b>2.6</b>

**PSO-CO - Question Paper Mapping**

<b>CO NO</b>	<b>COURSE OUTCOMES</b>	<b>PSO ADDRESSED</b>	<b>COGNITIVE LEVEL (K1 to K6)</b>
<b>CO 1</b>	To understand and apply the theories of the fields of Business Analytics.	PSO 1, PSO 3, PSO 4, PSO5.	K1, K2, K3, K4, K5
<b>CO 2</b>	To foster the ability to critically analyze and solve complex business problems.	PSO 1, PSO 2, PSO 3, PSO4.	K1, K2, K3, K4, K5
<b>CO 3</b>	To acquire knowledge regarding artificial intelligence and the methods involved in it.	PSO 1, PSO 2, PSO 3, PSO4, PSO 5.	K1, K2, K3, K4, K5
<b>CO 4</b>	To analyze the applicability of Block chain Technology	PSO 1, PSO 2, PSO 3, PSO4.	K1, K2, K3, K4, K5
<b>CO 5</b>	To be aware of the ethical issues in machine learning.	PSO 1, PSO 2, PSO 3.	K1, K2, K3, K4, K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT:</b>
<b>COURSE NAME: ADVERTISING MANAGEMENT</b>	<b>COURSE CODE: CORE XVIII</b>
<b>SEMESTER: VI</b>	<b>MARKS: 100</b>
<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>
<b>THEORY</b>	

**COURSE OBJECTIVE:**

To understand the importance of advertising process as key decision area for effective management decision

**COURSE OUTCOMES:**

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

1. Identify the concepts of Advertising & copy development.
2. Demonstrate Mass Media & budget planning
3. Understand the concept of advertising agencies
4. Examine the role of advertising for an effective sales promotion
5. Recognize advertisement effectiveness

**UNIT I****(15 Hours)**

Advertising: Definition, Objectives, Need & Importance, Growth of Modern Advertising – Types & Classification Of Advertisement, Advertising Spiral – Market Segmentation, Promotional Mix and Target Audience.

**UNIT II****(20 Hours)**

Media: Mass Media-Selection, Planning and Scheduling — Integrated Programme and Budget Planning –Percentage of Sales Method, Objective to Task Method, Competitive Parity, Market Share Method, Unit Sales Method, Affordable Method.

**UNIT III****(20 Hours)**

Message and Copy Development – Different Types of Copy; Art & Layout of An Advertisement: Principles of Design, Layout Stages, Difference In Designing of Television, Audio & Print Advertisement – Advertising Agencies –Social Media Advertising.

**UNIT IV****(20 Hours)**

Internet Advertising-Meaning, Components, Advantages, Limitations, Types Of Internet Advertising

**UNIT V****(15 Hours)**

Control: Measurement Of Effectiveness- DAGMAR Approach, Pre Testing, Post Testing Techniques of Measuring Ad Effectiveness – Ethics, Economics And Social Relevance.

**RECOMMENDED TEXT BOOKS:**

1. Bhatia, T.K., (2007). *Advertising and Marketing in Rural India, 2<sup>nd</sup> Edition*, Macmillan India Ltd.,
2. Hackley, C., (2010). *Advertising and Promotion: An integrated communication approach, 2<sup>nd</sup> Edition*, sage Publications.
3. Aaker, Myers & Batra: *Advertising Management*, Prentice Hall.

**REFERENCE BOOKS:**

1. Wells, Moriarity & Burnett: *Advertising Principles & Practices*, Prentice Hall.
2. Jefkins, F., (2002). *Advertising, 4<sup>th</sup> Edition*, Pearson.
3. Wells, W.D., Burnett, J. and Moriarty, S., (2007). *Advertising: Principles and Practices, 7<sup>th</sup> Edition*, Pearson.

**E-LEARNING RESOURCES**

1. <https://commercemates.com/importance-of-advertising-management/>
2. <https://www.managementstudyguide.com/objectives-importance-of-advertising.htm>
3. <https://www.easymanagementnotes.com/what-are-the-different-types-of-advertising-management/>

**GUIDELINES TO THE QUESTION PAPER SETTERS****QUESTION PAPER PATTERN**

Section	Question Component	Number s	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>Section B</b>	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	<b>30</b>
<b>Section C</b>	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	<b>40</b>
<b>Total Marks</b>				<b>100</b>

**BREAKUP OF QUESTION FOR THEORY**

Units	Section A		Section B		Section C	
	Theory	Problem	Theory	Problem	Theory	Problem
I	2	-	2	-	1	-
II	3	-	1	-	1	-
III	3	-	1	-	2	-
IV	2	-	2	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
	<b>SECTION A – 12</b>		<b>SECTION B- 7</b>		<b>SECTION C- 6</b>	

**PSO - CO MAPPING**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>CO 2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>
<b>AVG</b>	<b>2.8</b>	<b>2.4</b>	<b>2.8</b>	<b>2.4</b>	<b>2.4</b>

**PSO-CO - Question Paper Mapping**

<b>CO NO</b>	<b>COURSE OUTCOMES</b>	<b>PSO ADDRESSED</b>	<b>COGNITIVE LEVEL (K1 to K6)</b>
<b>CO 1</b>	Identify the concepts of Advertising & copy development	PSO 1, PSO 3, PSO 4, PSO5.	K1, K2, K3, K4, K5
<b>CO 2</b>	Demonstrate Mass Media & budge planning	PSO 1, PSO 2, PSO 3, PSO4.	K1, K2, K3, K4, K5
<b>CO 3</b>	Understand the concept of advertising agencies	PSO 1, PSO 2, PSO 3, PSO4, PSO 5.	K1, K2, K3, K4, K5
<b>CO 4</b>	Examine the role of advertising for an effective sales promotion	PSO 1, PSO 2, PSO 3, PSO4.	K1, K2, K3, K4, K5
<b>CO 5</b>	Recognize advertisement effectiveness	PSO 1, PSO 2, PSO 3.	K1, K2, K3, K4, K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: CORE XIX</b>
<b>COURSE NAME: SERVICES MARKETING</b>	<b>COURSE CODE:</b>
<b>SEMESTER: VI</b>	<b>MARKS: 100</b>
<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>
<b>THEORY</b>	

**COURSE OBJECTIVE:**

Learn the core concepts of marketing services and their applications across industries and businesses from a customer as well as a managerial perspective.

**COURSE OUTCOMES:**

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

1. Recognize the theoretical and practical basis for service.
2. Compile the basic concept of service quality
3. Develop the extended marketing mix for service marketing
4. Discover marketing issues associated with service productivity, perceived quality, customer satisfaction, communication gap, delivery gap and loyalty.
5. Examine marketing of services like finance, health, education, hospitality, professional serviced and public utility services.

**UNIT-I****(20 Hours)**

Marketing Services: Introduction Growth of the Service Sector, the Concept of Service. Characteristics of Service - Classification of Service and Designing of the Service, Blueprinting Using Technology, Developing Human Resources, Building Service Aspirations.

**UNIT-II****(20 Hours)**

Marketing Mix In Service Marketing: The Seven Ps: Product Decision, Pricing Strategies and Tactics, Promotion Of Service and Distribution Methods for Services, Additional Dimension In Services Marketing- People, Physical Evidence and Process.

**UNIT-III****(15 Hours)**

Effective Management of Service Marketing: Marketing Demand and Supply through Capacity Planning and Segmentation - Internal Marketing Of Services - External Versus Internal Orientation of Service Strategy.

**UNIT-IV****(20 Hours)**

Delivering Quality Service: Causes of Service - Quality Gaps, The Customer Expectations Versus Perceived Service Gap. Factors and Techniques To Resolve This Gap. Customer Relationship Management. Gaps In Services - Quality Standards, Factors and Solutions - The Service Performance Gap - Key Factors and Strategies for Closing The Gap. External Communication to The Customers- The Promise Versus Delivery Gap - Developing Appropriate and Effective Communication about Service Quality.



**UNIT-V****(15 Hours)**

Marketing of Service with Special Reference To: 1.Financial Services, 2.Health Services, 3.Hospitality Services Including Travel, Hotels and Tourism, 4.Professional Service, 5.Public Utility Service, 6.Educational Services.

**RECOMMENDED TEXT BOOKS:**

1. S.M. Jha, *Services marketing*, Himalaya Publishers, India
2. Sinha.P.K and Sahoo.S.C., (1994), *Services Marketing Text and Reading*, Himalaya Publishers House, India.

**REFERENCE BOOKS:**

1. Natarajan Dr. L, *Services Marketing*, Margham Publications, Chennai.
2. Thakur .G.S. Sandhusupreet & DograBabzan , *Services marketing* , kalyani Publishers, Ludhianna.
3. Balaji Dr. B., *Services Marketing and Management*, S. Chand & Co , New Delhi.

**E-LEARNING RESOURCES**

1. <https://www.managementstudyguide.com/services-marketing.html>
2. <https://www.preservearticles.com/service-marketing/service-marketing/31252>
3. <https://blog.hubspot.com/marketing/marketing-objectives>

**GUIDELINES TO THE QUESTION PAPER SETTERS  
QUESTION PAPER PATTERN**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>Section A</b>	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>Section B</b>	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	<b>30</b>
<b>Section C</b>	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	<b>40</b>
<b>Total Marks</b>				<b>100</b>

**BREAKUP OF QUESTION FOR THEORY**

Units	Section A		Section B		Section C	
	Theory	Problem	Theory	Problem	Theory	Problem
I	2	-	1	-	1	-
II	2	-	2	-	1	-
III	3	-	1	-	2	-
IV	2	-	2	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
<b>SECTION A - 12</b>		<b>SECTION B- 7</b>		<b>SECTION C- 6</b>		

**PSO - CO MAPPING**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	2	3	3
CO 5	3	3	3	3	3
AVG	3	3	2.8	3	3

**PSO-CO - Question Paper Mapping**

CO NO	COURSE OUTCOMES	PSO ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO 1	Recognize the theoretical and practical basis for service.	PSO 1, PSO 3, PSO 4, PSO5.	K1, K2, K3, K4, K5
CO 2	Compile the basic concept of service quality.	PSO 1, PSO 2, PSO 3, PSO4, PSO 5.	K1, K2, K3, K4, K5
CO 3	Develop the extended marketing mix for service marketing.	PSO 1, PSO 2, PSO 3, PSO4.	K1, K2, K3, K4, K5
CO 4	Discover marketing issues associated with service productivity, perceived quality, customer satisfaction, communication gap, delivery gap and loyalty.	PSO 1, PSO 2, PSO 3, PSO4.	K1, K2, K3, K4, K5
CO 5	Examine marketing of services like finance, health, education, hospitality, professional serviced and public utility services.	PSO 1, PSO 2, PSO 3, PSO4.	K1, K2, K3, K4, K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create**

<b>PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: ELECTIVE - II</b>
<b>COURSE NAME: HUMAN RESOURCE MANAGEMENT</b>	<b>COURSE CODE:</b>
<b>SEMESTER: VI</b>	<b>MARKS: 100</b>
<b>CREDITS: 5</b>	<b>TOTAL HOURS: 90</b>
<b>THEORY</b>	

(Common to B.Com (GEN), B.Com (MM B.Com (ISM), BBA)

### **COURSE OBJECTIVE:**

To make aware of students regarding Human Resource Management practices.

### **COURSE OUTCOMES:**

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

1. Understand the role and importance of human resource management and to understand the challenges.
2. Outline the different methods of recruitment and its process. Learn the usage of AI in recruitment process.
3. Assess the different methods and techniques of training and the concept of Career Development.
4. Understand the concept, techniques of Performance appraisal.
5. Impart knowledge regarding grievance handling and settlement machinery, human resource and human resource information system.

### **UNIT- I**

**(20 Hours)**

Human Resource Planning – Job Analysis- Job description & Job Specification-Recruitment – Concepts & Sources –Selection – Methods of Selection – Process of Selection - Uses of various tests –Interview techniques in selection and placement- Application and Challenges of AI based Recruitment.

### **UNIT-II**

**(20 Hours)**

Human Resource Planning – Job Analysis- Job description & Job Specification-Recruitment – Concepts & Sources –Selection – Methods of Selection – Process of Selection - Uses of various tests –Interview techniques in selection and placement- Application and Challenges of AI based Recruitment.

### **UNIT-III**

**(15 Hours)**

Training and Development–Concept and importance- Methods – On the Job Training –Off the Job Training– Identification of the training needs – Effectiveness of Training- Career Planning and Development.

### **UNIT-IV**

**(20 Hours)**

Performance Appraisal – Nature and objectives, Methods-Traditional and Modern Methods of Appraisal-Transfer–Promotion and termination of services-Compensation-Concept and Policies-Individual, Group Incentive plans, Fringe Benefits, Performance linked compensation-Monetary and Non- monetary Benefit

**UNIT-V****(15 Hours)**

Recent trends in HRM- Green HRM - Human Resource Audit–Nature–Benefits–Scope – Approaches- Human Resource Information System (HRIS)- Need- Benefits- Designing of HRIS-Computerized HRIS.

**RECOMMENDED TEXT BOOKS:**

1. Dr. T.K. Avvai Kothai, *Human Resource Management*, Charulatha Publications.
2. Aswathappa, K. (2013), *Human resource management: Text and cases*. Tata McGraw-Hill Education.
3. Gupta, C. B. (2011), *Human Resource Management: New Delhi*. Sultan Chand & sons Educational publishers.

**REFERENCE BOOKS:**

1. HumanResourceManagement –GarryDeseler-11<sup>th</sup> Edition–Pearson International
2. HumanResourceManagement-By DrCharmine E.J. Härtel,DrYukaFujimoto– 2<sup>nd</sup>Edition

**E-LEARNING RESOURCES**

1. <https://www.wiziq.com/tutorials/human-resource-management>
2. <https://www.sophia.org/tutorials/introductory-human-resource-concepts>
3. <https://corehr.wordpress.com/2013/12/04/transfer-and-promotion/>
4. <https://hrmpractice.com/employee-welfare/>
5. <https://www.mbaskool.com/business-concepts/human-resources-hr-terms/2390-quality-ofwork-life-qwl.html>

**GUIDELINES TO THE QUESTION PAPER SETTERS  
QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	<b>30</b>
<b>Section B</b>	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	<b>30</b>
<b>Section C</b>	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	<b>40</b>
<b>Total Marks</b>				<b>100</b>

**BREAKUP OF QUESTION FOR THEORY**

Units	Section A		Section B		Section C	
	Theory	Problem	Theory	Problem	Theory	Problem
I	3	-	1	-	1	-
II	3	-	2	-	2	-
III	2	-	2	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
	<b>SECTION A - 12</b>		<b>SECTION B- 7</b>		<b>SECTION C- 6</b>	

**PSO - CO MAPPING**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	2
<b>CO 5</b>	3	3	3	3	3
<b>AVG</b>	3	3	3	3	2.8

**PSO-CO - Question Paper Mapping**

<b>CO NO</b>	<b>COURSE OUTCOMES</b>	<b>PSO ADDRESSED</b>	<b>COGNITIVE LEVEL (K1 to K6)</b>
<b>CO 1</b>	Understand the role and importance of human resource management and to understand the challenges.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
<b>CO 2</b>	Outline the different methods of recruitment and its process. Learn the usage of AI in recruitment process.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
<b>CO 3</b>	Assess the different methods and techniques of training and the concept of Career Development.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
<b>CO 4</b>	Understand the concept, techniques of Performance appraisal.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5
<b>CO 5</b>	Impart knowledge regarding grievance handling and settlement machinery, human resource and human resource information system.	PSO1,PSO 2, PSO 3, PSO 4, PSO 5	K1,K2,K3,K4,K5

**K1= Remember, K2= Understand, K3= Apply, K4=Analyze, K5= Evaluate, K6= Create**

<b>PROGRAMME: Bachelor of Business Administration</b>	<b>BATCH: 2024-27</b>
<b>PART: III</b>	<b>COURSE COMPONENT: ELECTIVE III</b>
<b>COURSE NAME: PROJECT WORK</b>	<b>COURSE CODE:</b>
<b>SEMESTER: VI</b>	<b>MARKS: 100</b>
<b>CREDITS: 5</b>	<b>TOTAL HOURS: 90</b>
<b>PRACTICAL</b>	

**COURSE OBJECTIVE:**

Define and develop a possible research interest area to be taken forward in their business research projects.

**COURSE OUTCOME**

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

1. Analyze real working environment of an organization
2. Attain training work that would be helpful in their prospective careers
3. Formulate sound technical knowledge about their project area.
4. Identify a problem in the organization, collect data and would find a solution to it.
5. Acquire knowledge about the different fields in Marketing, Finance, and HRM.

A group of 3 students will be assigned a project in the beginning of the final year. The Project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit during the Viva-Voce examination.

The project shall be evaluated externally. The external examiner shall be from the panel of examiners suggested by the board of studies from time to time.

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