

B.B.A

Course Structure and Syllabus

(For the candidates admitted from the academic year 2020-2021 onwards)

CHOICE BASED CREDIT SYSTEM (CBCS)



THANTHAI HANS ROEVER COLLEGE (AUTONOMOUS)

(Nationally Re-Accredited by NAAC with B⁺⁺)

(Affiliated to Bharathidasan University, Tiruchirappalli)

ELAMBALUR, PERAMBALUR – 621 220



Vision

To blossom as an institution of excellence, enabling, empowering and enlightening the youth and shaping them as fully developed human beings with the capacity to unfold their full mental potentiality resulting in the attainment of the wisdom to live constructively and meaningfully.

Mission

- To provide congenial and stress-free environment and opportunities for the enhancement of knowledge and decreases and acquisition skills through the best exposure and training possible.
- To offer multifaceted and need-based academic programs and to promote extension activities
- To adopt technology-enabled new method, approaches and techniques so that the teaching-learning process becomes learner-centered and learner-friendly.
- To maximize the participation of all the stakeholders in the development of the institution and the region.
- To sensitize the youth towards inclusive growth socio-economic change, sustainable development, gender equality, eco-friendliness etc.
- To enable the youth to experience the effects of globalization and facilitate them to grow as responsible citizens and leaders.
- To inspire them, through value-based education, to embrace the entire humanity while firmly rooted in the Indian ethos.
- To provide regular placement training and placement opportunities.
- To kindle the spirit of creativity and enhance research activities and enable them to attain international standard.

Undergraduate Programme Outcomes

Upon completion of the programme, the undergraduate will be able to

1. Acquire knowledge, understand concepts and apply new ideas which enable them to be employable or self-employed
2. Demonstrate motivation in advancing to higher learning programmes
3. Engage in socially responsible behaviour and have value added education
4. Have exposure to technical proficiency, analytical capability, soft skills and life skills development
5. Develop broad understanding in the basic concepts of Languages/ Commerce/Management Studies/Physical Sciences/Computing Sciences/Biological Sciences/Life Sciences

Programme Specific Outcomes - (Programme BBA)

Upon completion of the programme the student will be able to

1. Determine the functional areas of management such as production, purchasing, marketing, sales, advertising, finance, human resource system.
2. Construct, analyze and evaluate different forms of argument and present them in a logical and coherent manner
3. Impart knowledge, skill and build competition for needed business environment
4. Acquire academic excellence with an aptitude for higher studies, research and to meet competitive exams
5. Grow and enable leadership and entrepreneurial skill to motivate towards startups.

Thanthai Hans Roever College (Autonomous), Elambalur, Perambalur - 621 220
Bachelor of Business Administration (BBA)- Course Structure under CBCS
(For the candidates admitted from the academic year 2020-2021 onwards)

Semester	Part	Course Code	Title of the Course	ns. Hours/ Weeks	Credits	Exam Hours	CIA (Max)	ESE (Max)	Total (Max)
1	I	20UT1	Tamil-I (Ikkala Ilakiyam, Kavithai, Sirukathai, Urainadai, Ilakkiya Varalaru)	6	3	3	25	75	100
1	II	20UE1	English-I (Communicative)	6	3	3	25	75	100
1	III	20UMS1CC1	Principles and Practices of Management	5	5	3	25	75	100
1	III	20UMS1CC2	Financial Accounting	5	5	3	25	75	100
1	III	20UMS1AC1	Managerial Economics	4	3	3	25	75	100
1	III	20UMS1PE1	Professional English for Commerce & Management-I	2	2	3	25	75	100
1	IV	20UVE	Value Education	2	2	3	25	75	100
Total				30	23	-	-	-	700
2	I	20UT2	Tamil-II (Idaikkala Ilakiyam, Pudhinam, Ilakkiya Varalaru)	6	3	3	25	75	100
2	II	20UE2	English-II (Communicative)	6	3	3	25	75	100
2	III	20UMS2CC3	Marketing Management	5	5	3	25	75	100
2	III	20UMS2CC4	Mathematics & Statistics for Managers	5	4	3	25	75	100
2	III	20UMS2AC2	Business Environment	4	3	3	25	75	100
2	III	20UMS2PE2	Professional English for Commerce & Management-II	2	2	3	25	75	100
2	IV	20UES	Environmental Studies	2	2	3	25	75	100
Total				30	22	-	-	-	700
3	I	20UT3	Tamil-III (Kappiya Ilakkiyam, Nadagam, Ilakkiya Varalaru)	6	3	3	25	75	100
3	II	20UE3	English-III (Language Through Literature and Communicative Skills – I)	6	3	3	25	75	100
3	III	20UMS3CC5	Managerial Communication	6	5	3	25	75	100
3	III	20UMS3CC6	Computer Application in Business Theory	4	3	2	15	45	60
3	III	20UMS3CC6P	Computer Application in Business Practical	2	1	2	10	30	40

3	III	20UMS3AC3	Business Law	4	3	3	25	75	100
3	IV	NME 1		2	2	3	25	75	100
Total				30	20	-	-	-	600
4	I	20UT4	Tamil-IV (Pazhantamil Ilakkiyam, Ilakkiya Varalaru, Podhukkatturai)	6	3	3	25	75	100
4	II	20UE4	English-IV (Language Through Literature and Communicative Skills – II)	6	3	3	25	75	100
4	III	20UMS4CC7	Organizational Behaviour	5	5	3	25	75	100
4	III	20UMS4CC8	Operations Research	5	5	3	25	75	100
4	III	20UMS4AC4	Production Management	4	3	3	25	75	100
4	IV	NME 2		2	2	3	25	75	100
4	IV	20UMS4SBE1	Insurance Management	2	2	3	25	75	100
Total				30	23	-	-	-	700
5	III	20UMS5CC9	Cost Accounting	5	5	3	25	75	100
5	III	20UMS5CC10	Financial Management	5	5	3	25	75	100
5	III	20UMS5CC11	Company Law and Secretarial Practice	5	5	3	25	75	100
5	III	20UMS5CC12	Research Methods in Management	5	5	3	25	75	100
5	III	20UMS5MBE1	Services Marketing	4	3	3	25	75	100
5	IV	20UMS5SBE2	Quantitative Aptitude and Logical Reasoning	2	2	3	25	75	100
5	IV	20UMS5SBE3	Banking Theory and Practices	2	2	3	25	75	100
5	IV	20USSD	Soft Skill Development	2	2	3	25	75	100
Total				30	29	-	-	-	800
6	III	20UMS6CC13	Human Resource Management	6	5	3	25	75	100
6	III	20UMS6CC14	Management Accounting	6	5	3	25	75	100
6	III	20UMS6CC15	Entrepreneurial Development	6	5	3	25	75	100
6	III	20UMS6MBE2	Management Concepts in Thirukkural	5	3	3	25	75	100
6	III	20UMS6MBE3	Global Business Management	6	3	3	25	75	100
6	V		Extension Activities	-	1	-	-	-	-
6	V	20UGS	Gender Studies	1	1	3	25	75	100
Total				30	23	-	-	-	600
Grand Total				180	140				4100

Paper Details:

Tamil Paper-Part I	- 4
English Paper-Part II	- 4
Core Course Paper	- 15
Core Course Practical	- 1
Allied Course Paper	- 4
Non-Major Elective	- 2
Skill Based Elective	- 3
Major Based Elective	- 3
Environmental Studies	- 1
Value Education	- 1
Professional English	- 2
Soft Skill Development	- 1
Gender Studies	- 1
Extension Activities	- 1 (Credit Only)

- for those who studied Tamil up to 10th +2 (Regular Stream)
- Syllabus for other Languages should be on par with Tamil at degree level
- those who studied Tamil up to 10th +2 but opt for other languages in degree level under Part I should study special Tamil in Part IV
- Extension Activities shall be outside instruction hours

Non Major Elective I & II – for those who studied Tamil under Part- I

i) Basic Tamil I & II for other language students

ii) Special Tamil I & II for those who studied Tamil up to 10th or +2 but opt for other languages in degree programme

Note:

	Internal Marks	External Marks
1. Theory	25	75
2. Separate passing minimum is prescribed for Internal and External marks		

THEORY

The passing minimum for CIA shall be 40% out of 25 marks [i.e. 10 marks]

The passing minimum for Semester Examinations shall be 40% out of 75 marks [i.e. 30 marks]

Allied Papers offered to Other Department

20UMS3AC3:1 – Financial Accounting

20UMS4AC4:1 – Principles of Management

NME Papers offered to Other Department

20UMS3NME1 - Event Management

20UMS4NME2 - Advertising and Sales Promotion

Question Paper Pattern

Section A – MCQ (20 x 1 = 20 Marks)

Section B – either or questions (5 x 5 = 25 Marks)

Section C - Answer any three out of five questions (3 x 10 = 30 marks)

SEMESTER – I

Course Code: 20UMS1CC1
Instruction Hours: 5
Credits: 5

Exam Hours: 3
Internal Marks: 25
External Marks: 75

CORE COURSE – I – PRINCIPLES AND PRACTICES OF MANAGEMENT

Course Outcomes:

After completing the course, the student will be able to

1. Describe the evolution of management thought.
2. Integrate the planning with decision making process of a given organization.
3. Relate the function of organizing with staffing in consideration of their effort on individual actions.
4. Identify the range of leadership theories, Directing and controlling tools available in the management.
5. Illustrate the vision and mission statement and quality policy.

UNIT I

Management – Concept – Evolution - Nature –Management as a Science, an Art and Profession – Process – Levels of management – F.W. Taylor’s Scientific Management – Fayol’s Theory of Management – Modern Management - Recent trends in management

UNIT II

Planning – Process – Types of Plans – Objectives, Policies, Procedures, Rules, Strategies, Programmes and Budgets - Decision making - Process of decision making – Types of decision – Problems involved in decision making.

UNIT III

Organizing – Concept – Organisation as a process – Elements of Organization process – Types of organization – Delegation – Departmentation – Centralization – Decentralisation.

UNIT IV

Staffing – Concept – Functions – Process – Selection – Recruitment – Training. Direction – Concept – Elements of Directing – Principles of Direction – Process of Directing.

UNIT V

Co-ordination – Controlling – Concept – Need and importance – Process – Characteristics of an ideal control system – Budgetary Control.

Practicum

Study the management principles, vision and mission statement and quality policy of a selected organization (Each one company)

Text Book(s):

1. Prasad L.M. Principles and Practice of Management, New Delhi, Sultan Chand & Sons.
2. Tripathy P.C, Reddy P.N. Principles of Mangement, New Delhi, Mc-Graw Hill Publishing company Ltd.

Reference Book(s):

1. Harold Koontz, Heinz wehrich, ramachandraAryasri, Principles of Management, New Delhi, Mc-Graw Hill Publishing company Ltd.,
2. Govindharajan. M. Natarajan S. Principles of Management, New Delhi, PHI Learning Private Limited.
3. Rao V.S.P., Narayana P.S. Principles and Practice of Management, Delhi, Konark Publishers Private Ltd.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	20UMS1CC1	Principles and Practices of Management					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓		✓	✓	✓	✓		✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓		✓	
CO4	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO5	✓		✓	✓	✓		✓	✓	✓	✓	
Number of Matches(✓) = 44 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – I

Course Code: 20UMS1CC2
Instruction Hours: 5
Credits: 5

Exam Hours: 3
Internal Marks: 25
External Marks: 75

CORE COURSE – II – FINANCIAL ACCOUNTING

Course Outcomes:

After completing the course the student will be able to

1. Define bookkeeping and accounting.
2. Explain the general purposes and functions of accounting.
3. Describe the main elements of financial accounting information – assets, liabilities, revenue and expenses.
4. Calculate depreciation.
5. Understand Accounts of non trading organizations.

UNIT I

Definition of Account – Nature of Accounting – Accounting Concepts and Postulates –Types of Accounts - Double Entry Vs. Single entry

UNIT II

Journal- Ledger-Trial Balance – Subsidiary Books: Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, Single Column Cash Book.

UNIT III

Bank Reconciliation Statement (BRS) - Final Accounts of Sole Trader – Trading, Profit and Loss Account and Balance Sheet with simple adjustments.

UNIT IV

Methods of Depreciation –Straight Line Method, Written Down Value Method and Annuity Method.

UNIT V

Capital and Revenue – Accounts of Non-trading organizations - Income and Expenditure Account – Receipts and Payments Account.

Practicum

Students are required to have a basic level of proficiency in financial calculations using spreadsheets.

Problem: 60%; Theory: 40%.

Text Book(s):

1. Maheshwari S.N. & Maheshwari S.K. “ Financial Accounting”, New Delhi, Vikas Publishing House Private Limited.
2. Gupta R.L. & Gupta V.K. “Financial Accounting” New Delhi, Sultan Chand & Sons, Educational Publishers.

Reference Book(s):

1. Reddy T.S. & Murthy A. “Financial Accounting”, Chennai, Margham Publishers.
2. Goyal V.K. “Financial Accounting”, New Delhi, Excel Books.
3. Narayanaswamy R. “Financial Accounting”, New Delhi, Prentice Hall of India Private Limited.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	20UMS1CC2	Financial Accounting					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓		✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓		✓		✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓				✓	✓	
CO5	✓	✓		✓	✓		✓	✓	✓	✓	
Number of Matches(✓) = 42 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – I

Course Code: 20UMS1AC1
Instruction Hours: 4
Credits: 3

Exam Hours: 3
Internal Marks: 25
External Marks:75

ALLIED COURSE – I – MANAGERIAL ECONOMICS

Course Outcomes:

After completing the course the student will be able to

1. Understand the roles of Demand in economics.
2. Understand the concept of utility.
3. Analyze the factors of production.
4. Evaluate pricing policy in different market structure.
5. Describe national economic system.

UNIT I

Economics: Definition- Meaning -Concepts and Principles of economics – Nature and Characteristics –Scope – Demand -Types of Demand, Determinants of Demand -Demand function -Elasticity of Demand -Demand forecasting Techniques.

UNIT II

Concept of Utility – Law of Diminishing Marginal Utility – Concept of Consumer Surplus – Elasticity of Demand - Types.

UNIT III

Factors of Production –Law of returns –Law of variable proportions –Law of returns to scale – Economies of Large Scale Production.

UNIT IV

Market Structures – Price and Output determination under perfect competition, monopoly, monopolistic competition and oligopoly.

UNIT V

National Economic System: Interest – Concept and Theories of Interest – Profit – Concepts and Theories of Profit National Income –Concepts, Measurement and Difficulties in measurement– Inequalities of Income –Causes –Merits and demerits

Practicum

Case study business practices and economy of a different country

Text Book(s):

1. Sankaran S “Business Economics”, Chennai, Margham Publishers.
2. Ravilocharan R “Fundamentals of Business Economics”, Delhi, Vrinda Publication (P) Ltd.

Reference Book(s):

1. YogeshMaheshwari“Managerial Economics”, New Delhi, Prentice Hall of India Private Limited.
2. Mankar V.G “Business Economics”, Delhi, Mcmillan India Limited.
3. Ahuja H.L “Managerial Economics”, New Delhi, S.Chand& Company Limited.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	20UMS1AC1	Managerial Economics					4	3			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓			✓	✓	✓	✓	✓	✓	
CO2	✓	✓			✓	✓	✓	✓		✓	
CO3	✓		✓	✓	✓	✓		✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓		✓	✓	✓		✓	✓	✓	✓	
Number of Matches(✓) = 41 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – I

Course Code: 20UMS1PE1

Instruction Hours: 2

Credits: 2

Exam Hours: 3

Internal Marks: 25

External Marks:75

PROFESSIONAL ENGLISH FOR COMMERCE & MANAGEMENT –I

Course Outcomes:

1. Recognise their own ability to improve their own competence in using the language
2. Use language for speaking with confidence in an intelligible and acceptable manner
3. Understand the importance of reading for life
4. Read independently unfamiliar texts with comprehension
5. Understand the importance of writing in academic life
6. Write simple sentences without committing error of spelling or grammar

UNIT 1: COMMUNICATION

Listening: Listening to audio text and answering questions - Listening to Instructions

Speaking: Pair work and small group work.

Reading: Comprehension passages –Differentiate between facts and opinion

Writing: Developing a story with pictures.

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 2: DESCRIPTION

Listening: Listening to process description.- Drawing a flow chart.

Speaking: Role play (formal context)

Reading: Skimming/Scanning-

Reading passages on products, equipment and gadgets.

Writing: Process Description –Compare and Contrast Paragraph-Sentence Definition and Extended definition- Free Writing.

Vocabulary: Register specific -Incorporated into the LSRW tasks.

UNIT 3: NEGOTIATION STRATEGIES

Listening: Listening to interviews of specialists / Inventors in fields(Subject specific)

Speaking: Brainstorming.(Mind mapping). Small group discussions (Subject- Specific)

Reading: Longer Reading text.

Writing: Essay writing (250 words)

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 4: PRESENTATION SKILLS

Listening: Listening to lectures.

Speaking: Short talks.

Reading: Reading Comprehension passages

Writing: Writing Recommendations

Interpreting Visuals inputs

Vocabulary: Register specific -Incorporated into the LSRW tasks

UNIT 5: CRITICAL THINKING SKILLS

Listening: Listening comprehension- Listening for information.

Speaking: Making presentations (with PPT- practice).

Reading: Comprehension passages –Note making.

Comprehension: Motivational article on Professional Competence,
Professional Ethics and Life Skills)

Writing: Problem and Solution essay– Creative writing –Summary writing

Vocabulary: Register specific - Incorporated into the LSRW tasks

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits				
I	20UMS1PE1	Professional English for Commerce and Management-I					2	2				
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	✓	✓	✓	✓	✓		✓	✓	✓	✓		
CO2	✓	✓	✓	✓	✓	✓		✓	✓	✓		
CO3	✓	✓	✓	✓	✓		✓	✓	✓	✓		
CO4	✓	✓	✓	✓	✓		✓	✓	✓	✓		
CO5	✓	✓	✓	✓	✓		✓	✓	✓	✓		
Number of Matches(✓) = 45 Relationship: Very High												

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – II

Course Code: 20UMS2CC3
Instruction Hours: 5
Credits: 5

Exam Hours: 3
Internal Marks: 25
External Marks:75

CORE COURSE – III – MARKETING MANAGEMENT

Course Outcomes:

After completing the course, the student will be able to

1. Communicate marketing information persuasively and accurately in oral, written, graphic and interactive media formats.
2. Conduct market research to provide information needed to make marketing decisions.
3. Fix the price under various methods.
4. Maintain marketing channel effectively.
5. Plan, prepare and deliver a sales presentation or pitch that addresses the needs of the client.

UNIT I

Marketing Management – Meaning of Market, Classification –Marketing Approaches – Marketing Functions – Recent trends in Marketing: Digital Marketing, Bottom of the Pyramid, Green Marketing. Marketing Information System.

UNIT II

Market Environment – Market Segmentation – Marketing Research – Steps in Marketing Research – Marketing of Services – Buyer Behaviour – Determinants of Buyer Behaviour.

UNIT III

Marketing Mix (11P's) - Product Planning – Product Mix – Product Life Cycle –New product development – Price – Objectives – Factors influencing Pricing – Methods of Pricing.

UNIT IV

Marketing channels -Need and importance – Classification – Types of Intermediaries – Wholesalers – Functions – Retailers – Functions – Physical distribution – Elements of physical distribution (logistics)

UNIT V

Promotion mix – Personal selling – Process – Advertising – Objectives – Types – Sales promotion – Objectives – Sales promotion methods, publicity and public relations.

Practicum

Create a promotion strategy for own product along with promotion mix and pricing.

Text Book(s):

1. Philip Kotler “Marketing Management”, New Delhi, Pearson Publications.
2. C.B. Gupta “N. Rajan Nair “ Marketing Management”, New Delhi, Sultan chand.

Reference Book(s):

1. RamaswamyV.S. & NamakumariS “Marketing Management”, New Delhi, Macmillan Publications.
2. PillaiR.S.N. & Bagavathi, “Marketing Management”, New Delhi, Sultan chand Publications.
3. Cravens Hills Woodruff, “Marketing Management” Richard D Irwin Inc.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	20UMS2CC3	Marketing Management					5	5			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 47 Relationship: Very High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – II

Course Code: 20UMS2CC4
Instruction Hours: 5
Credits: 4

Exam Hours: 3
Internal Marks: 25
External Marks: 75

CORE COURSE – IV – MATHEMATICS AND STATISTICS FOR MANAGERS

Course Outcomes:

After completing the course, the student will be able to

1. Provide a derivation for mathematical problem.
2. Know where and how to use mathematical procedures.
3. Provide a consider and clear description of a statistical problem.
4. Provide a discussion of the results and of the statistical analysis.
5. Find out relationship between the variables.

UNIT I

Differentiation – Derivation of standard Function, Addition, Difference and product Rule, Maxima and Minima – Application of Derivatives in Business.

UNIT II

Matrices and Determinants – Definition – Basic concepts – Addition, Subtraction and Multiplication of Matrices – Elementary Operations: Transpose of a Matrix, Inverse, and Solving equations by matrix method – Determinants and Solution of Simultaneous Linear Equations.

UNIT III

Basic Statistics: Definition of Statistics – Scope and Objectives – Collection of Primary and Secondary data – Graphic Representation – Measures of Central Tendency: Mean Median, Mode, Geometric Mean and Harmonic Mean for Discrete and Continuous data series.

UNIT IV

Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation and Co-efficient of variation for Discrete and Continuous data series

UNIT V

Correlation & Regression: Definition of Correlation and its types – Problems in Karl Pearson's Coefficient of Correlation and Spearman's Rank Correlation. Definition of Regression – Estimation of Regression lines – Distinguish between Correlation &Regression.

Practicum

Apply the statistical analysis for a real business data.

Problem: 80%: Theory: 20%.

Text Book(s):

1. Saroj Kumar , Pravesh Kumar Singh “ Mathematics and Statistics For Managers” , Thakur Publishers, Chennai, 2012.

Unit I	Chapter -1	Sections: 1.1 to 1.4
Unit II	Chapter- 2	Sections: 2.1 to 2.3
Unit III	Chapter- 3 &4	Sections: 3.1 , 3.2 & 4.1 to 4.3
Unit IV	Chapter-4	Sections: 4.4 to 4.9
Unit V	Chapter- 5	Sections: 5.1 to 5.3

Reference Book(s):

1. Sancheti D.C & Kapoor V.K “Business Mathematics”, New Delhi, Sultan Chand & Sons.
2. Gupta S.C & Kapoor V.K “Fundamentals of Mathematical Statistics”, New Delhi, Sultan Chand & Sons.
3. Aggarwal D.R “Business Mathematics and Statistics”, New Delhi, Vrinda Publications (P) Ltd.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	20UMS2CC4	Mathematics & Statistics for Managers					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓		✓	✓		✓	✓	✓		
CO2	✓	✓		✓	✓		✓	✓	✓		
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓		✓	✓	✓	✓	✓	✓	✓	
CO5	✓			✓	✓		✓	✓	✓		
Number of Matches(✓) = 39 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – II

Course Code: 20UMS2AC2
Instruction Hours: 4
Credits: 3

Exam Hours: 3
Internal Marks: 25
External Marks:75

ALLIED COURSE – II – BUSINESS ENVIRONMENT

Course Outcomes:

After completing the course the student will be able to

1. Familiarize with the nature of business environment and its components.
2. Demonstrate and develop conceptual framework of economic environment.
3. Explain the concept of the various constituents of political environment and their impact on businesses.
4. Integrate the concept and opening economies of developing countries like India through multilateral route (WTO).
5. Realize the importance of culture and impact of culture on business.

UNIT – I

Business - Scope - Characteristics - Goals - Criticisms - Business Environment -Objectives and types.

UNIT – II

Economic Environment- Concept –Factors-Basic Economic System – Economic Planning- Privatization – Nature and objectives.

UNIT – III

Political Environment- Political Institutions-Legislature, Executives and Judiciary -Government in Business-Regulatory, Intervention and Participatory roles.

UNIT – IV

Financial Environment - Financial System -RBI - Commercial banks– International Economic Institutions - World Bank – IMF– WTO.

UNIT – V

Social and Cultural Environment-Impact of Culture on Business - People's Attitude to Businessand Work-Business and Society - Social responsibility of Business – CSR.

Practicum:

Let them understand the environmental factors affecting the business by discussion with entrepreneurs.

Text Book(s):

1. K. Aswthappa- Essentials of Business Environment-Himalaya Publishing House.
2. Francis Cherunilam - Business Environment - Text and Cases, Himalaya Publishing House.

Reference Book(s):

1. George Steiner & JohnF.Steiner- Business, Government and Society-Tata McGraw Hill
2. Adikari - Economic Environment in Business- Himalaya Publishing House
3. Francis Cherunilam - Business Environment
4. IshwarC.Dhingara.-Indian Economy-Sultan Chand &Company
5. RuddanDatt and K.P.M. Sundharam -Indian Economy
6. Sundaram& Black - The International Business Environment - Prentice Hall, New Delhi.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	20UMS2AC2	Business Environment					4	3			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓	✓		✓	✓	✓	✓	
CO2	✓		✓	✓	✓		✓	✓	✓	✓	
CO3	✓		✓	✓	✓		✓	✓	✓	✓	
CO4	✓	✓	✓		✓	✓	✓	✓	✓	✓	
CO5	✓		✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 42 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – II

Course Code: 20UMS2PE2
Instruction Hours: 2
Credits: 2

Exam Hours: 3
Internal Marks: 25
External Marks:75

PROFESSIONAL ENGLISH FOR COMMERCE & MANAGEMENT –II

Course Outcomes:

After completing the course, the student will be able to

1. Attend interviews with boldness and confidence.
2. Adapt easily into the workplace context, having become communicatively competent.
3. Apply to the Research & Development organisations/ sections in companies and offices with winning proposals.
4. Do their profession with initiative and creative.
5. Acquire ICT skill and leadership qualities.

UNIT – I – Communicative Competence

Listening – Listening to two talks/lectures by specialists on selected subject specific topics - (TED Talks) and answering comprehension exercises (inferential questions)

Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions)

Reading: Two subject-based reading texts followed by comprehension activities/exercises

Writing: Summary writing based on the reading passages.

Grammar and vocabulary exercises/tasks to be designed based on the discourse patterns of the listening and reading texts in the book. This is applicable for all the units.

UNIT – II – Persuasive Communication

Listening: listening to a product launch- sensitizing learners to the nuances of persuasive communication

Speaking: debates – Just-A Minute Activities

Reading: reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions

Writing: dialogue writing- writing an argumentative /persuasive essay.

UNIT – III – Digital Competence

Listening to interviews (subject related)

Speaking: Interviews with subject specialists (using video conferencing skills)

Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related)

Reading: Selected sample of Web Page (subject area)

Writing: Creating Web Pages

Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.

The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area

UNIT – IV – Creativity and Imagination

Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites – E.g. <https://www.youtube.com/watch?v=tpvicScuDy0>)

Speaking: Making oral presentations through short films – subject based

Reading: Essay on Creativity and Imagination (subject based)

Writing – Basic Script Writing for short films (subject based)

– Creating blogs, flyers and brochures (subject based)

– Poster making – writing slogans/captions (subject based)

UNIT – V – Workplace Communication & Basics of Academic Writing

Speaking: Short academic presentation using PowerPoint

Reading & Writing: Product Profiles, Circulars, Minutes of Meeting.

Writing an introduction, paraphrasing

Punctuation (period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)

Capitalization (use of upper case)

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	20UMS2PE2	Professional English for Commerce & Management II					2	2			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 47 Relationship: Very High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – III

Course Code: 20UMS3CC5
Instruction Hours: 6
Credits: 5

Exam Hours: 3
Internal Marks: 25
External Marks: 75

CORE COURSE – V – MANAGERIAL COMMUNICATION

Course Outcomes:

After completing the course the student will be able to

1. Understand the scope of communication and learn its importance and implication strategies.
2. Use different forms of written communication techniques to make effective internal and external business correspondence.
3. Imbibe the mechanics of writing and construct effective paragraphs which befit in a longer composition.
4. Maintain the relationship with bank through correspondence.
5. Produce different types of reports with appropriate format, organization and language.

UNIT I

Communication – Meaning and Objectives – Communication Cycle – Principles – Types – Media – Barriers to Communication.

UNIT II

Business Letters - Kinds – Layout and Parts – Enquiry and Reply – Offers and Quotations – Orders – Execution and Cancellation – Complaint letters – Claims and Adjustments – Commercial Terms and Abbreviations.

UNIT III

Collection Letters – Sales Promotion Letters – Circular Letters.

UNIT IV

Bank Correspondence – Import and Export Correspondence – Application Letters.

UNIT V

Report Writing – Structure of Report – Kinds (Press, Market and Business Reports) – Traditional forms of Communication- Telex, Telephone, Fax, Pager, Telegrams, Postal, Intercom, hone - Modern Forms of Communication- E-mail, Face book, WhatsApp, Twitter. IMO, SKYPE, YOUTUBE, LINKEDIN, INSTAGRAM.

Practicum

Collect photocopies of some communication tools used in business (Letters, orders, circulars, complaints) and present it in the classroom.

Text Book(s):

1. Rejendra Pal & Korlahalli J.S “Essentials of Business Communication”, New Delhi, Sultan Chand & Sons, Educational Publishers.
2. Bhatia R.C “Business Communication”, New Delhi, Ane Books Private Limited.

Reference Book(s):

1. Meenakshi Raman & Prakash Singh “Business Communication”, New Delhi, Oxford University Press.
2. Jain N.C. & Saakshi “Essentials of Business Communication”, New Delhi, AITBS Publishers & Distributors.
3. Dona J. Young “Foundations of Business Communication”, New Delhi, Tata McGraw Hill Publishing Company Limited.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20UMS3CC5	Managerial Communication					6	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓		
CO4	✓		✓	✓	✓			✓	✓	✓	
CO5	✓	✓	✓	✓	✓		✓	✓	✓	✓	
Number of Matches(✓) = 43 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – III

Course Code: 20UMS3CC6/20UMS3CC6P
Instruction Hours: 6 (4+2) Hrs.
Credits: 4 (3 + 1)

Exam Hours: 3
Internal Marks: 40
External Marks: 60

CORE COURSE –VI – COMPUTER APPLICATIONS IN BUSINESS

Course Outcomes:

After completing the course, the student will be able to

1. Understand the evolution of computer.
2. Describe the fundamentals of information technology concepts – hardware and software.
3. Know the basics about operating systems and computer language.
4. Create business documents with word processing software, spread sheet and multimedia presentations with software using templates.
5. Maintain accounting books and preparing balance sheet.

UNIT I

Introduction to Computer: Computer Characteristics, Evolution of computer and Generations of Computer. Types of Computer, Input Devices, Output Devices.

UNIT II

Personal Computers- PC and its main components, hardware configuration, Computer Memory – Concept, Internal and External Memory, Internal Memory- Types-RAM, SRAM, DRAM, ROM, PROM, EPROM, EEPROM External Memory- Floppy Disk, Hard Disk, CD, DVD, ZIP drive.

UNIT III

Software – System and Application Software, Operating system- Functions and types. Computer Languages- Lower level language and higher level language, compiler and interpreter, Characteristics of Good Language. Introduction to Windows, Basic commands in Windows.

UNIT IV

Word Processing: Introduction to MS Office components, Introduction and working with MS Word, MS-Excel. Presentation with Power-Point: Power-point basics, creating presentation, working with graphics, show time, sound effects and animation effects.

UNIT V

Introduction to Accounting Packages: Presentation of vouchers, invoice, Maintenance of inventory records, Maintenance of accounting books and final accounts.

Text Book(s):

1. Parameswaran R. “Computer Application in Business” New Delhi, S.Chand Publishers.
2. Sanders D.H, “Computer in Business” – New Delhi, Tata McGraw Hill.

Reference Book(s):

1. Sinha, P.K., “Fundamentals of Computer” , U.K. Progressive Business Publications.
2. Rajaraman, V. “Fundamentals of Computer” New Delhi, Prentice Hall of India Private Limited.
3. Ed.Jones& Derek, “Microsoft office for windows 95” New Delhi, Sultan publications.

Computer Application in Business Accounting Exercises for Practical

MS -Word

1. Creating Business Letters
2. Creating an application for the job with Bio-data.
3. Creating circular letter with Mail Merge options.
4. Creating a table by using the split and merge options.

MS – Excel

1. Creating a work sheet Mark sheet, Pay slip, PF Contribution list etc.
2. Creating charts
3. Creating a list for the enclosures
4. Filtering the date using Auto filter custom filters using comparison operations

Accounting Package

1. Preparing vouchers for entries for the given transactions.
2. Preparing final accounts from the Trial Balance given with any five adjustments.

Practical exam question paper pattern & Mark allotment

Max.Marks:30 Time for practical Exam – 2 Hrs.

There will be two questions carrying 10 marks each. Both are to be answered.

1. (a) One problem in MS word (or)
(b) One problem in MS Excel
2. (a) One problem in Accounting Package (or)
(b) One problem in Accounting Package

Maximum marks for any 2 questions from the above 2x10=20

Practical Note Book 10

Total 30

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course	Hours	Credits						
III	20UMS3CC6/ 20UMS3CC6P	Computer Applications in Business Theory/ Practical	6	5						
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓	✓	✓	✓		✓	✓	✓	✓
CO2	✓	✓	✓	✓	✓		✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓			✓	✓	✓
CO4	✓		✓	✓	✓		✓	✓	✓	✓
CO5	✓		✓	✓	✓	✓	✓	✓	✓	✓
Number of Matches(✓) = 43 Relationship: High										

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – III

Course Code: 20UMS3AC3
Instruction Hours: 4
Credits: 3

Exam Hours: 3
Internal Marks: 25
External Marks: 75

ALLIED COURSE – III – BUSINESS LAW

Course Outcomes:

After completing the course, the student will be able to

1. Identify the fundamental legal principles behind contractual agreements.
2. Examine how businesses can be held liable in tort for the actions of their employees.
3. Create the agency and their power.
4. Know the rights of seller and buyer.
5. Know the fundamental legal principle to run the partnership firm.

UNIT – I

Contract Act – Definition, Classification – Essentials of a Contract – Offer and Acceptance – Consideration – Contractual Capacity – Free Consent – Legality of Object.

UNIT – II

Performance of Contract – Modes of Discharge of Contract – Remedies for Breach of Contract.

UNIT – III

Law of Agency – Mode of creation - Agency by Ratification – Sub-Agent and Substituted Agent- Termination of Agency.

UNIT – IV

Sale of Goods Act – Definition – Conditions and Warranties – Transfer of Property – Performance of Contract of Sale – Rights of an Unpaid Seller.

UNIT – V

Partnership – Definition – Essentials - Rights, duties and Liabilities of partners -Types of partnership - Dissolution of partnership.

Practicum

Collect copies of contract from any one company and analyze it.

Text Book(s):

1. N.D.Kapoor “Business Law”, New Delhi, Sultan Chand pvt.ltd.
2. S.Sumathi & P.Saravanel, “Business Law”, New Delhi, Eswar Press.

Reference Book(s):

1. Nirmal Singh. P “Business Law”, New Delhi, Deep Publishers pvt. Ltd.
2. Chandra Bose D “Business Law”, New Delhi, PHI Learning pvt. Ltd.
3. R.S.N Pillai& Bagavathi, “Business Law”, New Delhi Sultan Chand pvt. ltd.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20UMS3AC3	Business Law					4	3			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓		✓		✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓		✓	✓	✓	
Number of Matches (✓) = 45 Relationship: Very High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – IV

Course Code: 20UMS4CC7
Instruction Hours: 5
Credits: 5

Exam Hours: 3
Internal Marks: 25
External Marks: 75

CORE COURSE – VII – ORGANISATIONAL BEHAVIOUR

Course Outcomes:

After completing the course the student will be able to

1. Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
2. Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.
3. Know how the power of leadership should be utilized to get success.
4. Analyze the complexities associated with management of the group behavior in the organization.
5. Analyze the sources of conflict and to provide solutions to solve the conflict.

UNIT I

Introduction to Organizational Behaviour: Concept of Organizational Behaviour (OB) – Importance of Organizational Behaviour, Key Elements, Approaches, Challenges and Opportunities for OB, Role of Managers in OB.

UNIT II

Individual behaviour: Personality – concept, determinants and theories – Perception – concept, process – Motivation: Theories of Motivation, Maslow's need of Hierarchy Theory, McGregor's X Theory & Y Theory, Herzberg Two Factor Theory, Adams equity theory.

UNIT III

Leadership: Definition and Meaning, Theories of Leadership, Contemporary Business Leaders, Power & Authority, Types of Power, Sources of Power.

UNIT IV

Group: Meaning and Importance of Groups, Reasons for Group Formation, Types of Groups, Stages of Group Development – Attitudes and Values.

UNIT V

Organisational Conflict: Definition and Meaning, Types of Conflict, Sources of Conflict, Conflict Resolution – Stress Management – Concept – Sources – Effects of stress – Management of Stress.

Practicum

Team building exercise.

Text Book(s):

1. Aswathappa, “Organizational Behaviour” Mumbai, Himalaya Publications.
2. Singh.B.P. Chabra .T.N.“Organizational Behaviour” New Delhi, Dhanpat Rai Company Pvt. Ltd.

Reference Book(s):

1. Arunkumar Meenakshi, “Organizational Behaviour”New Delhi, VikasPublishing House.
2. Prasad.L.M. “Organizational Behaviour” NewDelhi, Sultan chand& sons.
3. Stephen. P. Robbins , “Essentials of Organizational Behaviours”, New Delhi, Prentice Hall.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20UMS4CC7	Organizational Behaviour					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓		✓	✓	✓	
CO3	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓		✓	✓	✓		✓	✓	✓	✓	
Number of Matches(✓) =46 Relationship: Very High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – IV

Course Code: 20UMS4CC8
Instruction Hours: 5
Credits: 5

Exam Hours: 3
Internal Marks: 25
External Marks:75

CORE COURSE – VIII – OPERATIONS RESEARCH

Course Outcomes:

After completing the course, the student will be able to

1. Make decisions by using operation research.
2. Find out least cost by using transportation method.
3. Solve the problem in maintaining the inventory.
4. Understand variety of problems such as Assignment and travelling salesman etc.
5. Differentiate individual Vs. Group replacement.

UNIT I

Operations Research – Concepts – Models – Scope – Phases – Limitations – Operations Research and Decision Making – Linear Programming Problem: Formulation of L.P.P. - Graphical Method.

UNIT II

Transportation Problem: North West Corner Rule - Least Cost Method - Vogel's Approximation Method.

UNIT III

Inventory Control: Categories of Inventory – reasons for carrying inventory – costs and terms associated with inventory – Deterministic and Probabilistic Inventory Problem.

UNIT IV

Assignment Problem: Solving assignment Problem – Hungarian Method – Maximization case in assignment Problems - Travelling Salesman Model.

UNIT V

Replacement Theory: Replacement of equipment that deteriorates gradually – Replacement of Equipment that fails suddenly – Individual Vs. Group replacement.

Practicum

Create a suitable strategy to replace the faulty equipment in your company.

Problem: 80%; Theory: 20%.

Text Book(s):

1. Prof. V. Sundaresan, K.S. Ganapathy Subramaniyan “ Resource Management Techniques”, A.R. Publications
2. Premkumar Gupta & D.S. Hira” Operations Research” NewDelhi, Sultan chand.

Unit I	Chapter -1&2	Sections: 1.1, 1.8 &1.9, 2.1 to 2.3 &2.5 [1]
Unit II	Chapter- 7	Sections: 7.1 [1]
Unit III	Chapter- 8	Sections: 8.1 to 8.7 & 8.9 [1]
Unit IV	Chapter -14	Sections: 14.1 to 14.6 [1]
Unit V	Chapter- 11	Sections: 11.1 to 11.3 [2]

Reference Book(s):

1. Srinivasan. G. “Operations Research” New Delhi, PHI Learning Pvt., Ltd.
2. Ramamurthy. P. “Operations Research” New Delhi, New Age International Pvt. Ltd.
3. Sharma S.D. “Operations Research”, New Delhi.KedarNath Ram Nath Pvt., Ltd.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20UMS4CC8	Operations Research					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓			✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓		✓	✓	✓	✓	✓	✓	✓	
CO4	✓			✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓		✓	✓	✓	✓		✓		
Number of Matches(✓) = 42 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – IV

Course Code: 20UMS4AC4
Instruction Hours: 4
Credits: 3

Exam Hours: 3
Internal Marks: 25
External Marks:75

ALLIED COURSE –IV – PRODUCTION MANAGEMENT

Course Outcomes:

After completing the course, the student will be able to

1. Understand how to select the plant location.
2. Principles of effective maintenance of plant.
3. Importance of PPC to make a product success.
4. Provide various types of inspection to maintain quality.
5. Identify and resolved store keeping problems.

UNIT I

Production Management– Scope and Significance –Production System – Functions and Types – Factors influencing Plant Location – Plant Layout and its kinds.

UNIT II

Work Study – Time Study – Motion Study – Work Measurement– Principles and factors Maintenance of Plant – Types.

UNIT III

Production Planning and Control – Definition – Objectives and Importance – Elements of Production Planning – Routing and Scheduling.

UNIT IV

Quality Control and Inspection – Objectives and Significance – Inspection – SQC – AGMARK, ISI and ISO – Certification Marks.

UNIT V

Material Management –Objectives–Purchasing –Procedure – Store Keeping – Functions – Centralized and Decentralized.

Practicum

Application modules in which students will have to simulate organize, design, produce and manage productions on campus.

Text Book(s):

1. Saravanavel P & Sumathi S “Production and Materials Management”, Chennai, Margham Publications.
2. Paneerselvam “Production and Operations Management”, New Delhi, PHI Learning Pvt Ltd

Reference Book(s):

1. Elwood S. Buffa & Rakesh K. Sarin “Modern Production / Operations Management”, New Delhi, John Wiley & Sons.
2. B. S. Goel “Production Operation Management”, New Delhi, Pragati Prakashan Publishers.
3. Ebert J Ronald & Adams E Everett, Production & Operations Management, New Delhi, PHI Learning Pvt Ltd.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20UMS4AC4	Production Management					4	3			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓			✓	✓	✓	✓	✓		✓	
CO2	✓			✓	✓	✓		✓		✓	
CO3	✓		✓	✓	✓	✓		✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓		✓	✓	✓	
CO5	✓			✓	✓	✓		✓	✓	✓	
Number of Matches(✓) = 37 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – IV

Course Code: 20UMS4SBE1
Instruction Hours: 2
Credits: 2

Exam Hours: 3
Internal Marks: 25
External Marks:75

SKILL BASED ELECTIVE – 1 – INSURANCE MANAGEMENT

Course Outcomes:

After completing the course, the student will be able to

1. Compare and contrast the role of insurance differs between gambling and bonding.
2. Appraise the extent to which insurance contracts are standardized and the ways in which this standardization is accomplished.
3. Differentiate Double insurance and Reinsurance.
4. Evaluate the benefits of various types of insurance.
5. Understand and apply the principles of ECGC.

UNIT I

Introduction –Origin of insurance, definition of insurance, insurer, insured – Role of Insurance – Importance use to an industry, business and society.

UNIT II

Insurance Contracts-nature of a contract of insurance, fundamentals of Insurance. Essential of General Contract as applied to Insurance mentioned under section 10 of the Indian Contract Act.

UNIT III

Functions of Insurance –Double Insurance – Re insurance.

UNIT IV

Evolution of Insurance – Marine, Fire, Life and Miscellaneous insurance – Types of insurance and organization.

UNIT V

Lloyd's Insurance and State Insurance – LIC, KGID, ESI, Deposit Insurance Corporation or Export Credit Guarantee Corporation (only outline and objectives of all the above).

Field study to know the types of insurance products and procedure to get insured.

Text Book(s):

1. Boclla.B.S.Garg. M.C. Singh.K.P. “Insurance Management”, New Delhi, Deep & Deep Publication Pvt., Ltd.
2. Tyagi, C.L. MadhuTyagi“Insurance Management”, New Delhi. Atlantic Publishers Pvt., Ltd.

Reference Book(s):

1. Tripathy. N.P. “Insurance Management”, New Delhi, PHI Learning Pvt.
2. Mishra.M.N. & Mishra S.B. “Insurance Principles&Practice,New Delhi, Sultan chand.
3. Murthy A. “Principles & Practice of Insurance”, New Delhi,Margham Publication.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20UMS4SBE1	Insurance Management					2	2			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓			✓	✓		✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓			✓	✓	✓		✓	✓	✓	
CO4	✓			✓	✓	✓	✓	✓	✓	✓	
CO5	✓			✓	✓	✓		✓	✓	✓	
Number of Matches(✓) = 39 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – V

Course Code: 20UMS5CC9
Instruction Hours: 5
Credits: 5

Exam Hours: 3
Internal Marks: 25
External Marks:75

CORE COURSE – IX – COST ACCOUNTING

Course Outcomes:

After completing the course, the student will be able to

1. Demonstrate how materials, labor and overhead costs are added to a product at each stage of the production cycle.
2. Understand the level of stock to be maintained.
3. Utilize the labour time properly.
4. Assign costs in a job cost system.
5. Describe how cost accounting is used for decision making and performance evaluation.

UNIT – I

Meaning and Scope of Cost Accounting – Concept and Classification of Cost – Elements and Methods of Cost –Relationship of Cost Accounting and Financial Accounting – Preparation of Cost Sheet.

UNIT – II

Materials – EOQ - Levels of Stock – Receipts and Issues of materials – ABC Analysis - Stores Ledger – FIFO, LIFO, Simple Average and Weighted Average.

UNIT – III

Labour – Time-Keeping and Time – Collect Booking – Methods of Remuneration and Incentive Schemes

– Overtime and Idle time – Labour Turnover – Causes, Types and Measurement.

UNIT – IV

Overheads – Collection, Classification, Allocation, Apportionment and Absorption – Recovery Rates – Over and Under Absorption -Machine Hour Rate – Job Costing – Contract Costing.

UNIT – V

Operating Costing – Process Costing: Normal Loss, Abnormal Loss and Abnormal Gains(excluding Equivalent Production and Inter process).

(Marks: Theory 40% and Problems 60%)

Practicum

Collect a cost sheet from any one of the companies and make analysis of it.

Text Book(s):

1. S.P. Jain and K.L. Narang, "Cost Accounting Principles and Practice", Chennai, Kalyani Publishers.

Reference Book(s):

1. R.S.N. Pillai and V. Baghavathi, "Cost Accounting", New Delhi, S.Chand & Company Ltd.
2. S.N. Maheshwari, "Cost Accounting", New Delhi, Sultan Chand & Sons.
3. N.K. Prasad, "Principles and Practice of Cost Accounting", Kolkata, Book Syndicate Pvt. Ltd.
4. Bhabotosh Banerjee, "Cost Accounting", Kolkata, The World Press Private Ltd.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	20UMS5CC9	Cost Accounting					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓		✓	✓	✓		✓	✓	✓	
CO2	✓			✓	✓	✓			✓	✓	
CO3	✓		✓	✓	✓	✓		✓	✓	✓	
CO4	✓			✓	✓	✓		✓		✓	
CO5	✓			✓	✓	✓	✓	✓		✓	
Number of Matches(✓) = 35 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – V

Course Code: 20UMS5CC10
Instruction Hours: 5
Credits: 5

Exam Hours: 3
Internal Marks: 25
External Marks: 75

CORE COURSE – X – FINANCIAL MANAGEMENT

Course Outcomes:

After completing the course, the student will be able to

1. Demonstrate how the concepts of financial management and investment, financing and dividend policy decisions could integrate while identification and resolution of problems.
2. Analyse the complexities associated with management of cost of funds in the capital Structure.
3. Demonstrate the applicability of the concept of capital budgeting to understand the managerial Decisions.
4. Minimize the cost of capital to maximize the profit.
5. Apply the Leverage and EBIT EPS Analysis associate with Financial Data in the corporate.

UNIT I

Financial Management: Meaning and Scope of Finance Functions – Goals: Profit Maximization and Wealth Maximization – Organization of Finance Function.

UNIT II

Capital Structure Planning – Meaning and Scope – Approaches – Arbitrage Process – Traditional Approach – Indifference Point.

UNIT III

Capital Budgeting – Concept and Importance – Capital Budgeting Appraisal Methods: Pay Back Method – Discounted Cash Flow Method: NPV Method, Excess Present Value Index and IRR Method - Return on Investment Method.

UNIT IV

Cost of Capital – Concept, Importance - Classification: Cost of Debt – Cost of Equity – Cost of Retained Earnings – Weighted Average Cost of Capital.

UNIT V

Leverages – Meaning and Significance – Types: Operating, Financial and Combined Leverages – Dividend Theories and Dividend Policies – Forms of Dividend.

(Marks: Theory 20%; Problems 80%)

Practicum

Students are asked to analyze the budget recently submitted in Parliament.

Text Book(s):

1. Maheshwari S.N “Elements of Financial Management”, New Delhi, Sultan Chand & Sons.
2. Khan M.Y & Jain P.K “Theory and Problems in Financial Management”, New Delhi, Tata McGraw Hill Publishing Company Limited.

Reference Book(s):

1. Pandey I.M “Financial Management”, New Delhi, Tata McGraw Hill Publishing Company Limited.
2. Prasanna Chandra “Fundamentals of Financial Management”, New Delhi, Tata McGraw Hill Publishing Company Limited.
3. R. P. Rustaqi “Financial Management, Tenth Edition, New Delhi, Taxmann Publications (P) Ltd.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	20UMS5CC10	Financial Management					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓		✓	✓	✓	
CO2	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 46 Relationship: Very High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – V

Course Code: 20UMS5CC11
Instruction Hours: 5
Credits: 5

Exam Hours: 3
Internal Marks: 25
External Marks: 75

CORE COURSE – XI – COMPANY LAW AND SECRETARIAL PRACTICE

Course Outcomes:

After completing the course, the student will be able to

1. Understanding the various types of Companies and the issues associated with Companies.
2. Understanding the roles and responsibilities of various persons involved and related documents.
3. Understanding the Intricacies pertaining to managing investors and different types of instruments in a company.
4. Understanding the importance and procedural requisites of a company meeting
5. Know position of Secretary and his rights, duties and liabilities.

UNIT – I

Company – Definitions – Features – kinds - Private Ltd - Company Vs. Public Company.

UNIT – II

Formation of companies - Promotion Stage – Commencement Stage – Memorandum of Association - Clauses - Articles of Association-contents – Prospectus - Contents.

UNIT – III

Shares-kinds-Equity Shares-Preference shares-Premium and Discount-Allotment- Minimum Subscription-Forfeiture of shares-Debentures-Types- Dividend – Meaning –Types.

UNIT – IV

Secretary-Definition-Types-company secretary-Legal Position-Qualification- Appointment- Rights, Duties and Liabilities-Termination.

UNIT – V

Meetings – Types – Statutory, Annual General Meeting – Duties - Notice -Agenda- Quorum, Resolution – Types.

Practicum:

Prepare agenda and meeting resolution for your own dreaming company.

Text Book(s):

1. N.D. Kapoor, "Company Law and Secretarial Practice" New Delhi, S.Chand & Sons.
2. A. K. Majumdar & G. K. Kapoor. "Company Law & Practice" Taxmann Publications Limited.

Reference Book(s):

1. Tandon, "Company Law and Secretarial Practice", New Delhi, S.Chand& Sons.
2. P.K. Ghosh, "Company Law and Secretarial Practice", New Delhi, S.Chand& Sons.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	20UMS5CC11	Company Law and Secretarial Practice					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓			✓	✓	✓	
CO2	✓	✓	✓	✓	✓			✓	✓	✓	
CO3	✓			✓	✓	✓	✓	✓	✓	✓	
CO4	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓		✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 43 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – V

Course Code: 18UMS5CC12
Instruction Hours: 5
Credits: 5

Exam Hours: 3
Internal Marks: 25
External Marks: 75

CORE COURSE – XII – RESEARCH METHODS IN MANAGEMENT

Course Outcomes:

After completing the course, the student will be able to

1. Understanding on various kinds of research, objectives of doing research, research process.
2. Find out the good research problem.
3. Have basic awareness of data analysis and hypothesis testing procedures.
4. Write the meaningful interpretation to the data sets.
5. Present various types of research report in written format.

UNIT – I

Research – Concept - Business research – Definition – Features – Types: Basic and applied, exploratory, descriptive and causal – Phases of business research.

UNIT – II

Process and formulation of Research problem – Sources – Identification – Selection – Criteria of a good research problem – Research Design – Meaning – Essential stages in the preparation of Research Design – Evaluation of the Research Design – A Model Design.

UNIT- III

Hypothesis – Characteristics of good Hypothesis – Types – Sampling – Nature – Simple, Probability, Complex Probability and Non-probability.

UNIT – IV

Sources and Collection of data – Primary and Secondary sources – Methods of data Collection – Merits and demerits – Presentation – Coding, data entry and tabulation – Analysis Interpretation of data.

UNIT – V

Research Report – Concept – Types - Steps in Organization of Research Report – Significance of Report Writing – Drafting of reports – Contents of a report.

Practicum

Prepare a research proposal and apply any one statistical test for the collected data.

Problem: 20%; Theory: 80%

Text Book(s):

1. Kothari C.R “Research Methodology: Methods and Techniques”, New Delhi Vishwa Prakashan Publishers.
2. Saravanavel P “Research Methodology”, Allahabad, Kitabmahal pvt ltd.

Reference Book(s):

1. P. Philominathan “Research Methodology Practice”, Thanjavur, Thakur Publishers.
2. Gopal M. A “An Introduction to Research Procedure in Social Sciences” Bombay, Asia Publishing House.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	20UMS5CC12	Research Methods in Management					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓		✓	✓		✓	✓	✓	✓	
CO2	✓			✓	✓	✓		✓	✓	✓	
CO3	✓		✓	✓	✓		✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO5	✓		✓	✓	✓		✓	✓	✓	✓	
Number of Matches(✓) = 40 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – V

Course Code: 20UMS5MBE1
Instruction Hours: 4
Credits: 3

Exam Hours: 3
Internal Marks: 25
External Marks:75

MAJOR BASED ELECTIVE – I – SERVICES MARKETING

Course Outcomes:

After completing the course the student will be able to

- 1.Examine the nature of services and distinguish between products and services
- 2.Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service.
- 3.Finding out the strategies for managing capacity to match demand
- 4.Make the pricing decisions.
- 5.Awareness of channels and Promotion mix.

UNIT – I

Services marketing – Introduction - Growth of service sector – Types – Characteristics – Constraints in services marketing – Difference between goods & services.

UNIT – II

Marketing Management process for services – organizing marketing planning – Analysing opportunities – target market – Developing the services marketing Mix.

UNIT – III

Strategies for managing capacity to match demand - Strategies for managing demand to match capacity - Services Marketing Mix elements.

UNIT – IV

Service product – analysis of the service offer – service planning – factors affecting pricing decisions – special issues of service pricing.

UNIT – V

Promotion Mix for services – Place in service – Identifying & Evaluating major channel alternating – physical factors – physical environment.

Practicum

Develop the services marketing mix of your own product.

Text Book(s):

1. Christian Gronroos, “Service Management and Marketing”, United States, John Wiley & Sons Ltd.
2. Philip Kotler- “Marketing of non-profit organization”, United States, Prentice Hall.

Reference Book(s):

1. Kruse, “Service Marketing”, United states, John Wiley & Sons Ltd.
2. Tom Powers, “Marketing Hospitality”, United States. John Wiley & Sons Inc.
3. Valarie A. Zeithaml, et. al, “Service Marketing”, Chennai, Tata McGraw-Hill.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	20UMS5MBE1	Services Marketing					4	3			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓			✓	✓	✓		✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓			✓	✓	✓	✓	✓	✓	✓	
CO4	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓		✓	✓	✓	✓		✓	✓	✓	
Number of Matches(✓) = 44 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – V

Course Code: 20UMS5SBE2
Instruction Hours: 2
Credits: 2

Exam Hours: 3
Internal Marks: 25
External Marks:75

SKILL BASED ELECTIVE – II – QUANTITATIVE APTITUDE AND LOGICAL REASONING

Course Outcomes:

After completing the course, the student will be able to

1. Critique and evaluate quantitative arguments that utilize mathematical, statistical, and quantitative information.
2. Analyze and make sense of the data given.
3. Reason, model, and draw conclusions or make decisions with mathematical, statistical, and quantitative information.
4. Differentiate stocks and shares.
5. Solve quantitative ability, logical reasoning and verbal ability.

UNIT I

Profit – loss – Partnership.

UNIT II

Time and Work – Time and Distances.

UNIT III

Simple and compound interest.

UNIT IV

Clocks – Stocks and Shares – True discount and Bankers discount.

UNIT V

Arithmetic Reasoning – Inserting the missing Character.

Practicum

Sample interview questions for practicum applicants.

Text Book(s):

1. R.S Aggarwal “Quantitative Aptitude”, New Delhi, S.Chand & Company Ltd, Re print 2013.
2. R.S Aggarwal “A Modern Approach to verbal and Nonverbal Reasoning” S.Chand & Company Ltd Reprint 2007.

Unit I	Page no: 251 – 293 & 311-325[1]
Unit II	Page no: 341 – 370 & 384 - 404[1]
Unit III	Page no: 441-486[1]
Unit IV	Page no: 597 – 604, 605-612, 632-636 & 637-641[1]
Unit V	Page no: 459 – 494[2]

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits				
V	20UMS5SBE2	Quantitative Aptitude and Logical Reasoning					2	2				
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	✓	✓	✓	✓	✓			✓	✓	✓		
CO2	✓			✓	✓		✓	✓	✓	✓		
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
CO4	✓			✓	✓	✓	✓	✓	✓	✓		
CO5	✓	✓	✓	✓	✓		✓	✓	✓	✓		
Number of Matches(✓) = 42 Relationship: High												

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – V

Course Code: 20UMS5SBE3

Instruction Hours: 2

Credits: 2

Exam Hours: 3

Internal Marks: 25

External Marks:75

SKILL BASED ELECTIVE – III – BANKING THEORY AND PRACTICES

Course Outcomes:

After completing the course, the student will be able to

1. Explain the scope, types and functions of banking.
2. Maintain cordial relationship between banker and customer.
3. Understand the importance of knowing the customer.
4. Use the negotiable instrument.
5. Understand the modern banking services.

UNIT I

Introduction to Banking – Meaning, Origin, Scope – Types of Banks- Role and functions of Banks – Banking Structure – Role and Functions of RBI.

UNIT II

Definition of the terms Banker and Customer – differential relationship between Banker and Customer – General and Special relationship.

UNIT III

Opening of accounts for various types of customers – Know your Customer(KYC) guidelines.

UNIT IV

Cheques - Definition of a Cheque – Characteristics of Cheques – Marking – Honor and Dishonor of Cheques. Crossing of Cheques – significance –Endorsement –Types.

UNIT V

Recent trends in Banking services – Modern services of Banks – ATM, Credit Card, Debit Card, Green Card

Practicum

Collection of some negotiable instruments and demonstrate its usage.

Text Book(s):

1. Shekhar K.C. & LekshmyShekhar "Banking Theory & Practices", New Delhi, Vikas Publishing House Pvt Ltd.
2. Benton E. Gup & James W. Kolari "Commercial Banking", New Delhi, Tata McGraw Hill Publishing Company Limited.

Reference Book(s):

1. N.K. Sinha "Banking & Finance", New Delhi, BSC Publishing Co. Pvt.Ltd.
2. Clifford Gomez. J.M. Holden "Banking & Finance- Theory, Law & Practice", New Delhi, PHI Learning Pvt Ltd.
3. "The Law & Practice of Banking", Universal Law Publishing, New Delhi, Lexis Nexis Publishers Pvt Ltd.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	20UMS5SBE3	Banking Theory and Practices					2	2			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓				✓			✓	✓	✓	
CO2	✓		✓	✓	✓	✓			✓	✓	
CO3	✓	✓	✓	✓	✓			✓	✓	✓	
CO4	✓			✓	✓		✓	✓	✓	✓	
CO5	✓			✓	✓			✓	✓	✓	
Number of Matches(✓) = 34 Relationship: Moderate											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – VI

Course Code: 20UMS6CC13
Instruction Hours: 6
Credits: 5

Exam Hours: 3
Internal Marks: 25
External Marks: 75

CORE COURSE –XIII – HUMAN RESOURCE MANAGEMENT

Objectives:

- To understand the management of human Resources with reference to various aspects of personnel management.
- To classify the staff training methods and career planning.
- To have a clear understanding about the monetary benefits.
- To explain about the Performance evaluation and Grievance handling steps.

Course Outcomes:

After completing the course the student will be able to

1. Research and analyze information needs and apply current and emerging information technologies to support the human resources function.
2. Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.
3. Analyse the training needs of an organization.
4. Research and support the development and communication of the organization's total compensation plan.
5. Conduct research, produce reports, and recommend changes in human resources practices.

UNIT I

Meaning and Definition of HR– Characteristics, Scope, Objectives – Principles of HRM– Functions of Personnel Department – Managerial and Operative Functions.

UNIT II

Basics and needs of HR Planning – Factors affecting HR Planning – Steps in HR Planning – Recruitment, Selection and Placement of Personnel – Interviews and Tests – Job Analysis, Job Description, Job Specification, Job Evaluation.

UNIT III

Training – Objectives – Methods – Executive development methods – Promotion – Transfer – Career planning.

UNIT IV

Wages – Different methods of wage payments – Time rate – Piece rate – Incentive schemes – Fringe benefits.

UNIT V

Performance evaluation – Methods – Discipline and Disciplinary procedure – Grievances and Grievance Handling.

Practicum

Conduct mock recruitment and selection process for your dream organization.

Text Book(s):

1. Khanka.S.S “Human Resource management”, New Delhi, Sultan Chand Pvt.ltd.
2. Tripathi.P.C “Human Resource Management”, New Delhi, Sultan Chand Pvt.ltd.

Reference Book(s):

1. Aswathappa.K. “Human Resource Management” New Delhi, Tata McGraw-Hill.
2. Gupta.C.B. “Human Resource Management”, New Delhi, Sultan Chand Pvt.ltd.
3. Subba Roa.P. Human Resource Management”, Bombay, Himalaya publications.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	20UMS6CC13	Human Resource Management					6	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓		✓		✓	✓		✓		✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 46 Relationship: Very High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – VI

Course Code: 20UMS6CC14
Instruction Hours: 6
Credits: 5

Exam Hours: 3
Internal Marks: 25
External Marks: 75

CORE COURSE – XIV – MANAGEMENT ACCOUNTING

Course Outcomes:

After completing the course, the student will be able to

1. Apply the financial perspective of accounting for costs.
2. Identify problems associated with relying on financial accounting information for internal decision making.
3. Organize cost information according to the decision making needs of an organization.
4. Enables the management of a business concern to conduct its business activities in the efficient manner.
5. Evaluate the importance of effective working capital management and its role in meeting the firm's strategic objectives and its impact in value creation.

UNIT – I

Management Accounting – Definition – Objectives – Merits and Limitations – Financial Statement Analysis – Comparative Statements – Common Size Statements – Ratio Analysis

UNIT – II

Fund Flow Statement – Cash Flow Analysis – Uses and Construction – Distinction.

UNIT – III

Marginal Costing – Objectives and Limitations – Cost Volume Profit (CVP) Analysis – Break Even Analysis – Merits and Demerits – Margin of Safety.

UNIT – IV

Budget and Budgetary Control – Characteristics and Limitations – Preparation of Sales, Production, Raw material Cost, Cash, Master Budgets and Flexible Budgets.

UNIT – V

Working Capital – Types – Factors Determining Working Capital – Estimate of Working Capital Requirements – Standard Costing – Material and Labour Variance only.

(Marks: Theory 40%; Problems 60%)

Practicum

Prepare a Master Budget for your own dreaming company.

Text Book(s):

1. S.N. Maheswari, "Management Accounting", New Delhi, Sultan Chand & Sons.
2. R.S.N. Pillai & Bhagavathi, "Management Accounting" New Delhi, Sultan Chand & Sons

Reference Book(s):

1. Manmohan & S.N. Goyal, "Principles of Management Accounting" New Delhi, Sultan Chand & Sons.
2. N.Vinayakam, I.B. Sinha, "Management Accounting – Tools and Techniques" New Delhi, Himalaya Publishing House.
3. S.K.R.Paul, "Management Accounting", Calcutta, New Central Book Agency.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	20UMS6CC14	Management Accounting					6	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓		✓	✓	✓		✓	✓	✓	
CO2	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓			✓	✓		✓	✓	✓	✓	
CO4	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓		✓	✓	✓	✓	✓	✓		✓	

Number of Matches(✓) = 41 Relationship: High

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – VI

Course Code: 20UMS6CC15

Instruction Hours: 6

Credits: 5

Exam Hours: 3

Internal Marks: 25

External Marks:75

CORE COURSE – XIII – ENTREPRENEURIAL DEVELOPMENT

Course Outcomes:

After completing the course, the student will be able to

1. Understand the traits of an entrepreneur.
2. Know how to overcome the barriers of entrepreneurship development.
3. Basic awareness about EDP institutions in India.
4. Understand the conceptual clarity of project identification, formulation and appraisal methods.
5. Know the availability of various incentive schemes.

UNIT – I

Entrepreneurship – Evolution of Entrepreneurship – Traits of an Entrepreneur – Functions – Types of Entrepreneurs – Role of Entrepreneurship in Economic Development – Distinction between Entrepreneur, Intrapreneur and Entrepreneurship.

UNIT – II

Entrepreneurial Environment – Factors affecting Entrepreneurial Growth –Entrepreneurial Motivation – Need for Achievement Motivation – Barriers to Entrepreneurship Development.

UNIT – III

Entrepreneurship Development Programme (EDP) – Need for EDP – Objectives, Phases of EDP- Course Content and Curriculum of EDP – Problems of women entrepreneurs – EDP Institutions in India, their functions and financial support for entrepreneurs – DIC, TIIC, SISI, SIPCOT and SIDBI.

UNIT – IV

Project Management – Concept of Project and Classification – Sources of a Business Idea - Project Identification – Project Formulation – Project Appraisal Methods – Preparation of Project Reports.

UNIT – V

Incentives and Subsidies – Incentives to Small Scale Industries (SSI) – Problems of Small Scale Industries – Merits and Demerits of Family Business - Benefits to Industrial Units located in Backward Areas – Industrial Estates.

Practicum

Create an EDP for one of the leading companies in India.

Text Book(s):

1. Gupta & Srinivasan C.B “Entrepreneurial Development”, New Delhi, Sultan Chand & Sons.
2. Peter Drucker “Innovation & Entrepreneurship”, New York, Harper Collins Publishers.

Reference Book(s):

1. Supriya Singh, Akshara Singh “Entrepreneurial Development”, Lucknow, Thakur Publishers.
2. Robert D Hisrich, Michael P. Peters, Dean A. Shepherd “Entrepreneurship”, New Delhi, Tata McGraw Hill Publishing Company Limited.
3. S. Nagendra & V.S. Manjunath “Entrepreneurship & Management”, New Delhi, Pearson Education India.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	20UMS6CC15	Entrepreneurial Development					6	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓		✓		✓	
CO2	✓		✓	✓	✓	✓		✓	✓	✓	
CO3	✓			✓	✓	✓		✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓			✓	✓	✓		✓	✓	✓	
Number of Matches(✓) = 40 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – VI

Course Code: 20UMS6MBE2
Instruction Hours: 5
Credits: 3

Exam Hours: 3
Internal Marks: 25
External Marks:75

MAJOR BASED ELECTIVE – II – MANAGEMENT CONCEPTS IN THIRUKKURAL

Course Outcomes:

After completing the course, the student will be able to

1. Follow the ethics in business.
2. Decisions in effective manner.
3. Fix the goal and prepare a plan to achieve the goal.
4. Realize the social responsibility of business.
5. Find out the right person for right job at the right time.

UNIT – I

Business Ethics in verse 113 Thirukkural. Adapting to changing Environment in verse 474,426 and verse 140, Thirukkural. Learning the intricacies of different tasks in verse 462 and 677.

UNIT – II

Communication Principles in Decision making process – verse 948, 472, 467,663, Thirukkural, Leadership in verse 436,770 and 994.

UNIT – III

Goal setting in verse 596, planning verse 468, capital investment Decision Verse 471, 461 and 478.

UNIT – IV

Social Responsibility of Business Verse 211 Stress Management in Verse 627,351,331,369,380,377)

UNIT – V

Personnel selection in verse 515, Personnel Welfare in verse 520, staffing in verse 517

Practicum

Finding out the management concepts hidden in Thirukkural except in the above syllabus.

Text Book(s):

1. Management Thoughts in Thirukkural by K. Nagarajan – ANMOL Publications PVT Ltd 4374/4B Ansari Road, New Delhi 110 002.
2. Thirukkural Pearls of Inspiration by M. Rajaram IAS, RUPA and Co, New Delhi 110 002.

Reference Book(s):

1. Management MANTRAS from Thirukkural – SM Veerappan and T. Srinivasan – Vikash Publishing House Pvt Ltd, Jangpura, New Delhi 110 014

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	20UMS6MBE2	Management Concepts in Thirukkural					5	3			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓	✓			✓	✓	✓	
CO2	✓		✓	✓	✓	✓	✓	✓		✓	
CO3	✓	✓	✓	✓	✓			✓	✓	✓	
CO4	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO5	✓		✓	✓	✓	✓	✓	✓		✓	
Number of Matches(✓) = 40 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – VI

Course Code: 20UMS6MBE3
Instruction Hours: 6
Credits: 3

Exam Hours: 3
Internal Marks: 25
External Marks: 75

MAJOR BASED ELECTIVE – III – GLOBAL BUSINESS MANAGEMENT

Course Outcomes:

After completing the course the student will be able to

1. Analyze the framework of international business in various environment.
2. Analyse the performance of Indian export.
3. Know the functions of WTO.
4. Understand how MNC's are functioning in India.
5. Analyse the Impact of LPG in India.

UNIT– I

International Business: An overview – Types of International Business–Domestic and International Business – Economic and Political Environment - Cultural Environment - Recent World Trade and Foreign Investment Trends.

UNIT – II

Indian Export Performance – Problems in export trade – Export promotion in India – Export promotion incentives – EPZ & FTZ – 100% EOU – Export Houses – Star Export Houses – Trading Houses – Star Trading Houses – Super Star Trading Houses.

UNIT – III

GATT – Uruguay Round Negotiation - WTO – GATS – TRIMS - TRIPS – Agreement - Dispute settlement under WTO – Tariff Barriers.

UNIT – IV

MNC – Meaning – Dominance of MNCs – MNCs and International Trade – Models – MNCs in India.

UNIT – V

Globalization of Business – Recent Trends – Implication and Impact – Policy Options – Liberalization and Integration with the Global Economy – Impact of Privatization in India.

Practicum:

Write an essay about impact of privatization from your own observation.

Text Book(s):

1. Francis Cherunilam: 'International Business' (EEE), PHI – New Delhi – 2004
2. Rakesh Mohan Joshi- International Business, Oxford University Press, Chennai.

Reference Book(s):

1. Donald A Ball and others, "International Business" India Edition, TATA Mcgraw Hill.
2. S. Shajahan, "International Business", Macmillan India Ltd., Chennai.
3. Justin Paul, "International Business", PHI Learning Pvt.Ltd. New Delhi.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	20UMS6MBE3	Global Business Management					6	3			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓			✓	✓	✓	✓	✓	✓	
CO2	✓		✓	✓	✓	✓	✓	✓		✓	
CO3	✓	✓			✓	✓	✓	✓	✓	✓	
CO4	✓	✓			✓	✓	✓	✓		✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 41 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – III

Course Code: 20UMS3AC3:1
Instruction Hours: 4
Credits: 4

Exam Hours: 3
Internal Marks: 25
External Marks: 75

ALLIED COURSE III - FINANCIAL ACCOUNTING

Course Outcomes:

After completing the course, the student will be able to

1. Define book keeping and accounting.
2. Explain the general purposes and functions of accounting and describe the main elements of financial accounting information – assets, liabilities, revenue and expenses.
3. Calculate depreciation in various methods.
4. Locate and rectification of errors.
5. Apply the computer applications in accounting.

UNIT I

Accounting concepts – conventions – Rules of Double entry – Journal – ledger – Trial Balance

UNIT II

Trading Account, Profit and Loss Account, Balance sheet, subsidiary Books – Purchases Book, Sales Book, Cash Book, Simple cash book, petty cash book

UNIT III

Depreciation accounting straight line method, written down value method and annuity method

UNIT IV

Rectification of errors, Basic principles for Rectification of Errors, suspense account, Errors disclosed by Trial Balance, Guidelines to locate Errors in the Trial balance.

UNIT V

Computer Accounting and Algorithm – Areas of application of computer in Accounting, features and advantages of computers and computer accounting – Algorithm, Requisites of an effective Algorithm – features of algorithm

Theory 40% & Problems 60%

Text Book(s):

1. Financial Accounting – T.S. Reddy and A. Murthy – Margham Publications.
2. Financial and Management Accounting – T.S. Reddy and Y. Hari Prasad Reddy Margam Publications

Reference Book(s):

1. Advanced Accountancy – M.c. Shukla T.S. Grewal & SC Gupta – S. Chand and co.
2. Fundamentals of Advanced Accounting – Volume I Pillai and Bagavathy S. chand & Co.
3. Financial Accounting – B. Charumathy and L. Vinayagam – S. Chand & Company.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20UMS3AC3:1	Financial Accounting					4	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓			✓	✓	✓	✓		✓	
CO3	✓	✓		✓	✓	✓		✓	✓	✓	
CO4	✓	✓		✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 44 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – IV

Course Code: 20UMS4AC4:1
Instruction Hours: 4
Credits: 4

Exam Hours: 3
Internal Marks: 25
External Marks:75

ALLIED COURSE – IV PRINCIPLES OF MANAGEMENT

Course Outcomes:

After completing the course, the student will be able to

1. Describe the evolution of management thought.
2. Integrate the planning with decision making process of a given organization.
3. Relate the function of organizing with staffing in consideration of their effort on individual actions.
4. Identify the range of leadership. motivation and communication existing in the organisation.
5. Know about controlling tools available in the management.

UNIT I

Management – Concept – Evolution - Nature –Management as a Science, an Art and Profession – Process – Levels of management – F.W. Taylor’s Scientific Management – Fayol’s Theory of Management – Modern Management - Recent trends in management.

UNIT II

Nature and purpose of planning- Planning process- Types of plans- Objectives- Managing by Objective (MBO). Strategies- Types of strategies – Policies – Decision Making- Types of decision-Decision making process- Decision making under different conditions.

UNIT III

Organizing – Concept – Organisation as a process – Elements of Organization process – Types of organization – Delegation – Departmentation – Span of Control – Centralization – Decentralisation.

UNIT IV

Staffing - Functions – Process – Selection – Recruitment – Training. Direction – Elements of Direction – Principles of Direction – Process of Direction.

UNIT V

Co-ordination – Controlling – Concept – Need and importance – Process – Types - Characteristics of an ideal control system – Budgetary Control.

Text Book(s):

1. Prasad L.M. Principles and Practice of Management, New Delhi, Sultan Chand & Sons, 9th Edition, 2015.
2. Tripathy P.C, Reddy P.N. Principles of Management, New Delhi, Mc-Graw Hill Publishing company Ltd, 5th Edition, 2012.

Reference Book(s):

1. Harold Koontz, Heinz wehrich, ramachandra Aryasri, Principles of Management, New Delhi, Mc-Graw Hill Publishing company Ltd., Reprint 2004.
2. Govindharajan. M. Natarajan S. Principles of Management, New Delhi, PHI Learning Private Limited, 2nd Edition 2007.
3. Rao V.S.P., Narayana P.S. Principles and Practice of Management, 1st Edition, 1996, Delhi, Konark Publishers Private Ltd.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20UMS4AC4:1	Principles of Management					4	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓		✓	✓	✓	✓		✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓		✓	
CO4	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO5	✓		✓	✓	✓		✓	✓	✓	✓	
Number of Matches(✓) = 44 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – III

Course Code: 20UMS3NME1
Instruction Hours: 2
Credits: 2

Exam Hours: 3
Internal Marks: 25
External Marks: 75

NON - MAJOR ELECTIVE I – EVENT MANAGEMENT

Course Outcomes:

After completing the course the student will be able to

1. Define an event concept and set objectives bases on this.
2. Explain all the components and various roles involved in planning, organizing, running and evaluating an event.
3. Assess all post-event activities.
4. Apply the theory and skills necessary to professionally plan, and organize a outdoor event.
5. Understand the importance of strategic planning for an event or festival, including monitoring and evaluating the impacts on the wider community.

UNIT– I

Designing Corporate Events that meet customer’s needs – Fundamentals of Corporate Hospitality – Managing customer expectations – Types of Corporate events.

UNIT – II

In-house vs. Event Management Companies – Corporate Event Packages – Staff events – Customer events -Team building – Nature of Teams – Types of Teams.

UNIT – III

Charity Events and Award Ceremonies – Setting fund raising targets and objectives – Working with volunteers and committees – Generating goodwill and media exposure – Commissioning celebrities.

UNIT – IV

Outdoor Events - Concerts – Logistics – Risk Management – Types of outdoor events – Risk management – Planning and logistics, Marketing and sponsorship.

UNIT – V

Celebrity events- Concerts – Launches – Fashion shows – National festivals and high-profile charity events – Liaising with agents – Contract negotiations – Client briefings – Celebrity wish lists and expectations – Paparazzi and entourages.

Practicum:

Organize an event and submit a report.

Text Book(s):

1. Lynn Van Derwagen “Event Management” New Delhi, Pearson Publications.
2. Sharma D. “Event Planning and Management” New Delhi, Deep & Deep Publishers Pvt. Ltd.

Reference Book(s):

1. Harichandan C.B. “Event Management”, New Delhi. Global Vision Publishing House.
2. Cherylrimball, “Event Planning Business” New Delhi, Entrepreneur press.
3. Sita Ram Singh “Event Management” New Delhi, APH Publications Corporation.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20UMS3NME1	Event Management					2	2			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓		✓	✓	✓	✓		✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓		✓	
CO4	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO5	✓		✓	✓	✓		✓	✓	✓	✓	
Number of Matches(✓) = 44 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

SEMESTER – IV

Course Code: 20UMS4NME2
Instruction Hours: 2
Credits: 2

Exam Hours: 3
Internal Marks: 25
External Marks: 75

NON - MAJOR ELECTIVE – II - ADVERTISING AND SALES PROMOTION

Course Outcomes:

After completing the course, the student will be able to

1. Develop creative strategies for advertising.
2. Develop strategic plan for sales promotion.
3. Analyze the pros and cons of various media.
4. Prepare a effective advertising copy for product and services.
5. Asses strategic uses of sales promotion.

UNIT– I

Advertising: Definition, Importance and Functions of Advertising - Role of advertising.

UNIT – II

Advertising media- Types of Media: Print Media (Newspaper & Magazines, Pamphlets, Posters & Brochures), Electronic Media(Radio, Television , Audio Visual Cassettes), Other Media (Direct Mail,Outdoor Media), Characteristics, merits & Demerits of media.

UNIT – III

Advertising message: Preparing an effective advertising Copy- Elements of a Print Copy: Headlines illustration, body copy, slogan, logo, seal, role of colour - Elements of Broadcast copy.

UNIT – IV

Forms of sales promotions- Consumer oriented sales promotion; trade oriented sales promotion & Sales force-oriented sales promotion.

UNIT – V

Major tools of sales promotion- samples point of purchase, displays & demonstrations, exhibitions & fashion shows, sales contests & games of chance and skill, lotteries gifts offers, premium and free goods, price packs, rebates patronage rewards.

Practicum:

Create an advertisement for both existing and new products.

Text Book(s):

1. Rajeev. V. Batra. “Advertising Management” New Delhi, Prentice Hall of India Pvt. Ltd.
2. Mahendra Mohan “Advertising Management” New Delhi, Tata McGraw – Hill Publishing.

Reference Book(s):

1. Chunawall. S. A. “Advertising & Sales & Promotion Management”, Mumbai, Himalaya Publications.
2. Thomas C. O’Guinn. Chris T. Allen, “Advertising Management” New Delhi, Cengage Learning India Pvt.,Ltd.,
3. Amandeep Kaur & Gulveenkaru “Advertising & Sales Management” New Delhi, Kalyani Publications.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20UMS4NME2	Advertising and Sales Promotion					2	2			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓		✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓		✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓		✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 47 Relationship: Very High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High