

PG & Research Department of Management Studies

B.B.A, M.B.A & M. Phil

Course Structure and Syllabus

(For the candidates admitted from the academic year 2024-2025 onwards)

**CHOICE BASED CREDIT SYSTEM - LEARNING OUTCOMES
BASED CURRICULUM FRAMEWORK (CBCS-LOCF)**



THANTHAI HANS ROEVER COLLEGE (AUTONOMOUS)

(Approved by NAAC, Affiliated to Bharathidasan University)

ELAMBALUR, PERAMBALUR – 621 220



B.B.A.

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(For the candidates admitted from the academic year 2024-2025 onwards)

CHOICE BASED CREDIT SYSTEM - LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (CBCS-LOCF)



THANTHAI HANS ROEVER COLLEGE (AUTONOMOUS)

(Nationally Re-Accredited by NAAC with 'A')

(Affiliated to Bharathidasan University, Tiruchirappalli)

ELAMBALUR, PERAMBALUR – 621 220



Vision

- ❖ To Create Young Graduates to contribute to the Development of the Business world.

Mission

- ❖ To provide advanced and latest concepts in Management Education.
- ❖ To generate Leadership Quality for making effective leaders.
- ❖ To cultivate Integrity Attitude to socialize with the organization and the society.
- ❖ To upgrade the inbuilt skills and talent and enable them to be a good Team Player.
- ❖ To promote more Entrepreneurs who has entrepreneurial spirit and interest by developing their skills.

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 Management Studies.

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
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)

CHOICE BASED CREDIT SYSTEM – LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (CBCS - LOCF)

(For the candidates admitted from the academic year 2024 - 2025 onwards)

Semester	Part	Course Code	Title of the Course	Ins. Hours/ Weeks	Credits	Exam Hours	CIA (Max)	ESE (Max)	Total (Max)
1	I	23UT1/H1	Language	6	3	3	25	75	100
1	II	23UE1	English	6	3	3	25	75	100
1	III	23UMS1CC1	Principles of Management	6	5	3	25	75	100
1	III	23UMS1CC2	Managerial Economics	6	5	3	25	75	100
1	III	23UCM1AC11	Accounting for Managers I	4	3	3	25	75	100
I	IV	23UMS1SE1	Skill Enhancement Course-1(NME-1)	2	2	3	25	75	100
			Value Added Course*		2*	2	50	50	100*
Total				30	21	-	-	-	600
2	I	23UT2/H2	Language	6	3	3	25	75	100
2	II	23UE2	English	6	3	3	25	75	100
2	III	23UMS2CC3	Business communication	5	5	3	25	75	100
2	III	23UMS2CC4	Business Environment	5	5	3	25	75	100
2	III	23UCM2AC21	Accounting for Managers II	4	3	3	25	75	100
2	IV	23UMS2SE2	Skill Enhancement Course-2 (NME-2)	2	2	3	25	75	100
2	IV	23UMS2SE3	Business Etiquette and Corporate Grooming	2	2	3	25	75	100
			Value Added Course*		2*	2	50	50	100*
Total				30	23	-	-	-	700
3	I	23UT3/H3	Language	6	3	3	25	75	100
3	II	23UE3	English	6	3	3	25	75	100
3	III	23UMS3CC5/ 23UMS3CC5P	Computer Applications in Business & Practical	5	5	2+2	25	75	100
3	III	23UMS3CC6	Organisational Behaviour	4	4	3	25	75	100
3	III	23UMA3AC3	Business Statistics	4	3	3	25	75	100
3	IV	23UMS3SE4	Entrepreneurial Skill - New Venture Management	2	2	3	25	75	100
3	IV	23UMS3SE5	Tally	2	2	3	25	75	100
3	IV	23UGS	Gender Studies	1	1	3	25	75	100
			Value Added Course*		2*	2	50	50	100*
Total				30	23	-	-	-	800

4	I	23UT4/H4	Language	6	3	3	25	75	100
4	II	23UE4	English	6	3	3	25	75	100
4	III	23UMS4CC7	Human Resource Management	5	5	3	25	75	100
4	III	23UMS4CC8	Marketing Management	5	5	3	25	75	100
4	III	23UMA4AC4	Operation Research	4	3	3	25	75	100
4	IV	23U4SE6	Soft Skill (Skill Enhancement Course-6)	2	2	3	25	75	100
4	IV	23UES	Environmental Studies	2	2	3	25	75	100
			Value Added Course*		2*	2	50	50	100*
Total				30	23	-	-	-	700
5	III	23UMS5CC9	Advertising and Sales Promotion	6	5	3	25	75	100
5	III	23UMS5CC10	Research Methodology	6	5	3	25	75	100
5	III	23UMS5CC11	Operations Management	5	4	3	25	75	100
5	III	23UMS5CC12PW	Project with Viva-Voce	3	3	-	Evaluation-80 Viva-Voce-20		100
5	III	23UMS5DE1	Discipline Specific Elective Course-I	4	4	3	25	75	100
5	III	23UMS5DE2	Discipline Specific Elective Course-II	4	4	3	25	75	100
5	IV	23UVE	Value Education	2	2	3	25	75	100
			Summer Internship**		2*				
			Value Added Course*		2*	2	50	50	100*
Total				30	27	-	-	-	700
6	III	23UMS6CC13	Materials Management	6	5	3	25	75	100
6	III	23UMS6CC14	Services Marketing	6	5	3	25	75	100
6	III	23UMS6CC15	Financial Management	6	4	3	25	75	100
6	III	23UMS6DE3	Discipline Specific Elective Course-III	6	4	3	25	75	100
6	III	23UMS6DE4	Discipline Specific Elective Course-IV	6	4	3	25	75	100
6	V		Extension Activity	-	1	-	-	-	-
			Value Added Course*		2*	2	50	50	100*
Total				30	23	-	-	-	500
Grand Total				180	140				4000

** Summer Internship after 4th semester during summer vacation -30 Hours and 2 credits will be included in the 5th semester.

***Extra Credit Course which will not be included in the total CGPA**

*Value added course (Outside Instruction hours: 30 hours)

List of Core Courses

1. Principles of Management
2. Managerial Economics
3. Business communication
4. Business Environment
5. Computer Applications in Business & Practical
6. Organisational Behaviour
7. Human Resource Management
8. Marketing Management
9. Advertising Management and Sales Promotion
10. Research Methodology
11. Operations Management
12. Project with Viva-Voce
13. Materials Management
14. Services Marketing
15. Financial Management

List of Allied Courses

1. Accounting for Managers I
2. Accounting for Managers II
3. Business Statistics
4. Operation Research

List of Elective Courses

1. Digital Marketing
2. Industrial Relations
3. Financial Literacy
4. Consumer Behaviour
5. Competency Mapping
6. Security Analysis & Portfolio Management
7. Logistics and Supply Chain Management
8. E-Business
9. Financial Services
10. Business Taxation

List of Skill Enhancement Courses

1. Business Etiquette and Corporate Grooming
2. Entrepreneurial Skill - New Venture Management
3. Tally
4. Soft Skill

Skill Enhancement Courses (NME) offered to Other Department

1. 23UMS1SE1 – Basics of Event Management
2. 23UMS2SE2 – Managerial Skill Development

List of Value Added Courses

Course Code	Course Title
23UMSVA1	Effective Business Plan Preparation
23UMSVA2	Service Quality Management In Hospitality
23UMSVA3	Export–Import Procedures, Documentation and Logistics
23UMSVA4	Retail Selling and Customer Service
23UMSVA5	Basics of Disaster Management
23UMSVA6	Inventory & Warehousing Management

Course details:	No. of Courses & Credits	Total Credits
<u>Part I</u>		
Tamil	4 * 3	12
<u>Part II</u>		
English	4 * 3	12
<u>Part III</u>		
Core Course	11 * 5 + 3*4	67
Core Course: Project with Viva-Voce	1 * 3	3
Allied Course	4 * 3	12
Discipline Elective	4 * 4	16
<u>Part IV</u>		
Skill Enhancement Courses	6 * 2	12
Gender Studies	1 * 1	1
Environmental Studies	1 * 2	2
Value Education	1 * 2	2
<u>Part V</u>		
Extension Activity	1 (Credit Only)	1

Note:

	Internal Marks	External Marks
1. Theory	25	75
2. Practical	40	60
3. Separate passing minimum is prescribed for Internal and External marks		

FOR 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]

FOR PRACTICAL

The passing minimum for CIA shall be 40% out of 40 marks [i.e. 16 marks]

The passing minimum for Semester Examinations shall be 40% out of 60 marks [i.e. 24 marks]

- Project : 100 Marks (The Project will be evaluated by an Internal and an External Examiner)
Dissertation- 80 Marks
Viva Voce - 20 Marks

Question Paper Pattern

UG Programme		
Maximum Marks : 75		Duration: 3 Hours
Section - A	i) a- (5 Questions for Multiple Choice) One question from each unit	5 x 1 = 5 Marks
	b- (5 Questions for Fill in the Blanks) One question from each unit	5 x 1 = 5 Marks
	ii) (5 short answer questions) One question from each unit	5 x 2 = 10 Marks
Section - B	5 Questions (Internal Choice: Either or) One set of questions from each unit	5 x 5 = 25 Marks
Section - C	3 Questions (Answer any 3 out of 5 Questions) One question from each unit	3 x 10 = 30 Marks

SEMESTER – I
Principles of Management

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMS1CC1	Principles of Management	Core	6	-	-	-	5	25	75	100
Learning Objectives										
C1	To impart knowledge about evolution of management									
C2	To provide understanding on planning process and importance of decision making in organization									
C3	To learn the application of principles in organization									
C4	To study the process of staffing and motivating.									
C5	To familiarize students about effective controlling in organization and significance of ethics in business and its implications.									
UNIT	Details								Course Objectives	
I	Management: Definition and Meaning – Nature and Scope of Management - Importance – Functions of Management – Role of a Manager – Levels of Management – F.W. Taylor’s Scientific Management – Fayol’s Theory of Management - Recent trends in management.								C1	
II	Planning: Nature – Importance – Types – Steps in Planning – Objectives – Policies – Natures and Types of Policies – Decision making – Process of Decision making – Types of Decision.								C2	
III	Organizing: Meaning - Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Authority and Responsibility – Delegation – Decentralization – Difference between Authority and Power.								C3	
IV	Staffing - Concept – Functions – Selection – Recruitment – Training – Direction – Nature and Purpose – Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination - Motivation – Theories of Motivation - (Maslow, McGregor, Herzberg two factor theory)								C4	
V	Controlling – Meaning and Importance – Control Process – Definition of Business ethics – Types of Ethical issues – Role and importance of Business Ethics and Values in Business - Environment Protection - Responsibilities of Business								C5	
Course Outcomes										
Course Outcomes	On completion of this course, students will;								Program Outcomes	
CO1	Describe nature, scope, role, levels, functions and approaches of management								PO5	
CO2	Apply planning and decision making in management								PO2, PO5, PO6, PO7	
CO3	Identify organization structure and various organizing techniques								PO1, PO4, PO7	
CO4	Understand Staffing, Direction, Co-ordination & Motivation								PO2.PO7	
CO5	Know about Control mechanisms and Relate and infer ethical practices of organisation.								PO3, PO8	

Reading list	
1.	JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.
2.	Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.
3	.Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011
4	Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India
5	Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.
Reference Books	
1.	P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017
2.	L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.
3.	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.
5.	Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015
Web Resources	
1	https://www.toolshero.com/management/14-principles-of-management/
2	https://open.umn.edu/opentextbooks/textbooks/693
3	https://open.umn.edu/opentextbooks/textbooks/34
4	https://openstax.org/subjects/business
5	https://blog.hubspot.com/marketing/management-principles

Semester	Code	Title of the Course					Hours	Credits			
I	23UMS1CC1	Principles of Management					6	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO 2	PO 3	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

Managerial Economics

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMS1CC2	Managerial Economics	Core	6	-	-	-	5	25	75	100
Course Objectives										
C1	To familiarize students with concepts of economics and its relevant in business scenario									
C2	To understand the applications & implications of economics in decision-making and problem solving.									
C3	To Understand the optimal point of productivity of a firm.									
C4	To describe the pricing strategies that are consistent with evolving marketing needs									
C5	To Provide insights to the various market structures in an economy.									
UNIT	Details								Course Objectives	
I	Managerial Economics – Meaning and Definition – Nature and scope of managerial economics – important concepts of economics – relationship between micro, macro and managerial economics – objectives of firm.								C1	
II	Meaning of demand - Demand analysis – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting - Theory of consumer behavior – Marginal utility analysis – indifference curve analysis								C2	
III	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.								C3	
IV	Pricing - Objectives – Factors – General consideration of pricing – Pricing methods and strategies –Price discrimination								C4	
V	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly – Business Cycle – Phases – Business Forecasting - Methods								C5	
Course Outcomes										
Course Outcomes	On completion of this course, students will;						Program Outcomes			
CO1	Analyze & apply the various economic concepts in individual & business decisions.						PO2, PO6, PO7			
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.						PO6, PO7, PO8			
CO3	Employ production, cost and supply analysis for business decision making						PO1, PO2			
CO4	Identify pricing strategies						PO1, PO2, PO7			
CO5	Classify market under competitive scenarios.						PO2, PO7, PO8			

Reading List	
1.	Journal of Economic Literature – American Economic Association
2.	Arthasastra Indian Journal of Economics & Research
3.	Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai
4.	Indian Economic Journal/Sage Publications
5.	Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi
References Books	
1.	Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019
2.	Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
3.	D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.
4.	H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.
5.	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016
Web Resources	
	<ol style="list-style-type: none"> 1. https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597 2. http://www.simplynotes.in/e-notes/mbabba/managerial-economics/ 3. https://businessjargons.com/determinants-of-elasticity-of-demand.html 4. http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134 5. https://www.intelligenteconomist.com/profit-maximization-rule/

Semester	Code	Title of the Course					Hours	Credits			
I	23UMS1CC2	Managerial Economics					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

Accounting for Managers I

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UCM1AC11	Accounting for Managers I	Allied	4	-	-	-	3	25	75	100
Course Objectives										
C1	To impart knowledge about basic concepts of accounting its applications									
C2	To analyze and interpret financial reports of a company									
C3	To understand the gross profit and net profit earned by organization									
C4	To foster knowledge on Depreciation Accounting.									
C5	To understand the procedures of Accounting under Single entry system.									
UNIT	Details							Course Objectives		
I	Meaning and definition of Accounting – scope and Objectives of Accounting – Types of Accounting - Accounting Concepts and Conventions - Double Entry Vs single entry – Golden rules of Accounting - Journal – Ledger							C1		
II	Preparation of Trial Balance - Subsidiary Books – Single Column cash book – Petty Cash book							C2		
III	Preparation of Final Accounts – Trading Account, Profit and Loss Account & Balance Sheet with simple adjustments							C3		
IV	Methods of Depreciation –Straight Line Method, Written Down Value Method and Annuity Method.							C4		
V	Bank Reconciliation Statement (BRS) – Errors – Types of errors - rectification of errors – Suspense account.							C5		

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Prepare Journal, ledger, trial balance and cash book	PO2, PO7
CO2	Classify errors and making rectification entries	PO1
CO3	Prepare final accounts with adjustments	PO2, PO6
CO4	Pass depreciation entries and prepare depreciation accounts	PO2, PO6
CO5	Prepare single and double entry system of accounting.	PO7

Reading List	
1.	Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
2.	Jain .S.P & Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th editio
3.	Rakesh Shankar. R & Manikandan.S, Financial Accounting, SCITECH, 3rd edition.
4.	Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand & Sons,New Delhi, 15th edition.
5.	Tulsian P.C., 2006, Financial Accounting, Pearson Education
References Books	
1.	TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019
2.	David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017
3.	M N Arora; Accounting for Management- Himalaya Publications House 2019.
4.	SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
5.	T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.
Web Resources	
1.	https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf
2.	https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf
3.	https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles
4.	https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system\
5.	https://www.profitbooks.net/what-is-depreciation

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	23UCM1AC11	Accounting for Managers I					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

Basics of Event Management

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMS1SE1	Basics of Event Management	NM E	2	-	-	-	2	25	75	100
Learning Objectives										
C1	To know the basic of event management its concepts									
C2	To make an event design									
C3	To make feasibility analysis for event.									
C4	To understand the 5 Ps of Event Marketing									
C5	To know the financial aspects of event management and its promotion									
UNIT	Details								Course Objectives	
I	Introduction: Event Management – Definition, Need, Importance, Activities.								C1	
II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design								C2	
III	Event Feasibility: Resources – Feasibility, SWOT Analysis								C3	
IV	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations								C4	
V	Event Budget – Financial Analysis – Event Cost – Event Sponsorship								C5	
Course Outcomes										
Course Outcomes	On completion of this course, students will;						Program Outcomes			
CO1	To understand basics of event management						PO1, PO6, PO7			
CO2	To design events						PO5, PO6, PO7			
CO3	To study feasibility of organising an event						PO2, PO6			
CO4	To gain Familiarity with marketing & promotion of event						PO6, PO7			
CO5	To develop event budget						PO6, PO7			
Reading List										
1.	Event Management: A Booming Industry and an Eventful Career by Devesh									

	Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.
2.	Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
3.	Event Management & Public Relations by Savita Mohan - Enkay Publishing House
4	Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross
5	Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers

References Books

1.	Event Management By Chaudhary, Krishna, Bio-Green Publishers
2.	Successful Event Management By Anton Shone & Bryn Parry
3.	Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
4.	Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers
5.	Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik CreateSpace Independent Publishing Platform, 2015

Web Resources

1.	https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf
2	https://www.inderscience.com/jhome.php?jcode=ijhem International Journal of Hospitality & Event Management
3	https://www.emeraldgroupublishing.com/journal/ijefm International Journal of Event and Festival Management
4	https://www.eventbrite.com/blog/?s=roundup
5	https://www.eventindustrynews.com/

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	23UMS1SE1	Basics of 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 - II

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMS2CC3	Business Communication	Core	5	-	-	-	5	25	75	100
Course Objectives										
C1	To educate students role & importance of communication skills									
C2	To build their listening, reading, writing & speaking communication skills.									
C3	To introduce the modern communication for managers.									
C4	To understand the skills required for facing interview									
C5	To facilitate the students to understand the concept of Communication.									
UNIT	Details							Course Objectives		
I	Communication: Definition – Objectives – Characteristics – Process of Communication – Methods – Principles of effective Communication – Barriers to Communication – Communication etiquette.							C1		
II	Business Letter: Layout – Kinds of Business Letters: application, offer, acceptance/ acknowledgement letters. Business Development Letters: Enquiry, replies, Order, Sales promotion, circulars and Grievances.							C2		
III	Interviews – Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – Body language							C4		
IV	Report Writing – Planning steps for effective writing – Meeting: Agenda – Minutes of Meeting. Resume Writing – Covering Letters – Job Application Letters. Email Writing. Video Resume – Pros and Cons							C5		
V	Modern Forms of Communication: Podcasts, Email, Virtual meetings – Websites – Social media – Professional Networking sites							C3		
Theory: 100%										
Course Outcomes										
Course Outcomes	On completion of this course, students will;						Program Outcomes			
CO1	Understand communication process and its barriers.						PO1, PO2, PO4, PO6, PO7, PO8			
CO2	Develop business letters in different scenarios						PO4, PO5, PO6, PO7			
CO3	Develop oral communication skills & conducting interviews						PO5, PO6, PO7			
CO4	Use managerial writing for business communication						PO4, PO5, PO7, PO8			
CO5	Identify usage of modern communication tools & its significance for managers						PO6, PO7, PO8			
Reading List										
1.	Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008.									
2.	Mallika Nawal –Business Communication – CENGAGE									
3.	Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi.									
4.	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008									
5.	Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.									

References Books	
1.	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017
2.	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017
3.	R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006
4.	Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010
5.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015
Web Resources	
1.	https://www.managementstudyguide.com/business_communication.html
2.	https://studiousguy.com/business-communication/
3.	https://www.oercommons.org/curated-collections/469
4.	https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/
5.	https://open.umn.edu/opentextbooks/textbooks/8

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	23UMS2CC3	Business Communication					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

Business Environment

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMS2CC4	Business Environment	Core	5	-	-	-	5	25	75	100
Course Objectives										
CO1	To impart knowledge on the concept of business environment & its significance.									
CO2	To know the various environment factors and its impact on business.									
CO3	To throw light on importance of the types of Social Organization.									
CO4	To discuss on the role of Planning.									
CO5	To create awareness of RBI & Stock Exchange.									
UNIT	Details								Course Objectives	
I	Business Environment: Concept – Nature and significance – Types – Purpose of exploring Business Environment.								CO1	
II	Political Environment: Political Institutions – Legislature – Government in Business Regulatory – An overview of major laws affecting business – Government and Business relationships in India.								CO2	
III	Social and Cultural environment: Social attitudes – Types of social organization – Changing age Structure and its impact on business – CSR – Cultural heritage – Business and Culture.								CO3	
IV	Economic Environment: Nature and Objectives – Economic systems and their impact of business – Role of planning – NITI Aayog.								CO4	
V	Financial Environment: Financial system – RBI – Financial Institutions– Commercial bank – Stock Exchange. Non-Banking Financial Companies NBFCs: Venture Capital.								CO5	
Theory: 100%										
Course Outcomes										
Course Outcomes	On completion of this course, students will;									
CO1	To understand the concepts of Business Environment.						PO1, PO2			
CO2	To apply knowledge in the business and strategic decisions.						PO1, PO2, PO3			
CO3	To analyze the importance of business.						PO2, PO4, PO5, PO8			
CO4	To evaluate the types of business environment and its global impact.						PO3, PO4, PO5, PO6, PO7			
CO5	To construct and stimulate environment for real-time business.						PO1, PO2, PO3, PO8			
Reading List										
1.	Francis Cherunilam, 2002, <i>Business environment</i> , Himalaya Publishing House,									

	11 th Revised Edition, India.
2.	Dr.S.Sankaran, <i>Business Environment</i> , Margham Publications.
3.	K.Ashwathappa, 1997, <i>Essentials of Business Environment</i> , Himalaya Publishing House, 6 th Edition, India.
4.	Joshi Rosy Kapoor Sangam, <i>Business Environment</i> , Kalyani Publishers, Ludhiana.
5.	C B Gupta, <i>Business Environment</i> , Sultan Chand & Sons,2018.
References Books	
1.	Justin Paul, <i>Business Environment</i> , Tata McGraw Hill, New Delhi, 2006.
2.	John Brinkman, Ilve Navarro Bateman, Donna Harper, Caroline Hodgson, Unlocking the Business Environment, Routledge.
3.	Shaikh Saleem, <i>Business Environment</i> , Pearson Education; Fourth edition (15 July 2020); Pearson Education.
4.	Dr.Amit Kumar, <i>Business Environment</i> , Sahitya Bhawan Publications; 2021st edition (1 January 2019).
5.	Wim Hulleman and Ad Marijs, <i>Economics and Business Environment</i> , Routledge.
Web Resources	
1	https://pestleanalysis.com/political-factors-affecting-business/
2	https://iimm.org/wp-content/uploads/2019/04/IIMM_BE_Book.pdf
3.	https://www.marketingtutor.net/political-factors-affect-business/
4.	https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/
5.	https://opentext.wsu.edu/cpim/chapter/chapter-4-the-economic-and-political-environment/

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits				
II	23UMS2CC4	Business Environment					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

ACCOUNTING FOR MANAGERS II

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UCM2AC21	Accounting for Managers II	Allied	4	-	-	-	3	25	75	100

Course Objectives

C1	To provide basic understanding of cost concepts and classification.
C2	To develop skills in tools & techniques and critically evaluate decision making in business.
C3	To understand various ratios and cash flow related to finance
C4	To recognize the role of budgets and variance as a tool of planning and control.
C5	To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios

UNIT	Details	Course Objectives
I	Cost Accounting: Meaning, Nature, Scope, Functions, Significance and Limitations – Cost concepts and classification – Elements of Cost – Preparation of Cost sheets (simple problem).	C1
II	Management Accounting – Meaning, Nature, Scope, Functions, Significance and Limitations – Management Accounting vs. Cost Accounting. Analysis of Financial statements. Methods: Comparative Statements, Common Size statement and Trend analysis (simple problem).	C2
III	Classification of Ratios: Liquidity, Profitability, Turnover. Ratio Analysis – Interpretation, benefits and limitations. (problem)	C3
IV	Budgets and budgetary control: Meaning, Objectives, Merits and Demerits – Sales, Production, Flexible budgets and Cash budget. (simple problem)	C4
V	Marginal Costing: Concept – Objectives – Merits and Demerits – CVP analysis – Break even analysis – Margin of Safety. (problem)	C5

Theory: 30%, Problem: 70%

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Interpret cost sheet & write comments.	PO1, PO2, PO4
CO2	Compare cost, management & financial accounting	PO6
CO3	Analyze the various ratio and compare it with standards to assess deviations	PO2, PO6
CO4	Estimate budget and use budgetary control	PO1, PO2, PO7
CO5	Evaluate marginal costing and its components	PO2, PO6

Reading List

1.	Gupta, R.L and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2016.
2.	T. S. and A. Murthy. Management Accounting. Chennai: Margham, 2007.
3.	Jain S.P and K.L Narang. Advanced Accountancy (Part II). Kalyani, 2007.
4.	Maheshwari S.N, Advanced Accountancy (Part I). Vikas, 2007.

5	Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: SahityaShawan, 2017.
References Books	
1.	T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016
2.	Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications, 2015.
3.	Horngren Sunderu Stratton, Introduction to Management Accounting, Pearson Education, 2013.
4.	Rajiv Kumar Goel & Ishaan Goel, Concept Building Approach to Management Accounting ,2019
5.	Colin Drury, Management and Cost Accounting (with CourseMate and eBook Access), Cengage, 2015.
Web Resources	
1	https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/
2	https://efinancemanagement.com/financial-accounting/management-accounting
3	http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859
4	https://www.wallstreetmojo.com/ratio-analysis/
5	http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	23UCM2AC21	Accounting for Managers					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

MANAGERIAL SKILL DEVELOPMENT

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMS2SE2	MANAGERIAL SKILLS DEVELOPMENT	NME	2	-	-	-	2	25	75	100
Learning Objectives										
C1	To improve the self-confidence, groom the personality and build emotional competence									
C2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.									
C3	To assess the Emotional intelligence									
C4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions									
C5	To improve professional etiquettes									
UNIT	Details								Course Objectives	
I	Self: Understanding of Self. Components of Self: Self-identity, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles – Attitude towards change and applications of skills, Core Competency.								C1	
II	Self Esteem: Meaning – Importance – High and low self-esteem – Measuring our self-esteem and its effectiveness. Personality Mapping tests – Appreciative Intelligence.								C1	
III	Building Emotional Competence: Emotional Intelligence – Meaning – Components – Importance – Positive and Negative Emotions – Healthy and Unhealthy expression of Emotions – The six-phase model of Creative Thinking (ICEDIP model).								C3	
IV	Thinking skills: The Mind/Brain/Behaviour – Critical Thinking and Learning – Making Predictions and Reasoning Creativity: Meaning – Nature of creative thinking – Convergent and Divergent thinking – Idea generation and evaluation (Brain Storming), Image generation and evaluation.								C4	
V	Communication skill: Oral presentations – Conducting meetings – Reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing, Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.								C5	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Identify the personal qualities that are needed to sustain in the world of work.	PO1, PO2, PO6, PO7
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	PO1, PO2, PO5
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	PO6, PO7
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	PO1, PO2
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	PO4
Reading List		
1.	Managerial Skill Articles	
2.	The Management Skills of SALL Managers - SiSAL Journal	
3.	Managerial Skills by Dr.K.Alex S.CHAND	
4.	Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP	
5.	Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV	
References Books		
1.	Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication	
2.	McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.	
3.	Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.	
4.	<u>P. Varshney</u> , <u>A. Dutta</u> , Managerial Skill Development, Alfa Publications, 2012	
5.	EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan	
Web Resources		
1.	https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63	
2.	https://www.academia.edu/4358901/managerial_skill_development_pdf	
3	https://www.academia.edu/4358901/managerial_skill_development_pdf	
4	https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf	
5	https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf	
6	https://www.slideshare.net/PrinsonRodrigues1/creative-thinking-convergent-and-divergent-thinking	

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	23UMS2SE2	Managerial Skills Development					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(✓) = 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

Business Etiquette and Corporate Grooming

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMS2SE3	Business Etiquette and Corporate Grooming	SEC	2	-	-	-	2	25	75	100
Course Objectives										
C1	To impart knowledge about basic etiquettes in professional conduct									
C2	To provide understanding about the workplace courtesy and ethical issues involved									
C3	To suggest on guidelines in managing rude and impatient clients									
C4	To familiarize students about significance of cultural sensitivity and the relative business attire									
C5	To stress on the importance of attire									
UNIT	Details							Course Objectives		
I	Business Etiquette: Introduction – ABCs of etiquette- Meeting and greeting scenarios - Principles of exceptional work behavior- Role of good manners in business - Professional conduct and personal spacing.							C1		
II	Workplace Courtesy and Business Ethics: Workplace Courtesy - Etiquette at formal gatherings- Professional qualities expected from an employer’s perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment- conflict resolution strategies.							C2		
III	Telephone Etiquette, email etiquette and Disability Etiquette: Mastering the telephone courtesy - handling rude or impatient clients - internet usage in the workplace - email etiquette - online chat etiquette guidelines - Basic disability Etiquette practices.							C3		
IV	Diversity and Cultural Awareness at Workplace: Impact of diversity - Cultural Sensitivity - Inter-Cultural Communication							C4		
V	Business Attire and Professionalism: Business style and professional image - dress code - guidelines for appropriate business attire - grooming for success.							C5		

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Describe basic concepts of business etiquette and corporate grooming.	PO5, PO6, PO7
CO2	Outline the etiquette and grooming standards followed in business environment and the significance of communication	PO4, PO2, PO5, PO7, PO6
CO3	Create cultural awareness and moral practices in real life workplace scenarios	PO8, PO6, PO7,
CO4	Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success	PO1, PO3, PO8, PO7, PO6
CO5	Apply the professionalism in the workplace considering diversity and courtesy	PO3, PO8, PO7, PO6
Reading List		
1.	Journal of Computer Mediated Communication By ICA	
2.	Business and Professional Communication by Sage Journals	
3.	Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse	
4.	Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow	
5.	Shital Kakkar Mehra, "Business Etiquette: A guide for the Indian Professional", HarperCollins Publisher (2012)	
References Books		
1.	Indian Business Etiquette, Raghu Palat, JAICO Publishers	
2.	Nina Kochhar, "At Ease with Etiquette", B.jain Publisher, 2011	
3.	NimeranSahukar, Prem P. Bhalla, "The Book of Etiquette and manners", PustakMahipublishers, 2004	
4.	Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.	
5.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter , Mc Graw Hill Education	
Web Resources		
1.	http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf	
2.	https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf	
3	https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf	
4	https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm	
5	https://wikieducator.org/Business_etiquette_and_grooming	

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits				
II	23UMS2SE3	Business Etiquette and Corporate Grooming					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(✓) = 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

Computer Applications in Business

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMS3CC5/ 23UMS3CC5P	Computer Applications in Business & Practical	Core	3	-	2	-	5	25	75	100
Learning Objectives										
C1	To build skills in Ms-Word									
C2	To build skills in Ms-Excel,									
C3	To build skills in Ms- Power Point									
C4	To understand the basics of tally									
C5	To familiarize students with google forms for students with relevance in business scenario and its applications.									
UNIT	Details							Course Objectives		
I	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents .							C1		
II	Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization							C2		

III	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.	C3
IV	Introduction to Tally - Features of tally, creation of company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet	C4
V	Use Google forms to develop & share questionnaire.	C5

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Demonstrate hands on experience with Ms-word for business activities	PO1, PO2, PO6, PO7
CO2	Demonstrate hands on experience with Ms-Excel for business activities	PO1, PO2, PO6, PO7
CO3	Demonstrate hands on experience with Ms-power point for business activities	PO1, PO2, PO6, PO7
CO4	Demonstrate hands on experience with Tally for business activities	PO1, PO2, PO6, PO7
CO5	Demonstrate hands on experience with Tally for reporting in business	PO1, PO2, PO6, PO7

Reading List

1.	International Journal of Computer Applications in Technology
2.	International Journal of Computer Applications – IJCA
3.	P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.
4.	Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran
5.	Taxmann’s Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .

References Books

1.	P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.
2.	Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman
3.	Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
4.	Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.
5.	S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.

Web Resources	
1.	https://www.microsoft.com/en-us/microsoft-365/blog/
2	https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18
3	https://byjus.com/govt-exams/microsoft-word/
4	https://edu.gcfglobal.org/en/google-forms/
5	https://www.tutorialkart.com/tally/tally-tutorial/

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	22UMS3CC5/ 22UMS3CC5P	Computer Applications in Business (with practical)					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

Organizational Behavior

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMS3CC6	Organizational Behaviour	Core	4	-	-	-	4	25	75	100
Course Objectives										
C1	To have extensive knowledge of OB.									
C2	To create awareness of job satisfaction.									
C3	To enhance the importance of workplace counseling.									
C4	To analyze the importance of coordination.									
C5	To measure the organizational development.									
UNIT	Details						Course Objectives			
I	Introduction – Meaning & Definition – Objectives and Elements of OB – Need, scope and Nature of organizational behaviour - Theories of organization - Individual difference Vs Group intelligence tests -Measurement of intelligence - Personality - Tests – Perception - Nature – Types.						C1			
II	Motivation - Financial and non -Financial motivational techniques (Theories) - Job satisfaction - meaning - Factors - Measurement - Morale - Importance - Employee attitudes and behavior and their significance to employee productivity.						C2			
III	Work environment - Good house-keeping practices - Design of work place – Fatigue & stress – Causes and prevention and their importance – Work place counseling - Leadership - Types and theories of leadership						C3			
IV	Group dynamics -Cohesiveness - Co-operation - Competition - Resolution - Sociometry - Group norms - Role position status – Authority and Responsibility.						C4			
V	Organizational Structure - Organizational culture – Creating and Sustaining Culture - Organizational climate - Organizational Change – Forces of Change – Resistance.						C5			

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	To define Human behaviour at work place.	PO1, PO2, PO5, PO7
CO2	To apply motivation, leadership and learning theories at work place.	PO2, PO5, PO7
CO3	To analyze the complexities and solutions of human behaviour.	PO1, PO3, PO4, PO6, PO7
CO4	To explain issues relating to individual and group behaviour.	PO2, PO3, PO4 PO5, PO8
CO5	To create a congenial climate in the organization.	PO1, PO2, PO5 PO6, PO7
Reading List		
1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge , <i>Organizational Behaviour</i> , Pearson Education, 18 th Edition, 2022.	
2.	Fred Luthans, <i>Organizational Behaviour</i> , Tata Mc Graw Hill, 2017.	
3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, <i>Organizational Behaviour</i> , John Wiley & Sons, 2011	
4.	Louis Bevoc, Allison Shearsett, Rachael Collinson, <i>Organizational Behaviour Reference</i> , Nutri Niche System LLC (28 April 2017)	
5.	Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, <i>Organizational Behaviour: A Skill-Building Approach</i> , SAGE Publications, Inc; 2nd edition (29 November 2018).	
References Books		
1.	Uma Sekaran, <i>Organizational Behaviour Text & cases</i> , 2 nd edition, Tata McGraw Hill Publishing CO. Ltd	
2.	Gangadhar Rao, Narayana, V.S.P Rao, <i>Organizational Behaviour</i> 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1 st edition	
3.	S.S. Khanka, <i>Organizational Behaviour</i> , S. Chand & Co, New Delhi.	
4.	J. Jayasankar, <i>Organizational Behaviour</i> , Margham Publications, Chennai, 2017.	
5.	John Newstrom, <i>Organizational Behaviour: Huma Behaviour at Work</i> , McGraw Hill Education; 12th edition (1 July 2017)	
Web Resources		
1	https://www.iedunote.com/organizational-behavior	
2	https://www.london.edu/faculty-and-research/organisational-behaviour	
3	Journal of Organizational Behavior on JSTOR	
4	International Journal of Organization Theory & Behavior Emerald Publishing	
5	https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf	

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	23UMS3CC6	Organizational Behaviour					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(✓) =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

BUSINESS STATISTICS

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMA3AC3	BUSINESS STATISTICS	Allied	4	-	-	-	3	25	75	100

Course Objectives

C1	Measures of Central Tendency
C2	Measures of Variation
C3	Analyze of Time Series
C4	Understand Index Numbers
C5	Test Hypothesis

UNIT	Details	Course Objectives
I	Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode	C1
II	Measures of Variation – Standard Deviation –Mean deviation – Quartile deviation.	C2
III	Simple Correlation – Scatter Diagram – Karl Pearson’s Correlation – Rank Correlation –Regression.	C3
IV	Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations	C4
V	Index Numbers – Consumer Price Index – And Cost of Living Indices- Statistical quality control	C5

Course Outcomes

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Measures of Central Tendency	1,2,4,6
CO2	Measures of Variation	1,2,7
CO3	Analyze of Time Series	7
CO4	Understand Index Numbers	2,7
CO5	Test Hypothesis	2,7

Reading List

1.	P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai, 2004.
2.	S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi, 2007.
3.	N. Arora, S. Arora; Statistics for Management; S. Chand and Company Ltd.; New Delhi, 2006

References Books

1.	S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, New Delhi, 2007.
2.	J.K. Sharma, Business Statistics, Pearson Education, New Delhi, 2007.

Web Resources

	<ol style="list-style-type: none"> 1. https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/ 2. https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf 3. http://www.statisticshowto.com 4. https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/ 5. https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/
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Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	23UMA3AC3	BUSINESS STATISTICS					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 (✓) = 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

Entrepreneurial Skill - New Venture Management

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMS3SE4	Entrepreneurial Skill - New Venture Management	SEC	2	-	-	-	2	25	75	100
Course Objectives										
C1	To learn to generate and evaluate new business ideas									
C2	To learn about a business model that generates money									
C3	To understand how to find, evaluate and buy a business									
C4	To evaluate the feasibility of idea into a Venture									
C5	To understand sources who lend for new ventures									
UNIT	Details							Course Objectives		
I	Concept of Entrepreneurship – Evolution - Importance of entrepreneurship - developing creativity and understanding innovation - stimulating creativity - Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams - Sources of Innovation in Business							C1		
II	Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas – Sources of Business ideas - Entry strategies - New Product – Franchising - advantages and disadvantages of franchising – types – Licensing							C2		
III	Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis - assessing a New Venture’s Financial Strength and Viability - writing a Business Plan - Developing an Effective Business Model							C3		
IV	Moving from an Idea to a New Venture: Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship - Strategic planning for business - Steps in strategic planning - Forms of ownership – advantages and disadvantages.							C4		
V	Financing the New Venture: Financing entrepreneurial ventures - Managing growth - Valuation of a new company - Harvesting and Exit Strategies - Arrangement of funds - Sources of financing - Financial schemes offered by various financial institutions - Government Schemes that support Entrepreneurs, Start-ups, MSMEs.							C5		

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Understand the concept of entrepreneurship and skill sets of an entrepreneur.	PO7
CO2	Assess new venture opportunities & analyze strategic choices in relation to new ventures	PO2, PO7
CO3	Develop a credible business plan for real life situations.	PO1, PO2, PO5, PO7
CO4	Coordinate a team to develop and launch and manage the new venture through the effective leadership	PO4, PO5
CO5	Evaluate different sources for financing new venture	PO2, PO7
Reading List		
1.	Journal of Business Venturing – Elsevier	
2.	Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald	
3.	Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,	
4.	Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008)	
5.	Entrepreneurship ,11 th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill	
References Books		
1.	New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)	
2.	Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.	
3.	Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.	
4.	The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise	
5.	Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, Mc Graw Hill Publication	
Web Resources		
1.	https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217	
2.	https://core.ac.uk/download/pdf/98660713.pdf	
3.	https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf	
4.	https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm	
5.	https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786	

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	23UMS3SE4	Entrepreneurial Skill - New Venture 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(✓) = 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

Tally

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMS3SE5	Tally	SEC	2	-	-	-	2	25	75	100
Course Objectives										
C1	To impart knowledge about basic use of Tally and its functions									
C2	To understand the creation of groups and Ledgers									
C3	To provide understanding about Data Management in Tally									
C4	To understand the process of GST, EPF etc.									
C5	To familiarize students about significance of Tally in implications in the Organizations									
UNIT	Details							Course Objectives		
I	Basic of Accounting & Fundamentals of Tally. ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.							C1		
II	Accounting Master in Tally. ERP 9: Groups & Ledgers Creation Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.							C2		
III	Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.							C3		
IV	Advance Inventory & Taxes in Tally. ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.							C4		
V	Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP 9							C5		
Course Outcomes										
Course Outcomes	On completion of this course, students will;							Program Outcomes		
CO1	To understand about the basic accounting and Tally. ERP 9							PO1		
CO2	Identify the maintained of Ledger and inventory system							PO1, PO2, PO7		
CO3	Creation of various vouchers and bill wise details							PO1, PO4, PO7		
CO4	Understand various taxes returns and filing							PO2, PO6, PO7		
CO5	Relate and infer various reports generated in Tally. ERP 9							PO2, PO7		

Reading List

1.	Journal of Emerging Technologies and Innovative Research
2.	Global Journal for Research Analysis
3.	Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press
4.	Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017
5.	Official Guide To Financial Accounting Using Tally.Erp 9 With Gst by Tally Education, BPB Publications

References Books

1.	Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015
2.	Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications
3.	Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education
4.	Bimlendu Shekhar, Tally Practical Work Book -1, 2 nd Edition
5.	Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020

Web Resources

1.	https://tallysolutions.com/learning-hub/
2.	https://www.tutorialkart.com/tally/tally-tutorial/
3.	https://sscstudy.com/tally-erp-9-book-pdf-free-download/
4.	https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/
5.	https://www.javatpoint.com/tally

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits				
III	23UMS3SE5	Tally					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 - IV

HUMAN RESOURCE MANAGEMENT

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMS4CC7	HUMAN RESOURCE MANAGEMENT	Core	5	-	-	-	5	25	75	100
Course Objectives										
C1	Explain the concepts, functions and process of HRM									
C2	Examine the selection and placement process									
C3	Evaluate performance appraisal and compensation									
C4	Understand Labor management strategies and trade union policies									
C5	Understand the recent trends in HR									
UNIT	Details									Course Objectives
I	Human Resources Management – Meaning and Definition - Nature and scope – Differences between personnel management and HRM – Environment of HRM – Human resource planning									C1
II	Recruitment – Sources - Selection – Methods – Uses of various tests – interview techniques in selection and placement - Induction – Training – Identification of the training needs – Methods – Importance of Training.									C2
III	Performance appraisal – Transfer – Promotion and termination of services – Career development - Compensation - Incentives – Benefits – Motivation – Welfare and social security measures.									C3
IV	Labour Relation – Functions of Trade Unions – Forms of collective bargaining - Workers’ participation in management – Industrial Disputes and Settlements (laws excluded)									C4
V	Human Resource Audit – Nature – Benefits – Scope – Approaches – HRIS - Recent trends in HRM - Green HRM &Virtual HRM Practices									C5
Course Outcomes	On Completion of the course the students will						Program Outcomes			
CO1	Explain the concepts, functions and process of HRM						PO1,2,3,4,6,7			
CO2	Examine the selection and placement process						PO1,2,4,6,7			
CO3	Evaluate performance appraisal and compensation						PO2,6,7,8			
CO4	Understand labour management strategies and trade union policies						PO 2,3,4,5,6			
CO5	Understand the recent trends in HR						PO1,6,8			

Reading List	
1.	Shashi K. Gupta & Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018
2.	Steve Brown, HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1 st Edition, 2017
3	Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1 st Edition, 2018
4	Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall, 2nd Edition, 2015
5	Srinivas R Kandula, , Compentency Based Human Resource Managemet, PHI Learning , 1st Edition, 2013
References Books	
1.	V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3 rd Edition ,2010
2.	K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6 th Edition
3.	Garry Deseler, Human Resource Management, Pearson, 15 th Edition, 2017
4.	L M Prasad , Human Resource Management , Sultan Chand and Sons 3 rd Edition , 2014
5.	Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010
Web Resources	
1	https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf
2	http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf
3	https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf
4	https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835
5	http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	23UMS4CC7	Human Resource 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

MARKETING MANAGEMENT

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMS4CC8	MARKETING MANAGEMENT	Core	5	-	-	-	5	25	75	100
Course Objectives										
C1	To understand the marketplace.									
C2	To identify the PLC stages and the pricing strategies.									
C3	To select the different marketing channels of distribution.									
C4	To appraise the Sales Forecasting.									
C5	To prepare according to the latest trends in market.									
UNIT	Details								Course Objectives	
I	Marketing – Meaning and Definition - Fundamentals – Role – Relationship of Marketing with other Functional Areas - Marketing Mix – Marketing Approaches – Environmental Factors affecting the Marketing Functions.								C1	
II	Product – Characteristics – Classifications – New Product Development Process - Product Life Cycle - Branding – Packaging - Pricing – Factors Influencing Pricing Decisions – Pricing Objectives								C2	
III	Market Segmentation – Need And Basis of Segmentation - Targeting – Positioning - Physical Distribution - Importance – Kinds of Marketing Channels – Advantages and Disadvantages of various channels -								C3	
IV	Advertising – Public Relation – Personal Selling - Sales Promotion – Techniques - Sales Forecasting – Methods - CRM – Importance								C4	
V	Digital Marketing: Introduction - Types (Search Engine Marketing, Social Media Marketing, Content Marketing, Email Marketing, Mobile Marketing) – Applications & Benefits - IMC (Integrated marketing communication): - Definition – Need - Process								C5	
Program Outcomes										
Course Outcomes	On Completion of the course the students will						Program Outcomes			
CO1	To list and identify the core concepts of Marketing and its mix.						PO1,3,7,8			
CO2	To sketch the nature of product, PLC and pricing strategies.						PO1,2,3,4,7,8			
CO3	To analyze the appropriate promotional mix.						PO 1,2,4,6,7			
CO4	To assess the sales and evaluation of customers.						PO 1,2,3,4,5,6,7,8			
CO5	To prepare and rearrange the latest trends in market.						PO 1,2,3,4,6,7,8			
Reading List										
1.	Philip Kotler & Gary Armstrong, <i>Principles of Marketing: A South Asian</i>									

	<i>Perspective</i> , Pearson Education, 2018.
2.	Rajan Saxena, <i>Marketing Management</i> , Tata Mc Graw Hill, 2017.
3.	L.Natarajan, <i>Marketing</i> , Margham Publications, 2017.
4.	J P Mahajan & Anupama Mahajan, <i>Principles of Marketing</i> , Vikas Publishing House, 2014.
5.	K Karunakaran, <i>Marketing Management</i> , Himalaya Publishing House, 2017.
References Books	
1.	Philip Kotler, 2003, <i>Marketing Management</i> , 11th edition, Pearson Education (Singapore) Pte Ltd, New Delhi.
2.	V.S. Ramaswamy & S. Namakumari, 1994, <i>Principles of Marketing</i> , first edition, S.G. Wasani / Macmillan India Ltd,
3.	Cranfield, <i>Marketing Management</i> , Palgrave Macmillan.
4.	Harsh V Verma & Ekta Duggal, <i>Marketing</i> , Oxford University Press, 2017.
5.	Sontakki C.N, <i>Marketing Management</i> , Kalyani Publishers, Ludhiana.
Web Resources	
1.	http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf
2.	https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf
3.	https://www.enotesmba.com/2013/01/marketing-management-notes.html
4.	Industrial Marketing Management Journal ScienceDirect.com by Elsevier
5.	Journal of Marketing Management Taylor & Francis Online (tandfonline.com)

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	23UMS4CC8	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

Operation Research

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMA4AC4	Operation Research	Allied	4	-	-	-	3	25	75	100
Course Objectives										
C1	Analyse Linear Programming									
C2	Analyse Transportation problem									
C3	Analyse Assignment problem									
C4	Analyse Network models									
C5	Analyse Game Theory									
UNIT	Details								Course Objectives	
I	Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems.								C1	
II	Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method-Vogel's approximation method to find the optimal solution.								C2	
III	Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem.								C3	
IV	Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines.								C4	
V	Network models-PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT								C5	
Course Outcomes	On Completion of the course the students will						Program Outcomes			
CO1	Analyse Linear Programming						2,6,7			
CO2	Analyse Transportation problem						2,6,7			
CO3	Analyse Assignment problem						2,6,7			
CO4	Analyse Network models						2,6,7			
CO5	Analyse Game Theory						2,6,7			

Reading List	
1.	P.R. Vittal & V. Malini, Operative Research – Margham Publications – Chennai – 17.
2.	DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019
References Books	
1.	P.K. Gupta & Man Mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi
2.	V.K. Kapoor, Introduction to operational Research – Sultan Chand & sons – New Delhi
3.	Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi
4.	P. Gupta, N. Aruna Rani, M. Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.
Web Resources	
	<ol style="list-style-type: none"> 1. chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf 2. chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf 3. https://www.onlinemathlearning.com › linear-programming-example ^[1]_[SEP] 4. https://www.kellogg.northwestern.edu › weber › Notes_6_Decision_trees ^[1]_[SEP] 5. www.pondiuni.edu.in › sites › default › files ^[1]_[SEP]

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	23UMA4AC4	Operation Research					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

Advertising and Sales Promotion

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMS5CC9	Advertising and Sales Promotion	Core	6	-	-	-	5	25	75	100
Course Objectives										
CO1	To understand the role of advertising and audience									
CO2	To manage Media									
CO3	To design implementation strategies and select agencies									
CO4	To device sale promotion									
CO5	To understand social impact of sales and advertising									
UNIT	Details								Course Objectives	
I	Advertising – Meaning and Definition – objectives – Types - Importance of Advertising in Modern Marketing - Role of Advertising in the National Economy – Recent trends in Advertising.								CO1	
II	Process of Advertising - Market segmentation and target audience – Message and copy development – Media - Mass Media - Selection, Planning and Scheduling – Web Advertising								CO2	
III	Advertising Appeals - 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 - Implementation – Advertising agencies – Selection of Agency.								CO3	
IV	Sales Promotion – Techniques – Merits and Demerits - Consumer oriented and sales channel oriented promotion – Sales Campaign – planning - budgeting and implementing – controlling campaign.								CO4	
V	Control - Measurement of effectiveness – Ethics, Economics and Social Relevance - Use of Computer Application in Advertising & Sales Promotion - Careers in Advertising & Sales Promotions – Modern advertising methods.								CO5	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Understand the concepts and principles of sales and advertising	PO1, PO2, PO4
CO2	Comprehend and decide the usage of mass media	PO2, PO4, PO5, PO6, PO7
CO3	Design and deliver advertisements	PO1, PO2, PO5
CO4	Summarize and operationalize sales promotion	PO2, PO3
CO5	Control and justify the process of advertising.	PO2, PO3, PO8
Reading List		
1.	Advertising and Sales promotion By Pankuri Bhagat	
2.	Advertising and promotion By Nick Erling	
3.	Advertising, Sales and promotion Management , Chunawalla S A, Himalaya publishing House	
4	Advertising and Sales promotion By Dr T K Jain and Madhvi Singh	
5	Advertising selling and promotion By Ritu Narang, pearsons publications	

References Books	
1.	Advertising Promotion And Other Aspects Of Integrated Marketing Communications, 9th Edition, J Craig Andrews
2	Advertising and promotion By George E Belch,Keyoor Purai,Michael A Belch, Tata Mc Graw Hill Publishing
3	Advertising and Personal selling by Dr Ruchi Gupta
4	Advertising: Principles and practices By wells , W./Moriarty , S./Burnett, Pearsons
5	Tested advertising methods by John Caples, prentice hall
Web Resources	
1	https://oms.bdu.ac.in/ec/admin/contents/175_P16MBA4EM4_2020051909561946.pdf
2	https://www.bimkadapa.in/materials/ASPM%20TOTAL%205%20UNITS%20MATERIAL.pdf
3	International Journal of Research in Marketing. Elsevier
4	Journal of Advertising – Taylor and Francis
5	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7010.pdf

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	23UMS5CC9	Advertising and Sales Promotion					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(✓) = 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

Research Methodology

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMS5CC10	Research Methodology	Core	6	-	-	-	5	25	75	100
Course Objectives										
CO1	To familiarize the students to the basic concepts of Research and operationalize research problem									
CO2	To provide insights on research design and scaling									
CO3	To throw light on data collection and presentation									
CO4	To elucidate on Hypothesis Testing and other statistical Test									
CO5	To summarize and present research results with focus on ethics and plagiarism									
UNIT	Details									Course Objectives
I	Business Research – Introduction – Objectives – Types - Research Process – Problem Identification & Formulation – Research Question – Statement of the Problem - Review of Literature									CO1
II	Research Design- Types – Hypothesis - Formulation of hypothesis – types – Measurement - characteristics of sound measurement tool - Scaling methods – Sampling – Methods.									CO2
III	Data - Sources and Collection of Data - Primary and secondary sources - details and evaluation - Questionnaires – schedules - data entry - tabulation & cross tabulation - Graphic presentation..									CO3
IV	Analysis and Preparation - Hypothesis testing – statistical significance - statistical testing procedure – Simple Correlation – Chi square Test - SPSS basics.									CO4
V	Presenting results and writing the report – Layout of a Research Paper – Types of Research Report - Research Ethics – Plagiarism.									CO5
Course Outcomes										
Course Outcomes	On completion of this course, students will;									
CO1	Understand the concepts and principles of Research						PO1, PO2, PO6, PO8			
CO2	Comprehend and decide the usage of design and formulate hypothesis						PO1, PO2, PO4			
CO3	Analyze data collection sources and tools						PO4, PO5			
CO4	Summarize and establish solutions through data analysis						PO1, PO2			
CO5	Compare and justify the process of writing and organizing a research report.						PO3, PO4, PO7, PO8			
Reading List										
1	W.Lawrence Newman” Social Research Methods: Qualitative and Quantitative Approaches 7 th Edition, Pearson Education India 2014									
2	Mark Saunders, Philip Lewis. Adrain Thornhill” Research Methods for Business Students” 5 th Edition Pearson India 2011									
3	John W Creswell, Research Design : Qualitative, Quantitative and Mixed Method Approaches , Sage , 4th Edition , 2014									
4	Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press , 6 th Edition , 2022									

5	Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7th Edition,2019
Reference Books	
1.	C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.
2.	Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018.
3.	Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.
4.	Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.
5.	Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021
Web Resources	
1.	https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf
2.	https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf
3.	https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf
4.	https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf
5.	https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	23UMS5CC10	Research Methodology					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

Operations Management

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMS5CC11	Operations Management	Core	5	-	-	-	4	25	75	100
Course Objectives										
C1	To provide comprehensive outlook on basic concepts, theories and practices of production.									
C2	To know the quality concepts & and quality control measures in area of production.									
C3	To understand layout and service facilities									
C4	To compare and contrast inventory management techniques									
C5	To analyse work study methods									
UNIT	Details								Course Objectives	
I	Introduction - Nature and Scope of Operations Management - Production design & Process planning - Plant location - Factors to be considered in Plant Location.								C1	
II	Layout of manufacturing facilities - Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.								C1	
III	Production and Inventory Control - Basic types of production – Basic Inventory Models – Economic Order Quantity - Economic Batch Quantity – Reorder point – Safety stock – Classification and Codification of stock – ABC classification – Procedure for Stock Control - Materials Requirement Planning (MRP) - JIT								C5	
IV	Methods Analysis and Work Measurement - Methods Study - Procedures –Time Study – Purpose - Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique - Quality Control - Purposes of Inspection and Quality Control.								C2	
V	Service Operations Management - Introduction – Types of Service – Service Encounter–Service Facility Location – Service Processes - Service Delivery.								C1	
Course Outcomes										
Course Outcomes	On completion of this course, students will;						Program Outcomes			
CO1	Provide comprehensive outlook on basic concepts, theories and practices of production						PO6, PO7, PO8			
CO2	Describe route chart, maintenance schedule for production.						PO6, PO7			
CO3	Identify right plant location and plant layout of factory						PO6, PO7			
CO4	Know work study & method study, its procedure & quality control techniques in production.						PO4, PO6, PO7, PO8			
CO5	Understand service operations management						PO6, PO7, PO8			

Reading List	
1.	International Journal of Operations & Production Management
2.	Journal of Operation Management – Wiley Online Library
3	Chatterjee Biswajit , Operations Management and Control, S Chand , Revised Edition, 2010
4	Anil Kumar S and N Suresh, Operation Management ,New Age International 1 st Edition, 2018
5	William J. Stevenson , Operations Management, McGraw Hill; 13th Edition, 2022
References Books	
1.	P.Saravanel and S.Sumathi; Production and Materials Management, Margham Publications, 2015
2.	N.G. Nair; Production Management, JBA Publishers, Edition 2004
3.	K.ShridharaBhat; Production and Materials Management, Himalaya publishing house, 2012
4.	P. Ramamurthy; Production and Operations Management, JBA publishers, 2nd edition 2013.
5.	R.B.Khana; Production and Operations Management, Prentice hall publications, 2007.
Web Resources	
1	https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf
2	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf
3	https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf
4	https://backup.pondiuni.edu.in/sites/default/files/Part%20I%20Operations%20Management.pdf
5	https://www.studocu.com/in/course/lovely-professional-university/operation-management/4335497

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	23UMS5CC11	Operations Management					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(✓) = 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

Digital Marketing

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMS5DE1	Digital Marketing	Elec tive	4	-	-	-	4	25	75	100
Course Objectives										
C1	To provide basic knowledge about digital marketing.									
C2	To understand and develop various digital marketing tools used for business.									
C3	To know the digital analytics and measurement tools used for digital marketing.									
C4	To familiarise online and Social media marketing									
C5	To Understand various data analytics and measurement tools in digital marketing									
UNIT	Details								Course Objectives	
I	Digital Marketing –Introduction - Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges - Online Marketing Mix – Digital Advertising Market in India - 6M Framework – ASCOR & POEM Digital Marketing framework.								C1	
II	Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing – Mobile Marketing.								C2	
III	Social Media Marketing - Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowdsourcing – Lead generation & sales in social media.								C3	
IV	Online Reputation Management - Social commerce - Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.								C2	
V	Digital Analytics & Measurement - Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Ad words & Display Networks - Overview – Applications of Sentiment analysis & Text Mining – ROI (Return on Investment) & CLV (Customer life term value)								C3	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Discuss digital marketing and its framework	PO1, PO2, PO7, PO8
CO2	Identify, use appropriately and explain digital marketing tools	PO1, PO2, PO4, PO6, PO7, PO8
CO3	Explain social media marketing and crowdsourcing	PO1, PO2, PO4, PO6, PO7, PO8
CO4	Discuss online reputation management and its influence	PO1, PO2, PO6, PO7, PO8
CO5	Identify the various data analytics and measurement tools in digital marketing	PO1, PO2, PO6, PO7, PO8
Reading List		
1.	Journal of Digital & Social Media Marketing	
2.	International Journal of Internet Marketing and Advertising	
3.	Understanding Digital Marketing, Damian ryan, 4 th Edition 2017 publisher: Korgan page limited USA	
4.	Digital Marketing current trends , vandanahuja, 7 th edition 2015 Oxford University press , Chennai	
5.	Digital Marketing essentials you always wanted to know, 7 th edition 2012, Vibrant publishers USA	
References Books		
1.	Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016.	
2.	Nitin C Kamat & Chinmay Nitin Kamat, Digital Social Media Marketing, Himalaya Publishing House, 2018.	
3.	Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017.	
4.	Vandhana Ahuja, Digital Marketing, Oxford University Press, 2015.	
5.	Romi Sainy, Rajendra Nargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018.	
Web Resources		
	1. https://www.soravjain.com/ebook/ebook.pdf 2. https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners 3. https://www.optron.in/blog/digital-marketing/ 4. https://www.tutorialsduniya.com/notes/digital-marketing-notes/ 5. https://digitalmarketinginstitute.com/resources/ebooks	

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	23UMS5DE1	Digital Marketing					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(✓) = 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

Industrial Relations

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMS5DE2	Industrial Relations	Elec tive	4	-	-	-	4	25	75	100
Course Objectives										
C1	To educate about the Industrial legislation in India.									
C2	To provide knowledge about maintaining harmonious relations in India and to resolve disputes, handling grievances etc.,									
C3	To know about Labor Legislation									
C4	To provide knowledge about the Councils and Collective Bargaining									
C5	To educate about Trade Unions									
UNIT	Details							Course Objectives		
I	Industrial Relations – Origin – Definition – Scope – Role – Objectives – Factors - Participants & Importance of IR - Approaches to Industrial relations - System of IR in India.							C1		
II	Industrial Dispute – Meaning - Employee Dissatisfaction - Strikes – Lockouts - Lay Off - Causes of Conflict - Settlement of Disputes – Machinery – Negotiations – Conciliation – Meditation - Arbitration and Adjudication – Grievance - Definition & Redressal Procedure							C2		
III	Labor Legislation - Factories Act 1948 - Employee state insurance act 1948 - Employee Compensation act 1923 - Employee Provident Funds and Miscellaneous Provisions Act 1952 & Trade Union Act 1926.							C3		
IV	Workers' participation in management - Labors Participation in Management Structure – Scope - Works Committee - Joint Management Council & Shop Council - Pre-Requisites for Successful Participation - Collective Bargaining – Meaning and Definition – Types - Process & Importance.							C4		
V	Trade Unions – Growth – Economic, Social and Political Conditions - Objectives-Structures and Functions–Social And Economic Responsibilities of Trade Union.							C5		
Course Outcomes										
Course Outcomes	On completion of this course, students will;						Program Outcomes			
CO1	Understand the role and importance of Industrial Relations						PO6			
CO2	Understanding the concepts of industrial Disputes and settlement.						PO1, PO3, PO6			
CO3	Understanding the concepts of Labour legislation.						P01, PO2, PO8			

CO4	Identifying the concepts of Workers Participation in Management	PO5, PO6
CO5	Understanding the concepts of Trade Union	PO1, PO2, PO4, PO8
Reference Books		
1.	Pradeep Kumar; Personnel Management and Industrial Relations, Kedarnath Ramnath and Company, 2018	
2.	Gupta CB (Dr), Kapoor N.D., Tripathi PC; Industrial Relations and Labour Laws, Sultan Chand and Sons, 2020.	
3.	Chris Hall; Trade Union and its State, Princeton University, 2017	
4.	Ian Beard well; Contemporary Industrial Relation, Oxford University Press, 1996	
5.	R C Sharma; Industrial Relation and Labour Legislation, PHL learning P. Ltd,2016	
Text Books		
1	Industrial Relations Journal	
2	C S Venkata Ratnam , Manoranjan Dhal, Industrial Relations, Oxford, 2 nd Edition	
3	A M Sharma, Industrial Relations and Labour Laws, HPH, Revised Edition	
4	P R N Sinha, Indu Bala Dinha, Seema Priyadarshini Shekhar, Industrial Relations , Trade Unions and Labour Legislation, Pearson , 3e	
5	Labor Laws, Taxmann	
Web Resources		
1.	https://www.studocu.com/in/document/panjab-university/mangerial-finance/bba-specialization-hrm-vi-sem-industrial-relations/15804491	
2.	https://www.sccc.edu/e-resources?field_e_resources_tid=447	
3.	https://labour.gov.in/industrial-relations	
4.	https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union	
5.	https://theintactone.com/2022/08/17/joint-management-councils/	

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	23UMS5DE2	Industrial Relations					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(✓) = 38 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

Materials Management

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMS6CC13	Materials Management	Core	6	-	-	-	5	25	75	100
Course Objectives										
C1	To provide functional knowledge on Materials Management.									
C2	To Enable the students to gain knowledge on Inventory control, Procurement, Store keeping.									
C3	To furnish students about Vendor management and Vendor rating.									
C4	To Understand and maintain effective stores and material handling system									
C5	To give an insight to Purchase Management									
UNIT	Details							Course Objectives		
I	Materials Management – Definition – Function - Importance of Materials Management – Materials Management linkage with other areas of operation.							C1		
II	Integrated materials management – concept - service function advantages - Inventory Control - Functions of Inventory – Importance - Replenishment Stock - Material demand forecasting - MRP - Basic tools - ABC-VED- FSN Analysis - Inventory Control of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning.							C2		
III	Purchase Management - Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution- International purchase - Import purchase procedure							C5		
IV	Store Keeping and Materials Handling - Objectives - Functions - Stores Responsibilities - Location of Store House - Centralized Store Room - Equipment – Security Measures - Protection and Prevention of Stores.							C4		
V	Vendor Rating - Vendor Management - Purchase Department - Responsibility - Buyer Seller Relationship - Value Analysis – Use of computers in Material Management.							C3		
Course Outcomes										
Course Outcomes	On completion of this course, students will;						Program Outcomes			
CO1	Understand the principles of effective materials management						PO6, PO7			
CO2	Outline inventory control concepts and its replenishment to manage inventory						PO2, PO6, PO7			
CO3	Discuss purchase management procedure						PO1, PO2, PO6, PO7			
CO4	Explain store keeping functions and its security						PO1, PO3, PO6, PO7			
CO5	Identify Vendor rating mechanisms and vendor relationship management.						PO4, PO6, PO7			

Reading List	
1.	International Journal of Purchasing & Materials Management
2.	Journal of Operations Management
3	Journal of Supply Chain Management
4	K.Shridhara Bhat; Material Management; Himalaya Publishing House; Mumbai 2016
5	R.B Khanna, production and Operations management , Prentice Hall Publications, 2015
References Books	
1.	P. Saravanavel & S. Sumathi; Production and Materials Management, Margham Publications, 2015.
2.	Steve Chapman, Tony K. Arnold, Ann K. Gatewood, Lloyd Clive; Introduction to Materials Management. Eighth Edition, Pearson, 2017.
3.	P. Gopalakrishnan; Purchasing Materials Management, 1s edition, McGraw Hill Education, 2017.
4.	P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.
5.	Prem Virat; Materials Management, Springer Nature, 2014.
Web Resources	
1.	https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf
2.	https://examupdates.in/materials-management-notes/
3	https://www.slideshare.net/DevikaAntharjanam/3integrated-approach-to-materialmanagement
4	https://www.slideshare.net/rohit3615/materials-handling-15528281
5	https://www.investopedia.com/terms/e/economicorderquantity.asp

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	23UMS6CC13	Materials 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(✓) = 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

Services Marketing

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMS6CC14	Services Marketing	Core	6	-	-	-	5	25	75	100
Course Objectives										
CO1	To recall the basic concepts of Services Marketing.									
CO2	To know the Marketing Mix in Service Marketing.									
CO3	To examine effectiveness of Service Marketing.									
CO4	To discuss on delivering Quality Service.									
CO5	To analyze the Marketing of Services.									
UNIT	Details								Course Objectives	
I	Marketing of Services – Introduction - growth of the service sector – Service – Concept - Characteristics – Challenges - classification of service design – blueprinting.								CO1	
II	Marketing Mix in Service Marketing - 11 Ps – Service Mapping – Flowcharting – Branding of services.								CO2	
III	Effective Management of Service Marketing - Strategies for managing capacity to match demand - Strategies for managing demand to match capacity – internal marketing of services								CO3	
IV	Delivering Quality Service: Causes of service - quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.								CO4	
V	Marketing of Service With Special Reference To:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services.								CO5	
Course Outcomes										
Course Outcomes	On completion of this course, students will;									
CO1	To define and understand the concepts of Services Marketing.						PO1, PO4, PO6, PO8			
CO2	To Examine and apply Marketing Mix in Service Marketing.						PO2, PO3, PO4, PO6, PO7, PO8			
CO3	To analyze and design various strategies in the field of Services Marketing.						PO4, PO5, PO6			
CO4	To evaluate the role of delivering Quality Service.						PO2, PO7			
CO5	To design the tools of Marketing						PO1, PO3, PO5, PO8			

Reading List	
1.	Reddy P.N. (2011)– Services Marketing – Himalaya Publication
2.	Christopher Lovelock ,Jochen Wirtz (2016)– Services Marketing – World Scientific Publisher
3.	The Journal Of Services Marketing
4.	Valarie A Zeithmal and Mary JO Bitner,Services Marketing:Integrating Customer Focus across the firm,Tata Mc Graw Hill NewDelhi
5	C.Bhattacharjee,Services Marketing ,Excel Books,NewDelhi
References Books	
1.	Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.
2.	S.M. Jha, Services marketing, Himalaya Publishers, India
3.	Baron, Services Marketing, Second Edition. Palgrave Macmillan
4.	Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
5.	Thakur.G.S. Sandhu supreet & Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna.
Web Resources	
1	https://www.managementstudyguide.com/seven-p-of-services-marketing.htm
2	https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875
3	https://www.marketingtutor.net/service-marketing/
4	https://www.marketing91.com/service-marketing/
5	https://www.marketing91.com/service-marketing-mix/

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	23UMS6CC14	Services Marketing					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

Financial Management

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMS6CC15	Financial Management	Core	6	-	-	-	4	25	75	100
Course Objectives										
C1	Understand the basics of finance and roles of finance manager									
C2	Evaluate Capital structure & Cost of capital									
C3	Evaluate Capital budgeting									
C4	Assess dividends									
C5	Appraise Working Capital									
UNIT	Details								Course Objectives	
I	Finance – Meaning – Sources of finance - Financial Management - objectives and Importance – Functions – Role of financial manager in Financial Management.								C1	
II	Capital structures - planning - Factors affecting capital structures – Determining Debt and equity proportion – Theories of capital structures. Cost of capital – Cost of equity – cost of preference capital – Cost of debt – Cost of retained earnings – weighted Average (or) composite cost of capital (WACC)								C2	
III	Capital Budgeting – ARR - Payback period - Net present value – IRR - Capital rationing - simple problems on capital budgeting methods.								C3	
IV	Leverage – concept – Types - Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment – Various Dividend Models (Walter’s, Gordon’s –M.M. Hypothesis)								C4	
V	Working capital – components of working capital –operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.								C5	
Course Outcomes										
Course Outcomes	On Completion of the course the students will						Program Outcomes			
CO1	Understand the basics of finance and roles of finance manager						PO2, PO6, PO7			
CO2	Evaluate Capital structure & Cost of capital						PO2, PO7			
CO3	Evaluate Capital budgeting						PO2, PO7			
CO4	Assessing dividends						PO2, PO7			
CO5	Appraise Working Capital						PO2, PO7			
Reading List										

1.	Dr Kulkarni and Dr. SathyaPrasad, Financial Management, 13 th Edition 2011
2.	Advanced Financial Management kohok, M A, Everest Publishing House
3.	Financial Management Kishore R M, Taxman Allied Service
4.	Strategic Financial Management Jakhotiya
5.	Financial Management & Policy Srivastava, R M Himalaya
References Books	
1.	Financial Management - I.M.Pandey, 2009 Vikas Publishing
2.	Financial Management – PrasannaChandra , 2008, Tata Mc Graw Hill, New Delhi
3.	Financial Management – S.N.Maheswari
4.	Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons
5.	Financial Management – A. Murthy
Web Resources	
1.	https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/
2.	https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf
3.	Journal of Financial Management (esciencepress.net)
4.	Financial Management on JSTOR
5.	Financial Management Wiley online library

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	23UMS6CC15	Financial Management					6	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(✓) = 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

Financial Literacy

	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMS6DE3	Financial Literacy	Elec tive	6	-	-	-	4	25	75	100
Course Objectives										
C1	To impart knowledge about basic of finance									
C2	To provide understanding risk vs return on various financial investments									
C3	To familiarize students about Investments in Commodities and Real Estates									
C4	To impart knowledge about Mutual Funds									
C5	To familiarize students about Crypto investments and Tax Planning									
UNIT	Details									Course Objectives
I	Financial institutions - Financial Intermediaries - Financial markets and financial instruments									C1
II	Financial Planning - Investment Objectives - Basics of Risk and return - Insurance policies – Significance of Term insurance and Health insurance									C2
III	Investment opportunity – Investment decision - Investments in Commodity - Real estate investments									C3
IV	Mutual Funds Analysis – Evaluation criteria of Selecting the best fund, Stock Analysis – Evaluation criteria of best stocks									C4
V	Crypto Investments – Financial freedom -Tax Planning – e-filing									C5
Course Outcomes										
Course Outcomes	On completion of this course, students will;						Program Outcomes			
CO1	Describe nature, scope, role, levels, functions of financial institutions, Financial Intermediaries, Financial markets and financial instruments						PO6,PO7			
CO2	Comprehend investment objectives, Risk and return and Insurance						PO2, PO6,PO7			
CO3	Identify Investments in Commodity, Real estate investments						PO2, PO6,PO7			
CO4	Analyse Mutual fund and Stock						PO2, PO6,PO7			
CO5	Understand Crypto currency, Tax and Financial Freedom						PO2, PO6,PO7			

Text Books

1.	Jack R. Kapoor (Author), Les R. Dlabay (Author), Robert J. Hughes (Author), Melissa M. Hart (Author); Personal Finance, Mg Graw hill, 12 th Edition
2.	Jeff Madura; Personal Finance , Pearson, 7 th Edition.
3	R.K Mohapatra; Mutual Funds: A powerful Investment Avenue for Individuals, Blue Rose, 1st Edition
4	HoHN C Bogle, The little book of common sense investing, Wiley, 2 nd Edition
5	Dr Pradip Kumar Sinha, Personal Financial Planning Nirali Prakashan

References Books

1.	Richard A Lambert, Financial Literacy, Wharton School Press
2.	Eric Tyson, Personal Finance for Dummies, IDG Books, 9 th Edition
3.	Alan John and Jon Law, Crypto Technical Analysis, Alan John
4.	G Victor Hallman and Jerry S Resenbloom, Private Wealth Management, Wharton School Press, 8 th edition
5.	H Sadhak, Mutual Funds in India, Sage Response, 2 nd edition

Web References

1.	https://www.moneycontrol.com/mutual-funds/find-fund/
2.	www.screener.in
3.	https://www.iarfc.org/publications/journal-of-personal-finance
4.	https://ticker.finology.in/
5.	https://www.investopedia.com/terms/m/mutualfund.asp

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	23UMS6DE3	Financial Literacy					6	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	✓		✓	c	✓	✓		✓		✓	
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

Consumer Behavior

Course Code	Course Name	Category	L	T	P	O	Credits Inst. Hours		Marks			
									CIA	External	Total	
23UMS6DE4	Consumer Behaviour	Elec tive	6	-	-	-	4	5	25	75	100	
Course Objectives												
C1	To explain the concept of consumer behavior											
C2	To evaluate the factors affecting consumer behaviour in detail and analyze the consumer decision process.											
C3	To understand the Consumer Decision Making Process											
C4	To impart knowledge about personality and Consumer Behaviour											
C5	To know about Consumer Learning and Consumer Involvement											
UNIT	Details									Course Objectives		
I	Consumer Behaviour – Definition - Consumer and Customers - Buyers and Users - Organizations as Buyers - Consumer Behaviour and its Applications in Marketing - Consumer Research Process.									C1		
II	Factors influencing Consumer Behaviour – External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family - Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.									C2		
III	Consumer Decision - Types of consumer decisions - Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation - Buying pattern in the new digital era.									C3		
IV	Personality and consumer behavior – nature and characteristics of personality - influence of personality on consumer behavior - consumer motivation – concepts – needs - goals and motives- themes in consumer motivation. Attitude – characteristics – components – functions of attitude – factors influencing attitude.									C4		
V	Consumer Learning - Memory and Involvement – Learning - Components of Learning - Behavioral Theory - Cognitive Learning Theory - Concept of Involvement - Dimensions of Involvement - Model of consumer involvement									C5		
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Describe concepts underlying consumer behavior							PO5, PO6, PO7				

CO2	Evaluate the influence of internal and external factors on consumer consumption preferences.	PO2
CO3	Interpret the power of individual influences on decision making and consumption.	PO1, PO2, PO6
CO4	Identify & outline the significance of Motivation, Personality & Attitude with consumer behavior.	PO2, PO6
CO5	Relate consumer learning, involvement & decision making.	PO1, PO2, PO6, PO7
Text Books		
1.	Dr. L Natarajan; Consumer Behavior, Margham Publication, 2019	
2.	Michael R. Solomon; Tapan Kumar Panda, Consumer Behavior, Pearson Education, 2020.	
3.	Ms. Suja and R. Nair; Consumer Behavior in Indian Perspective, Himalaya Publishing house Pvt ltd, 2015	
4.	Michael R Solomon; Consumer Behaviour: Buying, Having and Being. Pearson Education, 2014	
5.	Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015	
References Books		
1.	Bennet and Kassar, Consumer Behaviour, Prentice Hall of India, New Delhi	
2.	Jay D. Lindquist and Joseph Sirgy, Shopper, Buyer and Consumer Behavior, Biztranza 2008.	
3.	Paul Peter et al., Consumer Behavior and Marketing Strategy, Tata McGraw Hill, Indian Edition, 7th Edition 2005.	
4.	Sheth Mittal, Consumer Behavior- A Managerial Perspective, Thomson Asia (P) Ltd., 2003.	
5.	David L. Loudon and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.	
Web Resources		
1.	https://theintactone.com/2019/08/31/ccsubba-401-consumer-behavior/	
2.	https://indiafreenotes.com/bba406-consumer-behavior/	
3.	https://opentextbc.ca/introconsumerbehaviour/chapter/involvement-levels/	
4.	https://www.yourarticlelibrary.com/consumers/personality-consumers/personality-of-consumer-nature-theories-and-life-style-concept/64136	
5.	https://www.iedunote.com/attitude-and-consumer-behavior	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course	Hours	Credits						
VI	23UMS6DE4	Consumer Behavior	6	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	✓		✓	c	✓	✓		✓		✓
Number of Matches(✓) = 38 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

DISCIPLINE SPECIFIC ELECTIVES

&

VALUE ADDED COURSES

SYLLABUS

Competency Mapping

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
	Competency Mapping	Elec tive		-	-	-	4	25	75	100
Course Objectives										
C1	To develop an understanding about the competency-based HR practices									
C2	To learn the art of developing and validating competency models									
C3	To know about Team Competency and Competency Mapping									
C4	To understand the intricacies of assessment and appraisal									
C5	To provide knowledge about Competency Profiling									
UNIT	Details								Course Objectives	
I	Introduction: Concept and definition of Role and competency, Characteristics of competency, Core Competency versus competence, Performance versus competency; skills versus competency, behavior indicators, Types of competencies - generic/specific, threshold/performance, and differentiating and technical, managerial and human; Competency Method in Human Resource Management: Features of Competency Methods, Historical Development, Definitions.								C1	
II	Competency framework - development of personal competency framework, Lancaster Model of managerial competencies, competency modeling framework developing a competency model - Understanding job positions, Data collection instruments for job descriptions, Stages in design and implementation of competency model, Validation of the competency model after data gathering								C2	
III	Team Competencies (project driven), Role competencies (Role wise); Competency identification Consolidation of checklist, Rank Order and finalization, Validation, and Benchmark; Competency assessment - 360 degrees, Competency Mapping - Strategy-Structure Congruence, Structure Role Congruence, Vertical & horizontal Role linkages, Positioning to bring in competitive advantage								C3	
IV	Identification of Role competencies, elemental competencies, assessment center, what do the assessment centers assess? Design of assessment center, Use of psychometric testing in assessment center, 360-degree feedback, potential appraisal through assessment center, Creating Competency Dictionary.								C4	
V	Steps in development of competencies map, studying job, processes, and environment, studying attributes of good performer; Strategy structure congruence, Structure Role congruence - Each role to be								C5	

	unique, Non-Repetitive, and Value adding; Vertical and horizontal role congruence, Ensure non repetitive tasks in two different roles, Ensure core competencies for each task, Link all the above and position to bring in competitive advantage. Using competency maps for Competency profiling - Job competency profiling, Role competency, profiling Functional competency profiling, Core competency profiling Competency based selection, competency-based interviews, competency-based performance management, competency driven careers, and competency linked remuneration, competency driven culture. Career Development Tools.	
Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Describe concepts, characteristics, types of competencies	PO5
CO2	Understand the various models, job descriptions, stages in design and implementation	PO1, PO2, PO6, PO7
CO3	Identify the design of competency model and competency gap analysis	PO1, PO2, PO7
CO4	Relate mapping jobs through competency model	PO2, PO7
CO5	Understand the Competency profiling	PO6, PO7
Text Book		
1.	Sharma, Radha. 360-degree feedback, competency mapping & assessment centers, R. Tata McGraw Hill – 2003	
2	Michael Armstrong and Helen Murlis, 2005, Handbook of Reward Management, Crest Publishing House, New Delhi.	
3	R K Sadhu, Competency Mapping, Excel Books, 2 nd Edition	
4	Margaret Dale and Paul Iles, 2002, Assessing Management Skills – a guide to competencies and evaluation techniques, Jaico Publishing House, Mumbai.	
5	Sraban Mukherjee, Competency Mapping for Superior Results, TMH	
References Books		
1.	McClelland, David Competence at Work, Spencer and Spencer, 1993.	
2.	Shermon, Ganesh. Competency based HRM. 1st edition, Tata McGraw Hill.	
3.	Sanghi, Seema. The Handbook of Competency Mapping: Understanding, Designing and Implementing Competency Models in Organizations, 2nd e, Sage Publications Pvt. Ltd. 2007	
4.	Competency Mapping: A pre-requisite for HR Excellence - by Dr. Lovy Sarikal	
5.	The Competencies Handbook, 2005, Steve Whiddett & Sarah Hollyforde, Jaico Publishing House	

Web Resources	
1.	https://indiafreenotes.com/competency-mapping-meaning-features-need-and-importance/
2.	https://www.whatishumanresource.com/competency-mapping
3.	http://www.consultseven.com/case/pdf/Competency_Profiling.pdf
4.	https://www.16personalities.com/free-personality-test
5.	https://www.valamis.com/hub/competency-model

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
		Competency Mapping						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	✓	✓	✓	c	✓	✓		✓		✓	
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

Security Analysis and Portfolio Management

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
	Security Analysis and Portfolio Management	Elec tive		-	-	-	4	25	75	100
Course Objectives										
C1	Understand Financial intermediaries, financial markets and risk return trade off									
C2	Evaluate the performance of bonds and Equity Valuation									
C3	To study Fundamental and Technical analysis									
C4	Illustrate Portfolio Management									
C5	To know about Derivatives									
UNIT	Details								Course Objectives	
I	<p>Theory: Meaning, objectives, classification of investment. Investment versus speculation. security markets-primary and secondary, market indices- calculation of SENSEX and NIFTY. Stock exchanges- BSE, NSE, OTCEI. Financial intermediaries. Return and Risk – Meaning, types of risk.</p> <p>Problem: Measurement of risk and return</p>								C1	
II	<p>Theory: Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity</p> <p>Problem: Equity valuation models -Walter model, Gordon’s model, the p/e ratio or earnings multiplier approach, measuring bond yields-yield to maturity, holding period return</p>								C2	
III	<p>Theory: Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels</p> <p>Problems: Relative Strength Analysis, Moving Averages breadth of market</p>								C3	
IV	<p>Theory: steps in portfolio management, Portfolio Models –Capital Asset Pricing Model, Arbitrage Pricing Theory</p> <p>Problems: Evaluation of Portfolios; Sharpe Model, Jensen’s Model, Treynor’s model</p>								C4	
V	<p>Theory: characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options.</p>								C5	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Recall the meaning of the basic terminologies used in stock market.	PO1, PO6
CO2	Explain and infer the final worth of various investment processes	PO1, PO2
CO3	Solve problems relating to various investment decisions	PO1, PO2, PO6
CO4	Analyze theories and problems relating to stock market	PO1, PO6, PO7
CO5	Interpret the various investment models that aid in investment decision making	PO2, PO6
Text Books		
1.	Punithavathy Pandian (2012), Security Analysis & Portfolio Management, Vikas Publishing 2nd edition	
2	Prasanna Chandra, (2021) Investment Analysis & Portfolio Management, McGraw Hill 6 th edition	
3	E. Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini (2018) Security Analysis & Portfolio Management, Pearson 7 th edition	
4	S Kevin (2006) Portfolio Management, PHI publishing , 2nd Revised edition	
5	L.Natarajan, (2012), Investment Management, 1st Ed., MarghamPublicaitons, Chennai	
References Books		
1.	Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.	
2.	Bodi, Kane, Markus, Mohanty, Investments, 8 th edition, Tata McGraw Hill, 2011.	
3.	V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya PublishingHouse, 2013.	
4.	V.K.Bhalla, Investment Management, S.Chand& Company Ltd., 2012	
5.	Jay M Desai, Nishag A Joshi, Investment Management, Dream Tech Press	
Web Resources		
1.	www.stock-trading-infocentre.com	
2.	www.sebi.gov.in	
3.	https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/	
4.	https://www.investopedia.com/terms/t/technicalanalysis.asp	
5.	https://groww.in/p/portfolio-management	

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
		Security Analysis & Portfolio Management						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	✓	✓	✓	c	✓	✓	✓	✓	✓	✓	
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

Logistics & Supply Chain Management

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
	Logistics & Supply Chain Management	Elective		-	-	-	4	25	75	100
Course Objectives										
C1	To impart knowledge about basic functions of Logistics and Supply Chain Management									
C2	To provide understanding of Value Chain and SCM									
C3	To familiarize students about Inventory Management									
C4	To learn about Logistics Packaging									
C5	To Know about Logistics Information system and e commerce									
UNIT	Details							Course Objectives		
I	Concept of Logistics: Introduction, Objectives, Concept of Logistics, Objectives of logistics, Types of logistics, Concept of Logistics Management, Evolution of Logistics, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management, Logistics and Competitive Advantage, Logistics Mix, Logistics in Organized Retail in India.							C1		
II	Supply Chain Management: Introduction, Objectives, Defining Value Chain, Organization level, Activities, Industry level, Value reference model, Concept of Supply Chain Management (SCM), Functions and Contribution of Supply Chain Management, Creating value, Enlisting suppliers to innovate, Leveraging value chain partners, Supply Chain Effectiveness and Indian Infrastructure, Framework for Supply Chain Solution, Supply Chain Relationships, Building a long-term relationship with vendors, Supplier relationship management (SRM).							C2		
III	Inventory Management: Introduction, Objectives, Concept of Inventory, Types of Inventory, Concept of Inventory Management, Importance of inventory management, Objectives of inventory management, Different Types of Inventory Costs, Inventory Performance Measures, Inventory turnover ratio (ITR), Framework of performance indicators, Inventory Planning Measures, Economic order quantity (EOQ), Reorder point, Safety stock, Supplier-managed inventory.							C3		
IV	Logistical Packaging: Introduction, Objectives, Concept of Logistical Packaging, Design Consideration in Packaging, Types of Packaging Material, Packaging Costs, Introduction to Logistics							C4		

	Outsourcing.	
V	Logistics Information System: Introduction, Objectives, Concept of Logistics Information System (LIS), Importance of LIS, Principles of designing LIS, Logistics Information Architecture, Application of Information Technology in Logistics and Supply Chain Management, Introduction to E – Commerce Logistics.	C5

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Discuss about the Logistics and Supply Chain Management and its Retail usage.	PO1, PO2, PO5, PO6, PO7
CO2	Identify the Framework and relationship Supply Chain Management	PO1, PO2, PO6
CO3	Identify the various techniques of Inventory Management	PO1, PO2, PO6
CO4	Understand the Packaging techniques and outsourcing of Logistics Services.	PO2, PO6, PO7
CO5	Understand the use of Information System and E-Commerce in Logistics and Supply Chain Management.	PO2, PO5, PO6, PO7, PO8

Text books

1.	Martin Christopher, Logistics & Supply Chain Management, Prentice Hall, Fourth Edition, 2013
2.	D. K. Agrawal, Textbook of Logistics and Supply Chain Management, Macmillan, 2009
3	Saikumari. V, S. Purushothaman, Logistics & Supply Chain Management, Sultan Chand & Sons, First Edition, 2022
4	Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011
5	Paul Myerson, Lean Supply Chain and Logistics Management, Mc Graw Hill, 2012

References Books

1.	Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 th edition, 2012.
2.	Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5 th edition, 2012.
3.	Ballou Ronald H, Business Logistics and Supply Chain Management, Pearson Education, 5 th edition, 2013.
4.	Joel D. Wisner, G. Keong Leong, Keah-Choon Tan, Principles of Supply Chain Management A Balanced Approach, South-Western, Cengage Learning, 3rd edition, 2011.
5.	Altekar Rahul V, Supply Chain Management-Concept and Cases, PHI, 3 rd edition, 2005.

Web Resources

1.	https://www.techtarget.com/searcherp/definition/logistics-management
2	https://logistikknowhow.com/en/sorter-packing-department/the-packaging-

	logistics/
3	https://www.bigcommerce.com/articles/ecommerce/inventory-management/
4	https://www.mbaknol.com/management-information-systems/logistic-information-system-and-its-objectives/
5	https://www.oracle.com/in/scm/what-is-supply-chain-management/#:~:text=At%20the%20most%20fundamental%20level,product%20at%20its%20final%20destination.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits				
		Logistics and Supply Chain Management						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	✓	✓	✓	c	✓	✓	✓	✓		✓		
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

E-Business

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
	E-Business	Elective		-	-	-	4	25	75	100
Course Objectives										
C1	To understand the basic concepts of electronic business.									
C2	To identify web-based tools.									
C3	To examine the security threats to e-business.									
C4	To discuss the strategies on marketing.									
C5	To analyze the business plan for e-business.									
UNIT	Details								Course Objectives	
I	Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business								C1	
II	Web based tools for e - business - e - business software - overview of packages								C2	
III	Security threats to e - business - implementing security for e - commerce and electronic payment systems.								C3	
IV	Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals								C4	
V	The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business								C5	
Course Outcomes										
Course Outcomes	On completion of this course, students will;									
CO1	To define and understand the basic concepts of business done through web						PO2, PO6, PO7			
CO2	To Examine and apply web tools in real-time business situations.						PO2, PO5, PO6, PO7			
CO3	To analyze the security threats in e-business.						PO6, PO7, PO8			
CO4	To evaluate strategies for marketing.						PO2, PO4, PO7			
CO5	To prepare the environment for e-business.						PO1, PO2, PO4, PO7, PO8			
Text Books										
1.	Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000									

2.	Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business
3.	Kosivr, David - Understanding E-Commerce
4.	Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.
5.	C S Rayudu, E Commerce E Business, HPH
References Books	
1.	Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.
2.	Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
3.	Smantha Shurety,; E-Business with Net Commerce, Addison - Wesley, Singapore.
4.	David Whitely, E Commerce Strategy, Technology and Applications, TMH
5.	J. Christopher Westle and Theodre H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press
Web Resources	
1	https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf
2	https://www.techtarget.com/searchcio/definition/e-business
3	https://www.britannica.com/technology/e-commerce
4	https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/
5	https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
		E-Business						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	✓	✓	✓	c	✓	✓	✓	✓	✓	✓	
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

Financial Services

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
	Financial Services	Elec tive		-	-	-	4	25	75	100
Course Objectives										
C1	List types of financial services and their role									
C2	Recognize role and functions of merchant banker and capital market									
C3	Compare and contrast factoring, leasing, hire purchase and consumer Finance									
C4	Understand Consumer Finance, Venture capital and credit rating									
C5	Understand mutual funds and its functions									
UNIT	Details								Course Objectives	
I	Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Players in Financial Services Sector.								C1	
II	Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI								C2	
III	Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor								C3	
IV	Venture Capital – Credit Rating – Consumer Finance								C4	
V	Mutual Funds: Meaning – Types – Functions – Advantages								C5	
Course Outcomes	On Completion of the course the students will						Program Outcomes			
CO1	List types of financial services and their role						PO 1,2,6,7,			
CO2	Recognize role and functions of merchant banker and capital market						PO 1,2,3,4,6,7			
CO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance						PO 1,2,3 ,6,7			
CO4	Understand Consumer Finance, Venture capital and credit rating						PO 2,6,7,8			
CO5	Understand mutual funds and its functions						PO 2			

Reading List	
1.	Management of Banking and financial services by Padmalatha suresh and Justin Paul
2.	Financial Services By Thmmuluri Siddaiah
3.	Financial Services By Kevin D Peterson
4.	Financial markets and services By E.Gordon and K.Natarajan
5.	Financial services and Markets By Dr Punithavathy pandian
References Books	
1.	1. Financial Services –M.Y.Khan
2.	2. Financial Services –B.Santhanam
3.	3. Law of Insurance – Dr.M.N.Mishra
4.	4. Indian Financial System – H.r.Machiraju
5.	5. A Review of current Banking Theory and Practice – S.K.Basu.
Web Resources	
1.	http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf
2.	http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf
3.	https://academyfinancial.org/journal
4.	Financial Remedies Journal
5.	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf
	Total
	100 Marks

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
		Financial Services						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(✓) = 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

Business Taxation

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
	Business Taxation	Elec tive		-	-	-	4	25	75	100
Course Objectives										
CO1	To understand the basic concepts of Taxes.									
CO2	To provide insights on the Income Tax Act.									
CO3	To evaluate the procedure for assessment and methods of valuation for customs.									
CO4	To discuss on GST.									
CO5	To analyze and apply the returns, Tax payment and Penalties under GST.									
UNIT	Details								Course Objectives	
I	Objectives Of Taxation – Canons of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types.								CO1	
II	Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation, Assessment Procedure								CO2	
III	Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming customs duty drawback.								CO3	
IV	Definitions of GST – business related person’s capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration, not liable for registration, Registration of casua taxable person, deemed on cancellation of registration, revocation of cancellation of registration.								CO4	
V	Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit – Tax Incentives and Export Promotions, Deductions and Exemptions.								CO5	
Course Outcomes										
Course Outcomes	On completion of this course, students will;									
CO1	To define and understand the basic concepts of tax.						PO2, PO6, PO7			
CO2	To Examine and apply GST rules in real-time business situations.						PO2, PO5, PO6, PO7			
CO3	To analyze the elements of GST mechanism in India.						PO6, PO7, PO8			
CO4	To evaluate the rules of Income Tax and methods of valuation for customs.						PO2, PO4, PO7			
CO5	To prepare the needed documents under GST						PO1, PO2, PO4, PO7,			

	Compliance.	PO8
Reading List		
1.	V.S. Datey, Central Excise , JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.	
2.	Business Taxation (Goods & Services TAX - GST) , Margam Publication, Edition 2019.	
3.	Srinivasan N.P and Priya Swami. M, Business Taxation , Kalyani publishers Edition 2013	
4.	Pagaredinkar, Business Taxation , Sultan Chand and Sons, 2012.	
5.	VISION: Journal of Indian Taxation	
References Books		
1.	Senthil and Senthil, Business Taxation, Himalaya Publication, 4 th Edition.	
2.	Vinodk.Singania, Indirect Tax, Sultan Chand and Sons, Edition 2013.	
3.	Dr. Vinodk.Singania and Dr. Monica Singhanian, Students Guide to Income Tax (including service tax, vat) , JBA Publishers, Edition 2013.	
4.	DR. Vandhana Bangar , Yogendra Bangar , Indirect tax laws, AadhyaPrakasam Allahabad 2018.	
5.	T.S. Reddy & Y.Hariprasad Reddy , Business Taxation, Margham Publications, Chennai 2018.	
Web Resources		
1.	https://www.gst.gov.in/	
2.	https://gstcouncil.gov.in/	
3.	https://taxguru.in/custom-duty/types-duties-customs.html	
4.	https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901	
5.	https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/	

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
		Business Taxation						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	✓	✓	✓	c	✓	✓	✓	✓	✓	✓	
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

VALUE ADDED COURSES

Effective Business Plan Preparation

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMSVA1	Effective Business Plan Preparation	Value added Course	1	-	-	1	2	25	75	100
Course Objectives										
C1	To learn the basic concepts of team finding, formation, planning and delegation of work									
C2	To understand the significance and components of a business plan and feasibility study.									
C3	To know about the importance of business models and business strategy.									
C4	To have in-depth knowledge about economics, cost and profitability and sources of funding for business venture.									
C5	To know about market plan, financial performance and budgeting.									
SYLLABUS										
UNIT	Details								Course Objectives	
I	Finding your team, art of team formation, teamwork planning, chief mentor/ founder & Co founders, team formation, and delegation of work.								C1	
II	Meaning and significance of a business plan, components of a business plan, and feasibility study, Iterating the MVP, Guidelines for writing BP, pre- requisites from the perspective of investor.								C2	
III	The importance and diversity of business model, potential fatal flaws of business models, components of an effective business model, core strategy, strategic resources.								C3	
IV	Understanding basics of unit economics cost and profitability, Refining the product/service, Establish the success and operational matrix, Starting Operations. Translate Business Model into a Business Plan, Deliver an investor pitch to a panel of investors, Identify possible sources of funding for your venture.								C4	
V	Get to market Plan, Effective ways of marketing for start-ups – Digital and Viral Marketing; Hire and Manage a Team, managing start-up finance.								C5	

Courses Outcomes

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Learning the basic concepts of team finding, formation, planning and delegation of work	PO4, PO6, PO8
CO2	Understanding the significance and components of a business plan and feasibility study.	PO1, PO2
CO3	Knowledge about the importance of business models and business strategy.	PO5, PO6, PO7
CO4	In-depth knowledge about economics, cost and profitability and sources of funding for business venture.	PO4, PO5
CO5	Knowing about market plan, financial performance and budgeting.	PO3, PO8

Reading List

1.	<u>The successful business plan: secrets & strategies</u> RM Abrams, E Kleiner - 2003 - books.google.com
2.	<u>Preparing a winning business plan: how to win the attention of investors and stakeholders</u> M Record - 2003 - books.google.com
3.	<u>Achieving the 21st Century Educational Outcomes through Group Work: A Case of Business Plan Preparation, Presentation and Assessment</u> G Caleb, M Mazanai, M Collen - Journal of Educational and Social ..., 2014 - mcser.org
4.	<u>Business Planing, And Service-Learning: Preparing Students For Business Plan Composition And Community Engagement</u> A Kenworthy-U'ren, D Mcstay, B U'ren - 2006 - Wacra.Org

References Books

1.	Ramachandran, Entrepreneurship Development, Mc Graw Hill
2.	Fayolle A (2007) Entrepreneurship and new value creation. Cambridge, Cambridge University Press
3.	Lowe R & S Mariott (2006) Enterprise: Entrepreneurship & Innovation. Burlington, Butterwort Heinemann
4.	Byrd Megginson,,Small Business Management An Entrepreneur's Guidebook 7th ed, Mc GrawHill
5.	Hougaard S. (2005) The business idea. Berlin, Springer
6.	Dr. Rinkesh Chheda, Ms. Falguni Mathews: Business Planning and Entrepreneurial Management, 1 st Edition, (2019), Himalaya publishing house.

Service Quality Management in Hospitality

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMSVA2	Service Quality Management In Hospitality	Value added Course	2	-	-	-	2	25	75	100
Course Objectives										
C1	To understand the basics of Service Quality and to learn ways to measure it.									
C2	To comprehend the Hospitality Industry.									
C3	To understand the various types of ownerships of hotels and classification of hotels.									
C4	To know the ethics of hospitality.									
C5	To know about Information Technology and Hospitality Industry.									
UNIT	Details								Course Objectives	
I	Introduction: Concept of Service Quality -Measuring Service Quality -Impact of Service Quality in Customer Satisfaction and Loyalty -ISO 9000: Universal Standard of Quality - Bench Marking								C1	
II	Hospitality Industry: Introduction-Hospitality and Product Service-Classification of Hotels-Basis of Room Tariff-Operation and Terminology -Reservation skills-Employability skills								C2	
III	Types of Ownership and Hotel Classification: Various forms of ownership- Franchise, Chain Concept, Time Share, Management Contract Classification of Hotels: Norms and Standards, Procedure, Classification/ Types, Classifying bodies.								C3	
IV	Society and Ethics: The need for Ethics in Hospitality Industry – Responsibility of Hospitality Business - Environmental Auditing in Hospitality Industry								C4	
V	Information Technology and Hospitality Industry: Automation of Operations -The World of Enterprise Resource Planning -Internet Applications – Opportunities and Threats of Information Technology on Hospitality Industry								C5	
Course Outcomes										
Course Outcomes	On completion of this course, students will;									
CO1	Service quality basics.								PO3	
CO2	Understand the basics of Service Quality and to learn ways to measure it.								PO1, PO2	
CO3	Have comprehensive knowledge to comprehend the Hospitality Industry.								PO3,PO7	
CO4	Understand the various types of ownerships of hotels and classification of hotels.								PO4,PO8	
CO5	Possess knowledge on the ethical practices in the hospitality industry.								PO5,PO6	

Reading List	
1.	Connie Mok, Beverley Sparks, Jay Kadampully, Service Quality Management in Hospitality, Tourism, and Leisure, 1st Edition, eBook Published 5 January 2001 Pub. Location New York, Imprint Routledge
2.	<i>César Camisón, Total quality management in hospitality: an application of the EFQM model, Tourism Management, Volume 17, Issue 3, May 1996, Pages 191-201</i>
3.	Josep Llach, Maria Del Mar Alonso Imeida, Jordi Martí, Alfredo Rocafort , Effects of quality management on hospitality performance in different contexts, Industrial Management & Data Systems, ISSN: 0263-5577, June 2016
4.	Connie Mok, Beverley Sparks, Jay Kadampully, Service Quality Management in Hospitality, Tourism, and Leisure
References Books	
1.	Service Quality Management in Hospitality, Tourism and Leisure – Jay Kandampully, Haworth Hospitality Press 2001
2.	Marketing for Hospitality and Tourism – Philip Kotler and Jon Bowen, James Makens Pearson, 5th edition 2010
3.	TQM and Organisational Creativity in the Hotel Industry: An Exploration of the Effect of Total Quality Management Implementation on Organisational Creativity in Jordanian Resort, Mukhles Al-Ababneh, 2012
4.	Quality Assurance in the Hospitality Industry, Stephen S Hall, 1990
5.	Exceptional Service in Hospitality Six Sigma Way, Gajanan Shirke , Shroff Publishers January 2017

Export–Import Procedures, Documentation and Logistics

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMSVA3	Export–Import Procedures, Documentation and Logistics	Value added Course	1	-	1	-	2	25	75	100
Course Objectives										
C1	To acquaint students with knowledge of export–import procedures									
C2	To train students in export and import documentation									
C3	To expose knowledge of World Logistics.									
C4	To train students on the Insurance, Banking and Foreign Exchange system									
C5	To make them understand international business									
SYLLABUS										
UNIT	Details							Course Objectives		
I	Export Offer and Documents, Export Contract and Negotiation with Commercial Banks for Availing Export Finance and Methods of Export Finance Export Order – Processing of Export Order – International Business Contracts – Letter of Credit – Other Methods of Payment for Export – Packing and Post Shipment Finance – Discrepancies in Export Documents							C1		
II	Insurance, Foreign Exchange Risk and Forwarding Agents Business Risk – Cargo and Foreign Exchange Risk, Foreign Exchange – Cargo Insurance, ECGC – Foreign Exchange Regulations.							C2		
III	Cargo Shipment, Custom Clearance, Export-Import Licenses and Other Export Incentives Procedures for availing export incentives – Duty draw backs - Export license –Import License and other export incentives from government of India and from Institutions.							C3		
IV	World Shipping, Structure, Liners, and Tramps, Conference System and Freight – Containerization–Container Corporation of India							C4		
V	Indian Shipping, Concept of Dry Port, Air Transport, Freight rate structure – Export Procedures in Airport and Sea Port–Tariff and Non-tariff for exporters.							C5		

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Understand the Export and Import procedures in International Trade.	PO1, PO2, PO6, PO7
CO2	Analyze the challenges of the International Environment	PO4, PO6
CO3	Knowing the Insurance, Banking and Foreign Exchange system in International trade.	PO4, PO6
CO4	Handle the Cargo shipment, Customs clearance in doing Trade practices	PO4, PO6
CO5	Understand the challenges of National and International Business	PO4, PO6

Reading List

1.	https://www.mlsu.ac.in/econtents/1198_e-book%20on%20export%20import%20procedure.pdf
2.	https://www.pdfdrive.com/export-import-procedures-documentation-and-logistics-e184293173.html
3.	https://www.studocu.com/in/document/indian-institute-of-management-ranchi/business-statistics/export-import-procedures-documentation-and-logistics/27036095
4.	https://www.mondaq.com/india/international-trade-investment/845604/import-and-export-procedures-in-india

References Books

1.	Bhalla, V.K. and S. Ramu, <i>International Business Environment and Management</i> , 5th ed., Anmol Pub. (P) Ltd., New Delhi, 2001.
2.	Francis Cherullin, <i>International Business</i> , Wheeler Publication, New Delhi, 2000.
3.	<i>Government of India Handbook of Import-Export Procedures</i> , Anupam Publishers, New Delhi, 2002
4.	Nair, S.K., <i>Contract Management</i> , Vrinda Publication, New Delhi, 2005.
5.	Paras Ram, <i>Export: What, Where and How</i> , Anupam Pub., New Delhi, 1995.
6.	TAS Balagopal, <i>Export Management</i> , Himalaya Publishing House, Mumbai, 2013.

Retail Selling and Customer Service

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMSVA4	Retail Selling and Customer Service	Value added Course	2	-	-	-	2	25	75	100

Course Objectives

C1	To create awareness on the role of retail selling.
C2	To throw light on initiating and closing the sales.
C3	To analyse the need and significance of customer service.
C4	To develop and implement the rights of customer service
C5	To understand the need of service to customers and suppliers

SYLLABUS

UNIT	Details	Course Objectives
I	Retail Selling: Role of Personal selling in Retail Promotion Mix – Role of Retail Sales Person - Retail Selling Process -- Preparing for the customer – Prospecting for the customer – Approaching the customer – Presenting the Merchandise – Demonstrating – Handling Objections – Up Selling – Cross Selling	C1
II	Making the Sale – Relationship Selling – Building Customer Relationships -Skills required for the Retail Sales Person.	C2
III	Customer service: Significance of Customer Service – Customer Service Strategies - Customer Evaluations of Service Quality – Role of Expectations – Perceived Service- Situations leading to satisfactory and unsatisfactory customer experience – Gaps model for improving quality of retail services	C3
IV	Developing the right Customer Service Level – Cost of Customer Service – Competitive Analysis	C4
V	Store Characteristics – Income level of Target Market – Customer’s wants and needs -- Supplier Customer Service Levels.	C5

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Be able to create awareness on the role of retail selling.	PO1, PO2, PO6
CO2	Be able to relate on initiating and closing the sales.	PO1,PO2, PO5, PO4, PO6, PO7
CO3	Be able to analyse the need and significance of customer service.	PO2, PO4, PO6, PO7
CO4	Be able to develop and implement the rights of customer service	PO1,PO2, PO5, PO6, PO7
CO5	Be able to understand the need of service to customers and suppliers	PO1,PO2, PO4, PO6, PO7

Reading List

1.	Mr Carlo Santoro, Carlo G Santoro, Retail Sales & Customer Service - Volume 1: Getting Retail Service Right ! Paperback – July 1, 2012
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2.	Peter Fleming, Retail Selling: How To Achieve Maximum Retail Sales Paperback – 8 July 2006
3.	https://www.retaildoc.com/retail-101/retail-customer-service
4.	<u>Doug Stephens</u> , “The Retail Revival: Reimagining Business for the New Age of Consumerism”, wiley publication

References Books

1.	James R. Ogden and Denise T. Ogden, Integrated Retail Management (Indian Adaptation), Biztantra, 2005
2.	Michael Levy and Barton A. Retail Management, Weitz, Tata McGraw Hill, Fifth Edition, 2004
3.	Retail Management – ICFAI Centre for Management Research Publication
4.	Carlo Santoro, Carlo G Santoro, Retail Sales & Customer Service

DISASTER MANAGEMENT

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMSVA5	Basics of Disaster Management	Value added Course	2	-	-	-	2	25	75	100
Course Objectives										
C1	To familiarize the students on the basic concepts of disaster management									
C2	To create awareness on types of natural disasters									
C3	To throw light on manmade disasters and provide relevant case studies									
C4	To elucidate on risk disaster and vulnerability									
C5	To provide insights on approaches on measuring risk disaster and vulnerability									
SYLLABUS										
UNIT	Details									Course Objectives
I	Introduction: Concepts and definitions- Disaster, Hazard, Vulnerability, Resilience and Risks. Disaster management: Meaning, Nature, Importance, Dimensions & Scope- Disaster Management Cycle.									C1
II	Natural disasters: Natural Disasters- Meaning and nature of natural disasters, their types and effects. Hydrological Disasters - Floods, Droughts, Cloud bursts. Geological Disasters- Earthquakes, Tsunamis, Landslides, Volcanic eruptions. Wind related- Cyclones, Storms, Storm surges, Tidal waves, Heat and cold Waves. Climate change- Global warming- Sea level rise- Ozone Depletion.									C2
III	Man-made disasters: CBRN – Chemical disasters, biological disasters, radiological disasters, nuclear disasters. Fire – building fire, coal fire, forest fire, Oil fire. Pollution - air pollution, water pollution. Deforestation, Industrial waste, Desertification, Mine and Quarries. Soil erosion, groundwater depletion, saltwater intrusion, biodiversity loss and biological warfare.									C3
IV	Disaster risk and vulnerability- vulnerability as a cause and consequence of disasters, components of vulnerability, vulnerability poverty and development, links to development perspectives: Sen’s work on famine and entitlements									C4
V	Disaster Risk and vulnerability assessment approaches: approaches and methods to measuring disaster risk and vulnerability- qualitative and quantitative methods. Indicators of disaster risk and vulnerability.									C5

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
C01	Possess knowledge of the basic concepts of disaster management	PO1, PO2, PO3
C02	To create awareness of types of natural disasters	PO1, PO2, PO3
C03	Learn and understand the various scenarios of manmade disasters	PO1, PO2, PO5, PO8
C04	Have a better understanding on risk disaster and vulnerability	PO1, PO2, PO8
C05	Have insights on approaches on measuring risk disaster and vulnerability	PO1, PO2, PO3, PO8
Reading List		
1.	Disasters – Wiley Online Library	
2.	Disaster Management - A Disaster Manager's Handbook, W. Nick Carter, Asian Development Bank	
3.	International Journal of Disaster Risk Science, Springer	
4.	Disaster Prevention and Management, Emerald	
References Books		
1.	Alexander, D., & Alexander, D. E., Confronting catastrophe: new perspectives on natural disasters. USA: Oxford University Press, 2000	
2.	Andharia, J, Vulnerability and disasters: Conceptual contours of a people-centred view. In: S. Parasuraman & Unni Krishnan (ed.) India Disaster Report II: Redefining Disasters. Delhi: Oxford University Press, 2013	
3.	Blaikie, P., Cannon, T., Davis, I., & Wisner, B., At risk: natural hazards, people's vulnerability and disasters. Routledge, 2014	
4.	Edward A. Keller and Robert. H. Blodgett, Natural Hazards. Pearson Prentice Hall. USA, 2008	
5.	Goel. S.L, Disaster Administration and Management, New Delhi: Deep & Deep publication, 2007	
6.	Gupta Anil K, Sreeja S. Nair, Environmental Knowledge for Disaster Risk Management, New Delhi: National Institute of Disaster Management, 2011	

Inventory & Warehousing Management

Course Code	Course Name	Category	L	T	P	O	Credits	Marks		
								CIA	External	Total
23UMSVA6	Inventory & Warehousing Management	Value added Course	2	-	-	-	2	25	75	100
Course Objectives										
C1	To provide an in-depth understanding of Inventory Management and its impact on Logistics									
C2	To analyze and evaluate the activities of various models, tools and techniques of Inventory control and inventory management									
C3	To examine the dimensions of knowledge of various inventory ranking methods, and how to use technology in inventory control									
C4	To appraise on the overview of basics of warehouse management, its location, layout and principles of warehouse design									
C5	To appraise the various elements on knowledge about the standardization, codification, safety and security of inventory and the role of Information technology in warehouse management									
UNIT	Details								Course Objectives	
I	Introduction to Inventory – Definition, principles, role, functions and importance of Inventory, Types of Inventory, Impact of Inventory on total logical cost – Inventory management – Symptoms of poor inventory management, Improving effectiveness of inventory management.								C1	
II	Inventory Control and models – Importance and scope of Inventory control, Selective Inventory control, Inventory Models – Economic Lot size, EOQ, Economic Batch Quantity [EBQ], ROL – reorder level, ABC analysis, Just in Time (JIT). Modern methods Kanban, DRP and ERP.								C2	
III	Inventory Methods – Inventory ranking methods and Quadrant technique, FIFO. LIFO, Weighted average method, Inventory under certainly and uncertainly, Risk Management, Use of Computers in Inventory Management – RFID, EDI, Satellite tracking system.								C3	
IV	Warehouse Management – Definition, Principles, Roles, Importance of Warehouses, Need for Warehousing, Warehouse selection and planning, functions and operations of a warehouse, Factors affecting warehousing cost, Warehouse layout, Design principles.								C4	
V	Planning – codification and standardization of the Materials, Incoming Materials Receipts, Retrieval and Transaction Processing System, Security and Loss Prevention, Role of IT in warehousing.								C5	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Be able to understand the broad concepts of Inventory Management and its impact on Logistics.	PO1, PO4, PO6, PO8
CO2	Be able to apprehend, analyze and evaluate the basic principles of various models, tools and techniques of Inventory control and inventory management.	PO3, PO4
CO3	Be able to learn and examine the process of various inventory ranking methods, and how to use technology in inventory control.	PO5, PO6, PO7
CO4	Be able to classify, appraise and assess the basics of warehouse management its location, layout and principles of warehouse design.	PO4, PO5
CO5	Be able to appraise, and evaluate on the various elements of standardization, codification, safety and security of inventory and the role of Information technology in warehouse management	PO3, PO8
Reading List		
1.	International Journal of Supply Chain and Inventory Management, Inderscience.	
2.	International Journal of Logistics Systems and Management, Inderscience.	
3.	Journal of Operations Management, wiley.	
4.	International Journal of Logistics Research and Applications, Taylor and Francis	
References Books		
1.	Basics of Warehouse and Inventory Management: (The pillars of business Logistics) INDIA SPECIFIC EDITION 2022, by Villivalam Rangachari Rangarajan, Notion Press	
2.	Inventory Management: Principles and Practices Paperback 2008, by P. Narayan (Author), Jaya Subramanian (Author), Excel books	
3.	Best Practice in Inventory Management Hardcover, 1997 by Tony Wild (Author), Publisher A Butterworth-Heinemann Title.	
4.	Hands-On Inventory Management (Resource Management) Hardcover 2007, Ed C. Mercado, Auer Bach Publications.	
5.	Inventory Management, 2006, Chandra Bose, Prentice Hall India Learning Private Limited.	