

BBA

Course Structure and Syllabus

(For the candidates admitted from the academic year 2025-2026 onwards)

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



THANTHAI HANS ROEVER COLLEGE (AUTONOMOUS)
Accredited with 'A' Grade by NAAC, Affiliated to Bharathidasan University)

ELAMBALUR, PERAMBALUR – 621 220



Vision

To cultivate a dynamic learning environment that empowers individuals in Business, Management, and Research to excel globally, fostering leadership for positive change and sustainable growth while serving society.

Mission

- To gain excellent basic concepts in management education.
- To acquire leadership quality.
- To cultivate integrity attitude.
- To enable the Graduates to become good team players.
- To encourage Graduates to become Entrepreneurs.
- To groom young men and women to adopt to modern corporate world

Programme Outcomes

Upon completion of the programme the students will be able to

- PO1: Develop comprehensive knowledge** of Commerce and Management disciplines, enabling effective understanding and application of core concepts and practices.
- PO2: Apply analytical and critical thinking skills** to identify, evaluate, and solve business and financial problems using appropriate tools, techniques, and methodologies.
- PO3: Understand and uphold ethical values**, corporate governance principles, and social responsibility in all business practices and decision-making processes.
- PO4: Demonstrate effective verbal and written communication skills** to present ideas, financial information, and business strategies clearly and persuasively.
- PO5: Utilize modern tools and digital technologies** relevant to Commerce and Management, including accounting software, research tools, data analytics platforms, and ERP systems.
- PO6: Develop an entrepreneurial mindset** and the skills necessary for innovation, opportunity recognition, and venture creation in the commercial and service sectors.
- PO7: Exhibit leadership qualities and teamwork skills** to function effectively as an individual or leader in diverse and multidisciplinary teams.
- PO8: Recognize the importance of lifelong learning** and engage in continuous professional development to adapt to evolving business environments and regulatory changes.

Programme Specific Outcomes (PSOs)

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

- PSO1:** Acquire foundational knowledge of management principles, business operations, and organizational behavior to manage business functions effectively.
- PSO2:** Apply concepts from core areas such as Marketing, Finance, Human Resources, and Operations to analyze and address real-world business scenarios.
- PSO3:** Use data-driven approaches, statistical tools, and business software to support managerial decision-making and improve organizational efficiency.
- PSO4:** Develop entrepreneurial skills and innovative thinking to initiate and manage business ventures with strategic planning and risk assessment.
- PSO5:** Demonstrate professionalism, adaptability, and a practical understanding of industry practices through internships, projects, and corporate interactions.

Thanthai Hans Roever College (Autonomous), Elambalur, Perambalur – 621 220.

Bachelor of Business Administration

Choice-Based Credit System – Learning Outcome-Based Curriculum Framework

(For the candidate admitted from the academic year 2025 -2026)

Semester	Part	Course Code	Title of the Course	Int. Hrs /Week	Credits	End Sem. Exam Hrs	Max. Marks		
							CIA	ESE	Total
I	I	25UT1/25UH1	Language	6	3	3	25	75	100
	II	25UE1	English	6	3	3	25	75	100
	III	25UMS1CC1	Principles of Management	6	5	3	25	75	100
		25UMS1CC2	Managerial Economics	5	5	3	25	75	100
		25UCM1AC1 1	Accounting for Managers I	5	3	3	25	75	100
	IV	25UVE	Value Education	2	2	3	25	75	100
			Value Added Course*	--	2*	3	50	50	100*
Total				30	21	-	-	-	600
II	I	25UT2/25UH2	Language	6	3	3	25	75	100
	II	25UE2	English	6	3	3	25	75	100
	III	25UMS2CC3	Business communication	5	4	3	25	75	100
		25UMS2CC4	Business Environment	5	4	3	25	75	100
		25UCM2AC2 1	Accounting for Managers II	4	3	3	25	75	100
	IV	25UMS2NME1	Basics of Event Management	2	2	3	25	75	100
		25UES	Environmental Studies	2	2	3	25	75	100
			Value Added Course*	--	2*	3	50	50	100*
Total				30	21	-	-	-	700
III	I	25UT3/25UH3	Language	6	3	3	25	75	100
	II	25UE3	English	6	3	3	25	75	100
	III	25UMS3CC5	Computer Applications in Business & Practical	5	4	3	25	75	100
		25UMS3CC6	Organizational Behavior	5	4	3	25	75	100
		25UMA3AC3 1	Business Statistics	4	3	3	25	75	100
	IV	25UMS3NME2	Managerial Skill Development	2	2	3	25	75	100
		25UMS3SE1	Retail and Store Management	2	2	3	25	75	100
			Value Added Course*	--	2*	3	50	50	100*
Total				30	21	-	-	-	700

Semester	Part	Course Code	Title of the Course	Int. Hrs /Week	Credits	End Sem. Exam Hrs	Max. Marks		
							CIA	ESE	Total
IV	I	25UT3/25UH3	Language	6	3	3	25	75	100
	II	25UE3	English	6	3	3	25	75	100
	III	25UMS4CC7	Human Resource Management	5	4	3	25	75	100
		25UMS4CC8	Marketing Management	5	4	3	25	75	100
		25UMA4AC4 1	Operation Research	5	3	3	25	75	100
	IV	25UMS4SE2	Entrepreneurial Skill - New Venture Management	2	2	3	25	75	100
		25UHW	Health and Wellness	1	1	--	--	--	100
		Value Added Course*	--	2*	3	50	50	100*	
Total				30	20	-	-	-	700
V	III	25UMS5CC9	Advertising and Sales Promotion	6	5	3	25	75	100
		25UMS5CC10	Research Methodology	5	5	3	25	75	100
		25UMS5CC11	Operations Management	5	5	3	25	75	100
		25UMS5CC12	Management Concept in Thirukkural	4	4	3	25	75	100
		25UMS5DE1	Digital Marketing	4	4	3	25	75	100
		25UMS5DE2	Industrial Relations	4	4	3	25	75	100
	IV	25USS	Soft Skills	2	2	3	25	75	100
		25UMS5SI	Summer Internship†	--	2†	3	--	--	100†
		Value Added Course*	--	2*	3	50	50	100*	
Total				30	29	-	-	-	800
VI	III	25UMS6CC13	Materials Management	6	5	3	25	75	100
		25UMS6CC14	Services Marketing	6	5	3	25	75	100
		25UMS6CC15	Financial Management	6	5	3	25	75	100
		25UMS6DE3	Financial Literacy	4	4	3	25	75	100
		25UMS6DE4	Consumer Behaviour	4	4	3	25	75	100
		25UMS6PW	Project Work	3	3	3	20	80	100
	V	25UGS	Gender Studies	1	1	3	25	75	100
		Extension Activity	--	1	--	--	--	--	
		Value Added Course*	--	2*	3	50	50	100*	
Total				30	28	-	-	-	700
Total				180	140				4200

Extra Credit Course which will not be included in the total CGPA†Summer Internship after 4thsemester during summer vacation

*Value Added Course (Outside Instruction Hours: 30 Hours)

1. Part-wise Credits

Part	Course details	No. of Courses	Total Credits
I	Tamil	04	12
II	English	04	12
III	Core Course Theory	15	68
	Allied Course Theory	04	12
	Discipline-Specific Electives	04	16
	Project with Viva-Voce	01	03
IV	Skill Enhancement Courses	02	04
	Soft Skills	01	02
	Non-Major Elective	02	04
	Value Education	01	02
	Environmental Studies	01	02
	Summer Internship	01	02*
	Health and Wealth	01	01
V	Gender Studies	01	01
	Extension Activity		01
		Total	140

2. List of Value-Added Courses

Course Code	Course Title
23UMSVA1	Logistics Management
23UMSVA2	Travel and Tourism Management
23UMSVA3	Export–Import Procedures, Documentation and Logistics
23UMSVA4	Retail Selling and Customer Service
23UMSVA5	Basics of Disaster Management
23UMSVA6	Inventory & Warehousing Management

3. List of Allied Courses offered to other Departments

25UMS1AC1	Business Communication	B.Com
25UMS2AC2	Business Environment	B.Com
25UMS3AC3	Cost and Management Accounting	BCA
25UMS3AC4	Organizational Behavior	B.Com CS
25UMS3AC5	Enterprise Resource Planning	B.Sc CS
25UMS4AC6	Financial Accounting	BCA
25UMS4AC7	Management Concepts	B.Com CS
25UMS4AC8	Management Information System	B.Sc CS
25UMS4AP1	MIS Tools Lab	B.Sc CS
25UMS4AP2	Accounting Package Lab	BCA

4. Attendance

75% of attendance in each semester shall appear for the examination.

Attendance between 65% and 74% shall apply for **condonation** in the prescribed form with the prescribed fee.

Attendance between 50% and 64% shall apply for **condonation** in prescribed form with the prescribed fee along with the **Medical Certificate**.

Attendances below 50% are not eligible to appear for the examination. They shall re-do the semester(s) after completion of the Programme.

5. Question Paper Pattern of CIA I and CIA II Examinations

UG Programme		
Maximum Marks : 50		Duration: 1 ½ Hours
Section - A	i) a- (3 Questions for Multiple Choice) One question from each unit	3 x 1 = 03 Marks
	b- (5 Questions for Fill in the Blanks) One question from each unit	3 x 1 = 03 Marks
	ii) (5 short answer questions) One question from each unit	2 x 2 = 04 Marks
Section - B	4 Questions One set of questions from each unit	4 x 5 = 20 Marks
Section - C	3 Questions One question from each unit	2 x 10 = 20 Marks

Question Paper Pattern of Pre-Semester and End Semester Examinations

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 = 05 Marks
	b- (5 Questions for Fill in the Blanks) One question from each unit	5 x 1 = 05 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

6. The ratio of marks allotted to the continuous internal assessment and to the end semester examination

	Internal Marks	External Marks
Theory	25 Marks	75 Marks

Practical	40 Marks	60 Marks
Project	20 Marks	80 Marks

7. The Internal components of Theory course

	Maximum Marks
Maximum mark of CIA I & CIA II	Converted to 30 Marks
5 Assignments (5x5)	25 Marks
Seminar	10 Marks
Pre-Semester	Converted to 25 Marks
Library Assignment & Attendance	10 Marks
Total	100 Marks

100 marks converted to 25 marks.

8. The Internal components of Practical course

	Maximum Marks
Two Model Practical Exams	60 Marks
Record	10 Marks
Viva-Voce	10 Marks
Attendance	10 Marks
Overall Performance	10 Marks
Total	100 Marks

100 marks converted to 40 marks.

9. Passing Minimum for Theory

	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)	CIA + ESE
Theory	40% out of 25 Marks [i.e. 10 Marks]	40% out of 75 Marks [i.e.30 Marks]	40 Marks
Practical	40% out of 40 Marks [i.e. 16 Marks]	40% out of 60 Marks [i.e.24 Marks]	40 Marks
Project	Viva-Voce 20 Marks 40% out of 20 Marks [i.e. 8 Marks]	Project Report 80 Marks 40% out of 80 marks [i.e. 32 marks]	40 Marks

10. UG Project Evaluation

Project Title Registration

Students must fill out the Final Year Project Title Registration Form. The Project Proposal Form should be submitted by the student to his/her supervisor before the commencement of the project. The form must include three project titles, the abstracts of the projects, objectives /aim (or goal), scope of the project, and proposed methodology.

The first proposal (**Review 1**) is presented (seminar) before the project review committee for panel assessment.

Students should record project-related activity in a log. The log is a weekly record of the student's progress in meeting their objectives. Students should also record the meeting details with their supervisor in the log. Students should meet with their supervisor regularly, taking their log along to review progress. The complete log should be submitted as an appendix in the final report.

Review 1 – Project Proposal (20 Marks)

Present the abstracts of the projects, objectives /aim (or goal), scope of the project, and proposed methodology to the project review committee members.

The project review committee will assign the students a project, and the head of the department will assign them a supervisor.

- a. Abstract of the proposed work.
- b. Study of the Existing Systems. & drawbacks in the existing systems.
- c. Objectives and scope of the proposed work.
- d. Relation with current issues.
- e. Methodology.
- f. Presentation of proposed work.

Review 2 – Midterm Presentation (20 Marks)

- a. Implemented modifications suggested in Review 1.
- b. Timeframe work being followed.
- c. Defined Objectives are achieved.
- d. Individual or Team Contribution.
- e. 75% of the Project Work is completed.

Review 3 - Final Presentation(30 Marks)

At the end of the final year project, students will be required to make a brief presentation on their project (UG: 6 minutes for each student). The presentation should cover the following:

- a. Overview of the project (project objectives and scopes).
- b. Methodology.
- c. Result and discussion.
- d. Conclusion and recommendation.
- e. References.
- f. Project demonstration (Optional) .

Project Report Evaluation (10 Marks)

- a. The project report is in the specified format.
- b. Results are presented in a very appropriate manner.
- c. Project work is well summarized and concluded.
- d. Future extensions in the project are well specified.
- e. References and citations are appropriate and well-mentioned.

10. End Semester Exam Project Work Evaluation

S.No.	Register No.	Name of the student	Title of the Project	PPT presentation / Demonstration (2)	Usage of the latest tools and/or methodology (3)	Result and Discussion (2)	Individual contribution (3)	Viva-Voce (10)	Total (20)

11. Guidelines for the Preparation of a Project Report

Arrangements of Contents:

The Project Report has to be organised in the following order.

1. Cover Page (Refer to Appendix 1)
2. Inside Title Page (Refer to Appendix 1)
3. Declaration Certificate (Refer to Appendix 2)
4. Bonafide Certificate (Refer to Appendix 3)
5. Acknowledgements
6. Abstract
7. Table of Contents
8. List of Figures
9. List of Tables
10. Abbreviations/ Notations/ Nomenclature (if any)
11. Report text content (Minimum 5 Chapters – Minimum 80 Pages)
Chapter 1
Chapter 2
.....
Chapter 5
12. References
13. Appendices (if any)

APPENDIX 1

A typical Specimen of the Cover Page and Title Page

TITLE

A Project Report submitted <Italic>
in partial fulfillment for the award of the degree <Italic>

NAME OF THE DEGREE

Submitted By <Italic>

Name

Register Number

- 1.
- 2.
- 3.
- 4.
- 5.

under the guidance of <Italic>

NAME OF THE GUIDE



**NAME OF THE
THANTHAI HANS**

DEPARTMENT
ROEVER COLLEGE

(Autonomous)

Elambalur, Perambalur – 621 220

APRIL – 2026

APPENDIX 2



Thanthai Hans Roever College (Autonomous)
(Accredited with 'A' Grade by NAAC (3rd cycle) with
GPA 3.23 out of 4)
(Affiliated to Bharathidasan University, Tiruchirappalli)
Elambalur, Perambalur – 621 220



CERTIFICATE

<Below paragraph Font size – 14>

This is to certify that this Project entitled “**Title of the project**” is a bonafide record work done by the following members

<Following lines Font size – 12>

Name	Register Number
6.	
7.	
8.	
9.	
10.	

<Below paragraph Font size – 14>

in partial fulfilment of the requirement for the award of degree of Bachelor of Science in Computer Science during the year 2024-2025

Guide

Head of the Department

Date of Viva –Voce:

Examiner

- 1.
- 2.

APPENDIX 3



Thanthai Hans Roever College (Autonomous)
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BONAFIDE CERTIFICATE

<Below paragraph Font size – 14>

This is to certify that the project entitled “.....**TITLE OF THE PROJECT**.....” is the bonafide work carried out by the following students under my supervision does not form part of any other project or report based on which a degree or award was conferred on an earlier occasion on his or any other candidate.

Name	Register Number
1.	
2.	
3.	
4.	
5.	

Guide <<Signature of Guide >>

<<Signature of guide>><>

<<Academic Designation>>

<<Department>>

Report Size

The report may contain a minimum of about **80 pages**, excluding references and appendices.

Paper Size

A4-size paper.

Paper Quality

White bond paper weighing 80 g/m² or more should be used. The same quality of paper should be used throughout. Photographs or images with dense colours may be printed on a single side on glossy paper.

Margins

A margin of 2.54 cm is to be provided on the left and right sides, whereas the top and bottom margins should be 3 cm. No printed matter should appear in the margin except the page numbers. All page numbers should be centered inside the bottom margin, 2 cm from the bottom edge of the paper.

Font

Times New Roman (**TNR**) 12-point font has to be used throughout the running text. The captions for tables and figures should have a font size of 11, and footnotes should be set at font size 10. **Line**

Spacing

The line spacing in the main text should be 1.5. Single line spacing should be given for quotations, abstracts, figure captions, table captions, figure legends, footnotes, and references. The equations, tables, figures, and quotations should be set off from the main text both before and after with a spacing of 1.5. Two consecutive paragraphs should be separated by triple line spacing

Headings

The following format has to be followed in the headings of chapters and sections.

CHAPTER 3

TITLE PAGE-CENTERED TNR 17-POINT BOLD ALL CAPS

3.1. Section Heading

Left aligned with number, TNR 16 points, bold and leading caps

3.1.1. Second level section heading

The left is aligned with the number, TNR 14 points, and bold, sentence case.

3.1.1.1. Third level section heading

The left is aligned with the number, TNR 12 points, and bold, sentence case.

Fourth-level section heading. Numbered subsections beyond the third level are not recommended. However, fourth-level subsection headings may be included without numbering. TNR 12-point font. left aligned. and italicized.

Running text should be set in 12-point TNR and fully justified. The first line of the paragraph should have an indentation of 1.5 Cm.

Page Numbering

All page numbers (**Roman or Arabic**) should be typed without punctuation at the central bottom of each page. The preliminary pages of the reports (such as Title page, Acknowledgement, Table of Contents, etc.) should be numbered in lower-case Roman numerals. The title page will be numbered as (i), but this should not be typed. The page immediately following the title page shall be numbered as (ii). Pages of the main text, starting with Chapter 1, should be consecutively numbered using Arabic numerals.

Table / Figure/equation Format

Tables, figures, and equations shall be numbered chapter-wise. For example, the second figure in Chapter 3 will be numbered Figure 3.2. The figure can be cited in the text as Fig. 3.2. The figure caption shall be located below the figure.

Tables shall be numbered similarly (Table 2 in Chapter 3 will be numbered Table 3.2) and shall be cited in the text as Table 3.2. The table number and caption shall be located above the table.

Equations aligned to the page's center with equation numbers in the text have to be given at the end of the line within brackets.

Listing of the References

References are to be listed after the last chapter. They are to be listed in alphabetical order and numbered. Within a reference, the line spacing should be single. Each reference should be separated by one blank line. The reference number should be left-aligned. The text of the reference should have an indentation of 10 mm. The reference format to be followed for journal articles, textbooks, conference proceedings, etc., is given below

References

Journals

1. Deodhar. S.V. and Patel. A .N. (1996) “Behavior of brick masonry in compression” Journal of Structural Engineering 22, 221-227.
2. Liu. H., Williams Burkett. and Kirk Haynes.(2005) “Improving freezing and thawing properties of fly ash bricks”, World of coal ash conference 11 -15.
3. Prakas, K. (2011). Feedback and optimal sensitivity: Model reference transformations, multiplicative seminorms, and approximate inverses. IEEE Transactions on Automatic Control, 26(2): 301–320.
4. Ram, R., Krishna, S. and Peter, K. (2005a). Risk sensitive estimation and a differential game. IEEE Transactions on Automatic Control, 39(9): 1914– 1918.
5. Sarangapani. G., Venkatarama Reddy. B. V. and Jagadish. K. S. (2009) “Structural characteristics of bricks, mortars and masonry” Journal of Structural Engineering 29(2), 101-110.

Conference proceedings

1. Payne, D.B. and Gunhold, H.G. (1986). Digital sundials and broadband technology, In Proc. IOOC-ECOC, 1986, pp. 557-998.
2. Singh, K. and Robin, R. (2008). A linear-quadratic game approach to estimation and smoothing. In the American Control Conference, New York. June 20 – 25, 2008, pp. 2818–2822.

Online journals with a DOI (Digital Object Identifier)

1. Amra Bratovic, (2025). Exploring Food Waste Potential for Bioethanol Production in Sustainable Energy and Emission Reduction, Journal of Sustainable Bioenergy Systems 15(2): 272- 275. doi: 10.4236/jsbs.2025.152004
2. Krebs, D.L. and Denton, K. (2006). Explanatory limitations of cognitive developmental approaches to morality. Psychological Review, 113(3): 672- 675. doi: 10.1037/0033-295X.113.3.672

Online journals without a DOI

1. Vicki, G.T., Thomas, M., Cullen, A. and Fernandez, H. (2007). Modeling the hydrological impact on Tropical Forests. Forest Ecology, 13(10): 122-132. <http://www.uiowa.edu/~grpproc/crisp/crisp.html>

Online abstracts

1. Perilloux, C. and Buss, D.M. (2008). Human relationships: Costs experienced and coping strategies deployed. Evolutionary Psychology, 6(1): 164-181. Abstract retrieved from <http://www.epjournal.net>

Online books

1. Perfect, T.J. and Schwartz, B. L. (Eds.) (2002). Applied metacognition. Retrieved from <http://www.questia.com/read/107598848> (--If DOI is available, use the DOI instead of a URL)

Sem.	Course Code	Credits	Title of the Course	AC/ AP / CC / CP / DE / EVS/G / NME / SE / V / VAC	Category			m. Exam	Max. Marks		
					Lect. Hrs.	Tutorial Hrs.	Lab. Hrs.		CIA	ESE	Total.
1	25UMS1CC1	5	Principles of Management	CC	5	1	--	3 Hrs.	25	75	100

Pre-Requisite:

Course Objectives: The purpose of learning this Course is:

1. To impart knowledge about the evolution of management.
2. To provide understanding of the planning process and the importance of decision-making in an organization.
3. To learn the application of principles in an organization.
4. To study the process of staffing and motivating.
5. To familiarize students with effective organizational control and the significance of ethics in business and its implications.

Course Outcomes: On successful completion, students will be able to:

- CO1. Describe nature, scope, role, levels, functions, and approaches of management
CO2. Apply planning and decision-making in management
CO3. Identify the organization structure and various organizing techniques
CO4. Understand Staffing, Direction, Co-ordination & Motivation
CO5. Know about Control mechanisms and relate and infer ethical practices of the organisation.

Unit-I Foundations of Management 15 Hrs.

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.

Unit-II Strategic Planning and Decision Making 15 Hrs.

Planning: Nature – Importance – Types – Steps in Planning – Objectives – Policies – Natures and Types of Policies – Decision making – Process of Decision making – Types of Decision.

Unit-III Organizational Structure and Design 15 Hrs.

Organizing: Meaning - Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Authority and Responsibility – Delegation – Decentralization – Difference between Authority and Power.

Unit-IV Human Resource Functions and Motivation 15 Hrs.

Staffing - Concept – Functions – Selection – Recruitment – Training – Direction – Nature and Purpose – Co- ordination – Need, Type and Techniques and requisites for excellent Coordination - Motivation – Theories of Motivation - (Maslow, McGregor, Herzberg two factor theory)

Unit-V Controlling and Business Ethics 15 Hrs.

Controlling – Meaning and Importance – Control Process – Impact of AI in functions of management– Definition of Business ethics – Types of Ethical issues – Role and importance of Business Ethics and Values in Business - Environment Protection - Responsibilities of Business.

Text Book(s):

1. Robbins, Stephen P. & Coulter, Mary, “Management”, 15thedition, Pearson Education, 2023, ISBN: 9780137607630
2. Griffin, Ricky W., “Management: Principles and Practices”, 13thedition, Cengage Learning, 2022, ISBN: 9780357033785
3. Griffin, Ricky W., “Fundamentals of Management”, 11thedition, Cengage Learning, 2022, ISBN: 9780357033808
4. Stoner, James A. F., Freeman, R. Edward & Gilbert, Daniel R., “Management”, 6thedition, Pearson Education, 2021, ISBN: 9789332586198
5. Koontz, Harold & Weihrich, Heinz, “Essentials of Management: An International and Leadership Perspective”, 10th edition, McGraw Hill Education, 2021, ISBN: 9781260575682

Reference Book(s):

1. Prasad, L.M., “Principles and Practice of Management”, Rev. edition, Sultan Chand & Sons, 2023, ISBN: 9789351611888
2. Tripathi, P.C. & Reddy, P.N., “Principles of Management”, 7thedition, McGraw Hill Education, 2022, ISBN: 9789354600278
3. Robbins, Stephen P., DeCenzo, David A. & Coulter, Mary, ”Fundamentals of Management: Essential Concepts and Applications”, 10thedition, Pearson Education, 2022, ISBN: 9780135890980
4. Barney, Jay B. & Griffin, Ricky W., “The Management of Organizations: Strategy, Structure, Behavior”, 6thedition, Cengage Learning, 2021, ISBN: 9780618312760
5. Koontz, Harold & Weihrich, Heinz, “Management: A Global Perspective”, 12thedition, McGraw Hill Education, 2020, ISBN: 9789352604186

Web Resources:

1. Management Study Guide – Principles of Management.
<https://www.managementstudyguide.com/principles-of-management.htm>
2. NCERT Business Studies – Class 12: Principles of Management
<https://ncert.nic.in/textbook.php?lebs1=3-6>
3. YourArticleLibrary – Business Management Notes
<https://www.yourarticlelibrary.com/category/business-management>
4. IBS India Case Centre <https://www.ibscdc.org>
5. IIMBx Online (via SWAYAM). https://swayam.gov.in/nd1_noc24_mg06/preview

Course Outcomes (COs)	Program Outcomes (POs)								Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2	0	2	1	3	2	1	0	2
CO2	2	3	2	2	2	2	1	1	3	3	2	2	2
CO3	2	2	2	1	2	1	2	1	3	2	2	1	2
CO4	2	2	2	2	2	2	3	2	2	3	2	2	3
CO5	2	2	3	2	2	2	2	2	2	2	2	1	2
Weightage	2.2	2.2	2.2	1.8	2.0	1.4	2.0	1.4	2.6	2.4	1.8	1.2	2.2
	Overall CO – PO Mapping index = 1.9								Overall CO – PSO Mapping index = 2.04				

1 – Low Correlation

2 – Medium Correlation

3 – High Correlation

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Sem.	Course Code	Credits	Title of the Course	AC/ AP / CC / CP / DE / EVS/ GS / NME /SE / VE / VAC	Category			m. Exam	Max. Marks		
					Lect. Hrs.	Tutorial Hrs.	Lab. Hrs.		CIA	ESE	Total
I	25UMS1CC2	5	Managerial Economics	CC	4	1	--	3 Hrs	25	75	100

Pre-Requisite:

Course Objectives: The purpose of learning this course is:

1. To familiarize students with concepts of economics and their relevance in business scenarios
2. To understand the applications & implications of economics in decision-making and problem-solving.
3. To understand the optimal point of productivity of a firm.
4. To describe the pricing strategies that are consistent with evolving marketing needs
5. To provide insights into the various market structures in an economy.

Course Outcomes: On successful completion, students will be able to:

- CO1. Analyze & apply the various economic concepts in individual & business decisions.
- CO2. Explain demand concepts, underlying theories and identify demand forecasting techniques.
- CO3. Employ production, cost and supply analysis for business decision making
- CO4. Identify pricing strategies
- CO5. Classify market under competitive scenarios.

Unit -I Introduction to Managerial Economics and Objectives of Firms 12 Hrs
 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.

Unit-II Demand Analysis and Consumer Behavior 12 Hrs.
 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

Unit-III Production and Cost Analysis 12 Hrs.
 Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.

Unit-IV Pricing Strategies and Methods 12 Hrs.
 Pricing - Objectives – Factors – General consideration of pricing – Pricing methods and strategies –Price discrimination

Unit-V Market Structures and Business Cycles 12 Hrs.
 Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly – Business Cycle – Phases – Business Forecasting - Methods

Text Book(s):

1. Dwivedi, D.N., "Managerial Economics", 8thedition., Vikas Publishing House, 2021, ISBN: 9788125916094
2. Jain, T.R. & Khanna, O.P., "Managerial Economics for BBA", 3rdedition., VK Global Publications, 2020, ISBN: 9789389975260
3. Mithani, D.M., "Managerial Economics", 7thedition., Himalaya Publishing House, 2019, ISBN: 9789353670135
4. Truett, L.J., Truett, D.B. & Rani, L., "Managerial Economics(Indian Adaptation)", Wiley India, 2016, ISBN: 9788126556816
5. Maheshwari, Y., "Managerial Economics", 2ndedition., PHI Learning, 2005, ISBN: 9788120326026

Reference Book(s):

1. Froeb, L.M., McCann, B.T., Shor, M. & Ward, M.R., "Managerial Economics: A Problem-Solving

- Approach”, 4thedition, Cengage India, 2022, ISBN: 9780357717239
- Samuelson, W.F., Marks, S.G. & Zagorsky, J.L., “Managerial Economics”, 9thedition, Wiley India, 2021, ISBN: 9781119477280
 - Sankaran, S., “Managerial Economics”, 2ndedition, Margham Publications, Chennai, 2019, ISBN: 9789388704311
 - Dean, J. & Beg, M.A., “Managerial Economics”, Indian edition, PHI Learning, 2015, ISBN: 9788120351608.
 - Salvatore, D., “Managerial Economics in a Global Economy”, 6thedition, Oxford University Press, 2006, ISBN: 9780195307191.

Web Resources:

- Madras School of Economics – Research & Case Studies
<http://www.mse.ac.in/research.php>
- Tamil Nadu Open University – SLM PDFs for Managerial Economics
<https://tnou.ac.in/slm/management/>
- Coursera – Managerial Economics and Business Analysis (Online Specialization)
<https://www.coursera.org/specializations/managerial-economics-business-analysis>
- YouTube – Managerial Economics Lectures (Tamil/English)
https://www.youtube.com/results?search_query=managerial+economics+madrass+university
- Studocu – Managerial Economics Notes (India – Madras University)
<https://www.studocu.com/en-in/search/managerial%20economics>

Course Outcomes (COs)	Program Outcomes (POs)								Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	2	2	0	0	0	3	2	2	1	0
CO2	3	3	3	2	2	0	0	0	2	3	2	1	0
CO3	3	3	3	2	2	0	0	0	3	3	2	1	0
CO4	2	3	3	2	2	0	0	0	2	2	2	1	0
CO5	2	2	3	2	2	0	0	0	3	2	2	1	0
Weightage	2.6	2.8	2.8	2.0	2.0	0	0	0	2.6	2.4	2.0	1.0	0.0
Overall CO – PO Mapping index = 1.5									Overall CO – PSO Mapping index = 1.7				

1 – Low Correlation

2 – Medium Correlation

3 – High Correlation

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Sem.	Course Code	Credits	Title of the Course	AC/ AP / CC / CP / DE / EVS/G / NME / SE / V / VAC	Category			m. Exam	Max. Marks		
					Lect. Hrs.	Tutorial Hrs.	Lab. Hrs.		CIA	ESE	Total
I	25UCM1AC11	3	Accounting for Managers I	AC	4	1	--	3 Hrs.	25	75	100

Pre-Requisite:

Course Objectives: The purpose of learning this course is:

1. To impart knowledge about basic concepts of accounting and its applications
2. To analyze and interpret the financial reports of a company
3. To understand the gross profit and net profit earned by the organization
4. To foster knowledge on Depreciation Accounting.
5. To understand the procedures of Accounting under the single-entry system.

Course Outcomes: Upon completion, the students will be able to

- CO1. Prepare Journal, ledger, trial balance, and cash book
CO2. Classify errors and make rectification entries
CO3. Prepare final accounts with adjustments
CO4. Pass depreciation entries and prepare depreciation accounts
CO5. Prepare a single and double-entry system of accounting.

Unit -I Introduction to Accounting Principles and Systems 12 Hrs.

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

Unit-II Trial Balance and Subsidiary Books 12 Hrs.

Preparation of Trial Balance - Subsidiary Books – Single Column cash book – Petty Cash book

Unit-III Final Accounts with Adjustments 12 Hrs.

Preparation of Final Accounts – Trading Account, Profit and Loss Account & Balance Sheet with simple adjustments

Unit-IV Depreciation Accounting Methods 12 Hrs.

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

Unit-V Bank Reconciliation and Error Rectification 12 Hrs.

Bank Reconciliation Statement (BRS) – Errors – Types of errors - rectification of errors – Suspense account - AI assistants for invoice status, tax calculations, etc.

Text Book(s):

1. Jain, S.P. & Narang, K.L., “Advanced Accountancy Vol I”, Kalyani Publishers, 2022, ISBN: 9789327240214.
2. Tulsian, P.C., “Financial Accounting for Managers”, 5th edition, Pearson Education, 2021, ISBN: 9789390544490
3. Maheshwari, S.N. & Maheshwari, S.K., “Financial Accounting”, 6th edition, Vikas Publishing House, 2020, ISBN: 9788125939955.
4. Reddy, T.S. & Murthy, A., “Financial Accounting”, Margham Publications, Chennai, 2019, ISBN: 9789388704328.
5. Arora, M.N., “Accounting for Management”, 3rd edition, Himalaya Publishing House, 2018, ISBN: 9789352027992.

Reference Book(s):

1. Gupta, R.L. & Radhaswamy, M., “Advanced Accountancy”, Sultan Chand & Sons, 2021, ISBN: 9789355012865.
2. Pillai, R.S.N., Bagavathi, V., “Fundamentals of Advanced Accounting”, S. Chand, 2020, ISBN: 9789352533851.
3. Monga, J.R., “Financial Accounting: Concepts and Applications”, Mayur Paperbacks, 2019, ISBN: 9789352838529.
4. Bhattacharyya, A.K., “Essentials of Financial Accounting”, 4th edition, PHI Learning, 2018, ISBN: 9788120351479.
5. Iyengar, S.P., “Introduction to Accountancy”, Sultan Chand & Sons, 2017, ISBN: 9788180543699.

Web Resources:

1. CERT Accounting E-books (Commerce) <https://ncert.nic.in/ebooks.html>
2. CA Institute – Accounting Basics Study Material (ICAI) https://www.icaai.org/post.html?post_id=10160
3. AccountingVerse – Free Online Accounting Tutorials <https://www.accountingverse.com>
4. YouTube – Accounting for Managers Lectures (India)
https://www.youtube.com/results?search_query=accounting+for+managers+lectures+india
5. Class Central – Accounting Courses (Free with Certificates)
<https://www.classcentral.com/subject/accounting>

Course Outcomes (COs)	Program Outcomes (POs)								Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2	0	0	0	3	2	2	0	0
CO2	2	3	2	2	2	0	0	0	2	3	2	0	0
CO3	3	2	2	2	2	0	0	0	3	2	2	0	0
CO4	2	2	2	1	2	0	0	0	2	2	1	0	0
CO5	3	2	3	2	2	0	0	0	3	2	2	0	0
Weightage	2.6	2.2	2.2	1.8	2.0	0.0	0.0	0.0	2.6	2.2	1.8	0.0	0.0
Overall CO – PO Mapping index = 1.5									Overall CO – PSO Mapping index = 2.2				

1 – Low Correlation

2 – Medium Correlation

3 – High Correlation

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Sem.	Course Code	Credits	Title of the Course	AC/ AP / CC / CP / DE / EVS/G / NME /SE / V / VAC	Category			m. Exam	Max. Marks		
					Lect. Hrs.	Tutorial Hrs.	Lab. Hrs.		CIA	ESE	Total.
II	25UMS2CC3	4	Business Communication	CC	4	1	--	3 Hrs.	25	75	100

Pre-Requisite:

Course Objectives: The purpose of learning this course is:

1. To educate students role & importance of communication skills
2. To build their listening, reading, writing & speaking communication skills.
3. To introduce modern communication for managers.
4. To understand the skills required for a job interview
5. To facilitate the students' understanding of the concept of Communication.

Course Outcomes: Upon completion, the students will be able to

- CO1. Understand the communication process and its barriers.
- CO2. Develop business letters in different scenarios
- CO3. Develop oral communication skills & conduct interviews
- CO4. Use managerial writing for business communication
- CO5. Identify the usage of modern communication tools & its significance for managers

Unit -I Fundamentals of Communication: Process, Methods, and Etiquette 12 Hrs

Communication: Definition – Objectives – Characteristics – Process of Communication – Methods – Principles of effective Communication – Barriers to Communication – Communication etiquette

Unit-II Business Correspondence: Letters, Enquiries, and Responses 12 Hrs.

Business Letter: Layout – Kinds of Business Letters: application, offer, acceptance/ acknowledgement letters. Business Development Letters: Enquiry, replies, Order, Sales promotion, circulars and Grievances.

Unit-III Interview Skills, Group Discussions, and Presentation Techniques 12 Hrs.

Interviews – Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – Body language

Unit-IV Professional Writing: Reports, Resumes, Emails, and Cover Letters 12 Hrs.

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

Unit-V Digital and Modern Communication Platforms 12 Hrs.

Modern Forms of Communication: Podcasts, Email, Virtual meetings – Websites – Social media – Professional Networking sites

Text Book(s):

1. Urmila Rai & S.M. Rai, "Business Communication", Himalaya Publishing House, 2022, ISBN: 978935596502
2. P. D. Chaturvedi & Mukesh Chaturvedi, "Business Communication: Concepts, Cases and Applications", Pearson Education, 2021, ISBN: 9789353433815
3. Rajendra Pal & J. S. Korlahalli, "Essentials of Business Communication", Sultan Chand & Sons, 2020, ISBN: 9789351611734
4. S.C. Sharma & Kavita Sharma, "Business Communication", Vikas Publishing House, 2019, ISBN: 9789325963978
5. K. K. Ramachandran, Lakshmi K.K., & K.K. Karthik, "Business Communication", Macmillan India, 2019, ISBN: 9789388573982

Reference Book(s):

1. Meenakshi Raman & Prakash Singh, “Business Communication”, Oxford University Press, 2020, ISBN: 9780199484912
2. C.B. Gupta, “Communication Skills for Business and Management”, Sultan Chand & Sons, 2019, ISBN: 9789351618412
3. K.K. Sinha, “Business Communication”, Galgotia Publishing Company, 2018, ISBN: 9788175158227
4. Sangita Sharma & Binod Mishra, “Communication Skills for Engineers and Scientists”, PHI Learning Pvt. Ltd., 2017, ISBN: 9788120348479
5. T.N. Chhabra, “Effective Business Communication”, Sun India Publications, 2016, ISBN: 9789386197043

Web Resources:

1. <https://nptel.ac.in/courses/109105115> – NPTEL Course: English for Business Communication
2. <https://www.managementstudyguide.com/business-communication.htm> – Business Communication articles and guides
3. <https://www.skillsyouneed.com/> – Communication, presentation, and professional skills
4. <https://www.linkedin.com/learning/> – Courses on interview skills, email writing, and communication
5. https://owl.purdue.edu/owl/subject_specific_writing/professional_technical_writing/index.html – Purdue OWL: Professional & Business Writing Resources

Course Outcomes (COs)	Program Outcomes (POs)								Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	3	2	1	1	1	2	2	1	1	1
CO2	2	2	2	3	2	1	2	1	2	2	2	1	1
CO3	2	2	2	3	2	2	3	2	2	2	2	1	1
CO4	2	2	2	3	2	1	2	2	2	2	2	1	1
CO5	2	2	2	2	3	2	2	2	2	2	2	1	1
Weightage	2.0	2.0	2.0	2.8	2.2	1.4	2.0	1.6	2.0	2.0	1.8	1.0	1.0
Overall CO – PO Mapping index = 1.88									Overall CO – PSO Mapping index = 1.56				

1 – Low Correlation

2 – Medium Correlation

3 – High Correlation

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HoD

Sem.	Course Code	Credits	Title of the Course	AC/ AP / CC / CP / DE / EVS/GS / NME / SE / VE / VAC	Category			m. Exam	Max. Marks		
					Lect. Hrs.	Tutorial Hrs.	Lab. Hrs.		CIA	ESE	Total.
II	25UMS2CC4	4	Business Environment	CC	4	1	--	3 Hrs.	25	75	100

Pre-Requisite:

Course Objectives: The purpose of learning this course is:

1. To impart knowledge on the concept of business environment & its significance.
2. To know the various environmental factors and its impact on business.
3. To throw light on the importance of the types of Social Organization.
4. To discuss the role of Planning.
5. To create awareness of the RBI & Stock Exchange.

Course Outcomes: Upon completion, the students will be able to

- CO1. Understand the concepts of Business Environment.
CO2. Apply knowledge in business and strategic decisions.
CO3. Analyze the importance of business.
CO4. Evaluate the types of business environment and their global impact.
CO5. Construct and stimulate an environment for real-time business.

Unit -I Introduction to Business Environment 12 Hrs
Business Environment: Concept – Nature and significance – Types – Purpose of exploring Business Environment.

Unit-II Political Environment –Business Relations 12 Hrs.
Political Environment: Political Institutions – Legislature – Government in Business Regulatory – An overview of major laws affecting business – Government and Business relationships in India

Unit-III Social and Cultural Environment 12 Hrs.
Social and Cultural environment: Social attitudes – Types of social organization – Changing age Structure and its impact on business – CSR – Cultural heritage – Business and Culture.

Unit-IV Economic Environment 12 Hrs.
Economic Environment: Nature and Objectives – Economic systems and their impact of business – Role of planning – NITI Aayog.

Unit-V Financial Environment 12 Hrs.
Financial Environment: Financial system – RBI – Financial Institutions– Commercial bank – Stock Exchange. Non-Banking Financial Companies NBFCs: Venture Capital.

Text Book(s):

1. Francis Cherunilam, “Business Environment: Text and Cases”, Himalaya Publishing House, 2021, ISBN: 9789352626577
2. K. Aswathappa, “Essentials of Business Environment”, Himalaya Publishing House, 2022, ISBN: 9789356150993
3. Shaikh Saleem, “Business Environment”, Pearson Education India, 2020, ISBN: 9788131760721
4. R. V. Badi & N. V. Badi, “Business Environment”, Himalaya Publishing House, 2021, ISBN: 9789352626591
5. Paul Justin, “Business Environment: Text and Cases”, McGraw Hill Education, 2019, ISBN: 9789389811007

Reference Book(s):

1. S.K. Mishra & V.K. Puri, "Economic Environment of Business", Himalaya Publishing House, 2018, ISBN: 9789352621558
2. Adhikary M., "Economic Environment of Business", Sultan Chand & Sons, 2017, ISBN: 9789385126303
3. Sonia Narula, "Business Environment", Kalyani Publishers, 2019, ISBN: 9789327243092
4. Sankaran S., "Business Environment", Margham Publications, 2020, ISBN: 9789381219191
5. Vasudevan A., "Financial Systems and Economic Reforms", Allied Publishers, 2016, ISBN: 9788177646715

Web Resources:

1. <https://niti.gov.in> – NITI Aayog official website for planning and policy updates
2. <https://www.rbi.org.in> – Reserve Bank of India website for financial system regulations
3. <https://www.sebi.gov.in> – Securities and Exchange Board of India (Stock Exchange Regulations)
4. <https://www.mca.gov.in> – Ministry of Corporate Affairs (Business Laws & Regulations)
5. <https://www.economicstimes.indiatimes.com> – Latest updates on political, financial, and economic environments

Course Outcomes (COs)	Program Outcomes (POs)								Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	1	0	0	1	2	2	1	1	1
CO2	3	3	3	2	1	1	1	1	2	2	1	1	1
CO3	2	2	3	2	1	1	2	1	2	2	1	1	1
CO4	3	3	2	2	2	1	1	1	2	2	1	1	1
CO5	2	3	3	2	2	1	1	0	2	2	1	1	0
Weightage	2.6	2.6	2.6	2.0	1.4	1.0	1.3	1.0	2.0	2.0	1.0	1.0	1.0
Overall CO – PO Mapping index = 1.81									Overall CO – PSO Mapping index = 1.4				

1 – Low Correlation

2 – Medium Correlation

3 – High Correlation

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HoD

Sem.	Course Code	Credits	Title of the Course	AC/ AP / CC / CP / DE / EVS/ GS / NME /SE / VE / VAC	Category			m. Exam	Max. Marks		
					Lect. Hrs.	Tutorial Hrs.	Lab. Hrs.		CIA	ESE	Total.
I	25UCM2AC2 1	3	Accounting for Managers II	AC	3	1	--	3 Hrs.	25	75	100

Pre-Requisite:

Course Objectives: The purpose of learning this course is:

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

Course Outcomes: Upon completion, students will be able to

- CO1. Interpret cost sheet & write comments.
- CO2. Compare cost, management & financial accounting
- CO3. Analyze the various ratio and compare it with standards to assess deviations
- CO4. Estimate budget and use budgetary control
- CO5. Evaluate marginal costing and its components

Unit -I Cost Accounting

09Hrs.

Cost Accounting: Meaning, Nature, Scope, Functions, Significance and Limitations – Cost concepts and classification – Elements of Cost – Preparation of Cost sheets (simple problem).

Unit-II Management Accounting and Financial Statement Analysis

09 Hrs.

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).

Unit-III Ratio Analysis

09 Hrs.

Classification of Ratios: Liquidity, Profitability, Turnover.

Ratio Analysis – Interpretation, benefits and limitations. (problem)

Unit-IV Budgeting and Budgetary Control

09 Hrs.

Budgets and budgetary control: Meaning, Objectives, Merits and Demerits – Sales, Production, Flexible budgets and Cash budget. (simple problem)

Unit-V Marginal Costing and Break-Even Analysis

09 Hrs.

Marginal Costing: Concept – Objectives – Merits and Demerits – CVP analysis – Break even analysis – Margin of Safety. (problem)

Text Book(s):

1. Arora, M.N., “Cost and Management Accounting”, 12thedition, Himalaya Publishing House, 2022, ISBN: 9789355550789
2. Ramachandran, N. & Kakani, R.K., “Financial Accounting for Management”, 5thedition, McGraw Hill, 2021, ISBN: 9789354600850
3. Maheshwari, S.N., “Accounting for Managers”, Vikas Publishing House, 2021, ISBN: 9789325986673
4. Maheshwari, S.N. & Maheshwari, S.K., “Financial Accounting”, 6thedition, Vikas Publishing House, 2020, ISBN: 9788125939955
5. Khan, M.Y. & Jain, P.K., “Management Accounting”, Tata McGraw Hill, 2020, ISBN: 9781259005074

Reference Book(s):

1. Needles, B.E. & Powers, M., “Principles of Accounting”, Cengage Learning, 2022, ISBN: 9781337615882
2. Grewal, T.S., “Accounting for Managers”, Sultan Chand & Sons, 2021, ISBN: 9789387907714
3. Kaplan, R.S. & Atkinson, A.A., “Advanced Management Accounting”, Pearson, 2020, ISBN: 9780132313501
4. Lal, Jawahar, “Accounting for Management”, Himalaya Publishing House, 2019, ISBN: 9789352026034
5. Coombs, H., Hobbs, D. & Jenkins, E., “Management Accounting: Principles and Applications”, Sage Publications, 2019, ISBN: 9781446209208

Web Resources:

1. Accounting Tools – Management Accounting, <https://www.accountingtools.com>
2. Investopedia – Managerial Accounting, <https://www.investopedia.com/managerial-accounting-4689745>
3. MIT Open Course Ware – Accounting, <https://ocw.mit.edu>
4. Coursera – Financial & Managerial Accounting Courses, <https://www.coursera.org>
5. edX – Accounting for Managers, <https://www.edx.org>

Course Outcomes (COs)	Program Outcomes (POs)								Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	1	0	0	0	3	2	1	1	1
CO2	2	3	2	2	2	1	0	0	3	3	2	2	1
CO3	2	3	3	2	2	1	0	0	3	2	2	2	1
CO4	2	2	3	2	2	1	0	0	2	2	2	2	2
CO5	2	3	2	2	2	1	0	0	3	2	2	2	2
Weightage	2.2	2.6	2.4	2.0	1.8	1.0	0.0	0.0	2.8	2.2	1.8	1.8	1.4
Overall CO – PO Mapping index = 1.5									Overall CO – PSO Mapping index = 2.0				

1 – Low Correlation

2 – Medium Correlation

3 – High Correlation

Prepared by

Checked by

HoD

Sem.	Course Code	Credits	Title of the Course	AC/ AP / CC / CP / DE / EVS/ GS / NME /SE / VE / VAC	Category			Sem. Exam	Max. Marks		
					Lect. Hrs.	Tutorial Hrs.	Lab. Hrs.		A	ESE	Total
I	25UMS2NME1	2	Basics of Event Management	NME	2	--	--	Hrs.	25	75	100

Pre-Requisite:

Course Objectives: The purpose of learning this course is:

1. To know the basic of event management its concepts
2. To make an event design
3. To make feasibility analysis for event.
4. To understand the 5 Ps of Event Marketing
5. To know the financial aspects of event management and its promotion

Course Outcomes: Upon completion, students will be able to

- CO1. Understand basics of event management
- CO2. Design events
- CO3. Study feasibility of organising an event
- CO4. Gain Familiarity with marketing & promotion of event
- CO5. Develop event budget

Unit -I Event Management

06 Hrs.

Introduction: Event Management – Definition, Need, Importance, Activities.

Unit-II Design Concepts

06 Hrs.

Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design

Unit-III Feasibility study

06 Hrs.

Event Feasibility: Resources – Feasibility, SWOT Analysis

Unit-IV Planning

06 Hrs.

Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations

Unit-V Budgeting

06 Hrs.

Event Budget – Financial Analysis – Event Cost – Event Sponsorship

Text Book(s):

1. Sita Ram Singh, “Event Management”, Himalaya Publishing House, 2016, ISBN: 9789351428701
2. Goldblatt, Joe, “Special Events: Creating and Sustaining a New World for Celebration”, Wiley, 7th edition, 2016, ISBN: 9781119345732
3. Gaur, Sanjay & Saggere, S.V., “Event Marketing and Management”, Vikas Publishing, 3rd edition, 2015, ISBN: 9789325976142
4. Shone, Anton & Parry, Bryn, “Successful Event Management”, Cengage Learning, 4th edition, 2013, ISBN: 9788131520799
5. Van Der Wagen,
6. Lynn, “Event Management for Tourism, Cultural, Business and Sporting Events”, Pearson Education, 2005, ISBN: 9788131700290

Reference Book(s):

1. Bhatia, A.K., “Event Management”, Sterling Publishers, 2012, ISBN: 9788120759299
2. Fenich, George G., “Meetings, Expositions, Events and Conventions”, Pearson, 4th Ed., 2014, ISBN: 9780132735922
3. Wagen & Carlos, “Event Management: Theory and Practice”, Pearson Education, 2012, ISBN: 9781442507244
4. David C. Watt, “Event Management in Leisure and Tourism”, Pearson, 1998, ISBN: 9780582369692
5. Charles Bladen et al., “Events Management: An Introduction”, Routledge, 2012, ISBN: 9780415576061

Web Resources:

1. Eventbrite Blog – Professional Event Planning, <https://www.eventbrite.com/blog/>
2. International Live Events Association (ILEA), <https://www.ileahub.com/>
3. The Balance – Event Planning Resources, <https://www.thebalancemoney.com/event-planning-4161441>
4. Event Marketer Magazine – Trends in Event Marketing, <https://www.eventmarketer.com/>
5. Meetings Net – Professional Event and Meeting Planning, <https://www.meetingsnet.com/>

Course Outcomes (COs)	Program Outcomes (POs)								Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2	0	1	1	2	2	1	0	1
CO2	3	3	3	2	2	1	1	1	2	2	1	1	1
CO3	2	3	2	2	1	1	0	1	2	2	1	1	0
CO4	2	3	3	3	3	1	1	1	3	2	2	1	1
CO5	3	3	3	2	2	1	1	0	3	2	2	1	1
Weightage	2.6	2.8	2.6	2.2	2.0	0.8	0.8	0.8	2.4	2.0	1.4	0.8	0.8
Overall CO – PO Mapping index = 1.95									Overall CO – PSO Mapping index = 1.68				

1 – Low Correlation

2 – Medium Correlation

3 – High Correlation

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Sem.	Course Code	Credits	Title of the Course	AC/ AP / CC / CP / DE / EVS/ GS / NME /SE / VE / VAC	Category			Sem. Exam	Max. Marks		
					Lect. Hrs.	Tutorial Hrs.	Lab. Hrs.		CIA	ESE	Total
I	25UMSVA1	2	Logistics Management	VAC	2	--	--	2 Hrs.	50	50	100

Pre-Requisite:

Course Objectives: The purpose of learning this course is:

1. Understand the basic concepts and importance of logistics in everyday life and business.
2. Learn about transportation, warehousing, and inventory systems in simple terms.
3. Explore logistics applications in rural and agricultural contexts.
4. Gain knowledge of basic documentation and legal aspects in goods movement.
5. Develop awareness of job opportunities in logistics and supply chain fields

Course Outcomes: Upon completion, students will be able to

CO1: Define logistics and explain its role in the economy.

CO2: Identify different types of transport and choose suitable modes for rural areas.

CO3: Explain the importance of storage, packaging, and distribution in product delivery.

CO4: Prepare basic transport documents and follow simple procedures.

CO5: Recognize local employment and entrepreneurial opportunities in logistics services.

Unit -I Introduction to Logistics

06 Hrs.

Meaning, definition, and importance of logistics - Difference between logistics and supply chain management - Role of logistics in rural and urban markets - Simple examples from agriculture and local businesses.

Unit II Transportation in Logistics

06 Hrs

Types of transport: road, rail, water, air (simple comparison) - Choosing the right transport in rural areas - Cost, speed, and reliability factors - Government transport schemes and subsidies for farmers

Unit III Warehousing and Storage

06 Hrs

Meaning and functions of warehouses - Types: public, private, cooperative, cold storage - Importance of packaging and labelling - Rural warehousing facilities and Farmer Producer Organisations (FPOs)

Unit-IV Logistics Operations and Documentation

06 Hrs.

Simple order processing steps - Delivery and distribution basics - Introduction to transport documents (Consignment Note, Invoice, Goods Receipt) - Safety and legal aspects in transportation

Unit-V Careers and Trends in Logistics

06 Hrs.

Jobs in transport, warehouse, courier, and delivery services - Government and private sector – Opportunities - Digital tools in logistics: GPS tracking, mobile apps for delivery - Emerging trends in rural logistics (e-commerce, farm-to-market delivery)

Reference Books

1. Chopra, S., & Meindl, P. – *Supply Chain Management: Strategy, Planning, and Operation* – Pearson.
2. Ronald H. Ballou – *Business Logistics/Supply Chain Management* – Pearson.
3. Gopal, C. – *Logistics Management and Supply Chain Management* – Pearson Education India.
4. Alan Rushton, Phil Croucher & Peter Baker – *The Handbook of Logistics and Distribution Management* – Kogan Page.
5. S. L. Ganesh – *Introduction to Logistics and Supply Chain Management* – Laxmi Publications.

Web Resources

1. <https://www.logisticsmgmt.com> – Logistics Management Magazine
2. <https://www.ciilogistics.com> – CII Institute of Logistics
3. <https://www.icao.int> – International Civil Aviation Organization (Air Cargo Info)
4. <https://agricoop.gov.in> – Ministry of Agriculture & Farmers Welfare (Warehousing Schemes)
5. <https://www.iift.ac.in> – Indian Institute of Foreign Trade – Logistics Programs

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Sem.	Course Code	Credits	Title of the Course	AC/ AP / CC / CP / DE / EVS/ GS / NME / SE / VE / VAC	Category			Sem. Exam	Max. Marks		
					Lect. Hrs.	Tutorial Hrs.	Lab. Hrs.		CIA	ESE	Total
I	25VA05	2	Travel & Tourism Management	VAC	2	--	--	Hrs.	50	50	100
Pre-Requisite:											

Course Objectives: The purpose of learning this course is:

1. To explain the basic concepts and importance of travel and tourism management.
2. To Identify various modes of transport, accommodation types, and tourism organizations.
3. To prepare basic travel plans, route maps, and understand procedures for tourism documentation.
4. To develop and apply marketing strategies specific to the travel and tourism sector.
5. To gain practical exposure by visiting key tourist destinations and applying classroom learning.

Course Outcomes: Upon completion, students will be able to

- CO1. Understand basics of event management
- CO2. Design events
- CO3. Study feasibility of organising an event
- CO4. Gain Familiarity with marketing & promotion of event
- CO5. Develop event budget

Unit -I Travel & Tourism

06 Hrs.

A brief history of Travel& Tourism – Meaning & Definition of Travel& Tourism – Nature of scope of Travel& Tourism – Importance of Travel& Tourism Management

Unit-II Transport & Communication

06 Hrs.

Transport & Communication – Tourism Organizations–types functions – Travel Agencies& Guide - Accommodations–Hotel.

Unit-III Practical Tourism planning

06 Hrs.

Selection of Tourism places of preparation of route map – Process of taking permission for site seeing – Passport and Visa. Only procedure – Planning for one-day tour of tourists places.

Unit-IV Travel Agency Marketing

06 Hrs.

Marketing Concept, unique features of Travel Marketing - Significance of Travel Agency Marketing - Developing a Tour Marketing Plan - Marketing Strategy of Inbound & Outbound tours.

Unit-V Practical Field work

06 Hrs.

Visit to historical place in nearby states (Karnataka, Kerala and Maharashtra)

Reference Books

1. Bhatia, A. K. – *The Business of Travel Agency and Tour Operations Management* – Sterling Publishers.
2. Holloway, J. C. – *The Business of Tourism* – Pearson Education.
3. Negi, Jagmohan – *Travel Agency & Tour Operations: Concepts and Principles* – Kanishka Publishers.
4. Cooper, Chris, et al. – *Tourism: Principles and Practice* – Pearson Education.
5. Goeldner, Charles R., and Ritchie, J. R. Brent – *Tourism: Principles, Practices, Philosophies* – Wiley.

Web Resources

1. <https://www.incredibleindia.org> – Official Tourism Website of India
2. <https://tourism.gov.in> – Ministry of Tourism, Government of India
3. <https://www.unwto.org> – United Nations World Tourism Organization
4. <https://www.keralatourism.org> – Kerala Tourism Portal
5. <https://www.maharashtratourism.gov.in> – Maharashtra Tourism Development Corporation

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