



NEHRU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

(Reaccredited with 'A' Grade by NAAC, ISO 9001:2015 & 14001:2004 Certified,
Recognized by UGC with 2(f) and 12(B) and Affiliated to Bharathiar University)
Nehru Gardens, Thirumalayampalayam, Coimbatore - 641 105, Tamil Nadu.



Scheme of Examination

(Applicable to the students admitted during the year 2021-2022)

BBA International Business

Semester	Part	Course Code	Name of the Course	Instruction hours / week	Examination				Credits
					Duration Hours	CIA	ESE	Total	
I	I	21U1TAM101/ 21U1HIN101 / 21U1MAL101/ 21U1FRN101	Language I	5	3	50	50	100	4
	II	21U2ENG101	English I	5	3	50	50	100	4
	III	21U3BMC101	Core Paper -I Principles of Management	5	3	50	50	100	4
	III	21U3BMC102	Core Paper –II Business Environment	6	3	30	45	75	3
	III	21U3MDA101	Allied Paper- I Mathematics for Management - I	6	3	50	50	100	4
	IV	21U4ENV101	Ability Enhancement Compulsory Course: Environmental Studies	2	3	-	50	50	2
	IV	21U4HVVY201	Value Education: Human Values and Yoga Practice- I	1	-	-	-	-	-
				30				525	21
II	I	21U1TAM202/ 21U1HIN202/ 21U1MAL202/ 21U1FRN202	Language - II	5	3	50	50	100	4
	II	21U2ENG202	English – II	5	3	50	50	100	4
	III	21U3BMC203	Core Paper- III Organisational Behaviour	5	3	30	45	75	3
	III	21U3BMC204	Core Paper- IV Economics for Executives	6	3	50	50	100	4
	III	21U3MDA202	Allied Paper- II Mathematics for Management–II	6	3	50	50	100	4
	IV	21U4HRC202	Ability Enhancement Compulsory Course: Human Rights and Constitution of India	2	3	-	50	50	2
	IV	21U4HVVY201	Value Education: Human Values and Yoga Practice I	1	2	25	25	50	2
				30				575	23

III	III	21U3BMC305	Core Paper –V Accounting for Business	5	3	50	50	100	4
	III	21U3BMC306	Core Paper –VI Production and Material Management	3	3	30	45	75	3
	III	21U3BMC307	Core Paper –VII Principles of Marketing	4	3	50	50	100	4
	III	21U3BIC308	Core Paper –VIII Fundamentals of International Business	3	3	30	45	75	3
	III	21U3BIC309	Core Paper –IX Information Management	3	3	30	45	75	3
	III	21U3BMA303	Allied Paper –III Business Law	4	3	30	45	75	3
	IV	21U4BCZ301	Skill Based Paper – I PC Software (Libre Office) – Practical	3	3	30	45	75	3
	IV	21U4NM3BT1 / 21U4NM3AT1 / 21U4NM3CAF/ 21U4NM3GTS / 21U4NM3WRT	# @Basic Tamil – I / ##Advanced Tamil – I / * NME: Consumer Affairs / Gandhian Thoughts / Women’s Rights	2	3	50		50	2
	IV	21U4BM3ED1/ 21U4BM3ED2	Extra Departmental Course	2	3	-	50	50	2
	IV	21U4HVV402	Value Education: Human Values and Yoga Practice II	1	-	-	-	-	-
IV	IV	21U4BMVALC	** Skill Enhancement – Add on course Industry Institute Linkage	-	-	-	-	-	Grade
				30				675	27
	III	21U3BMC410	Core Paper –X Human Resource Management	5	3	50	50	100	4
	III	21U3BMC411	Core Paper- XI Financial Management	5	3	50	50	100	4
	III	21U3BIC412	Core Paper -XII Foreign Trade Procedure and Documentation	5	3	50	50	100	4
	III	21U3BIC413	Core Paper –XIII Foreign Exchange Management	5	3	30	45	75	3
	III	21U3BMA404	Allied Paper IV – Industrial Relations and Labour welfare	4	3	50	50	100	4
	IV	21U4BMZ402	Skill Based Paper-II : Business Correspondence (Viva Voce)	3	3	30	45	75	3
	IV	21U4NM4BT2 / 21U4NM4AT2/ 21U4NM4GEN	# @Basic Tamil – II / ##Advanced Tamil - II / General Awareness	2	3	50		50	2
	IV	21U4HVV402	Value Education: Human Values and Yoga Practice II	1	2	25	25	50	2
	IV	21U4BMVALC	** Skill Enhancement – Add on course Industry Institute Linkage	-	-	-	-	-	Grade
				30				650	26

V	III	21U3BMC514	Core Paper- XIV Investment Analysis and Portfolio Management	5	3	30	45	75	3
	III	21U3BMC515	Core Paper –XV Business Research Methods	5	3	30	45	75	3
	III	21U3BMC516	Core Paper –XVI Advertising and Sales Promotion	5	3	50	50	100	4
	III	21U3BIC517	Core Paper – XVII Logistics and Supply chain Management	3	3	30	45	75	3
	III	21U3BIC518	Core Paper – XVIII Merchandising Management	3	3	30	45	75	3
	III	21U3BME501/ 21U3BME502/ 21U3BME503	Discipline Specific Elective- Paper I	5	3	50	50	100	4
	IV	21U4BMZ503	Skill Based Paper- III : Tally Practical	4	3	30	45	75	3
				30				575	23
VI	III	21U3BMC619	Core Paper XIX Entrepreneurship & Small Business Management	5	3	50	50	100	4
	III	21U3BMC620	Core Paper XX Strategic Management	5	3	50	50	100	4
	III	21U3BIC621	Core Paper XXI Global Business Management	6	3	30	45	75	3
	III	21U3BME604/ 21U3BME605/ 21U3BME606	Discipline Specific Elective Paper II	5	3	50	50	100	4
	III	21U3BME607/ 21U3BME608/ 21U3BMV609/	Discipline Specific Elective - Paper III	5	3	50	50	100	4
	IV	21U4BMZ604	Skill Based Paper - IV : Campus to Corporate	4	3	30	45	75	3
	V	21U5EXT601	Extension Activities	-	-	50	-	50	2
				30				600	24
Total								3600	144

Additional Credit (Optional)	Semester II - VI	8\$
-------------------------------------	-------------------------	------------

Basic Tamil - Students who have not studied Tamil up to 12th standard.

Advance Tamil - Students who have studied Tamil language up to 12th standard and chosen other languages under part I of the UG programme but would like to advance their Tamil language skills.

* **NME** - Student shall choose any one course out of three courses.

@ No End Semester Examinations. Only Continuous Internal Assessment (CIA).

\$ Not included in Total marks and CGPA Calculation.

** Examination and Evaluation for value added course shall be conducted by the Industry and the marks shall be submitted to the Controller of Examination for the award of the degree.

List of Discipline Specific Elective Papers (Choose any one of the paper):

Elective Papers	Course Code	Group	Name of the Course
Elective Paper I	21U3BME501	A	Intellectual Property Rights
	21U3BME502	B	M-Commerce & Information Technology Services
	21U3BME503	C	Consumer Behavior
Elective Paper II	21U3BME604	A	Services Marketing
	21U3BME605	B	Enterprise Resource Planning
	21U3BME606	C	Brand Management
Elective Paper III	21U3BME607	A	Rural Marketing
	21U3BME608	B	Customer Value Management
	21U3BMV609	C	Project Work & Viva - Voce

Extra Departmental Course (EDC):

S. No.	Semester	Course Code	Course Title
1	III	21U4BM3ED1	Entrepreneurship Development
2		21U4BM3ED2	Soft Skill Development

Self Study paper offered by department of Computer Applications:

S. No.	Semester	Course code	Course Title
1	Semester II to V	21UBMSS01	Customer Relationship Management
2		21UBMSS02	Disaster Management

Chairman
Board of Studies in Business Administration
Nehru Arts and Science College
Coimbatore

Course Code	Title		
21U3BMC101	Core Paper I Principles of Management		
Semester: I	Credits: 4	CIA: 50 Marks	ESE: 50 Marks

Common to BBA CA / IB / LOGISTICS

Course Objective

To create an understanding of the fundamental Principles of Management and various Forms Business Organizations.

Course Outcomes: By the end of the course the students will be able to:

CO1	Understand the various Managerial Functions.
CO2	Enable them to understand the planning process in the organisation.
CO3	Differentiate various types of organisations and make appropriate decision.
CO4	Demonstrate the ability to direct and communicate effectively.
CO5	Evaluate budget and budgetary control system.

Offered by: Business Administration

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	Introduction: Definition - Managerial functions-Roles and skills of Managers	2	1
	Evolution of Management Thought - Is Management Art or Science		2
	Managerial Functions: An overview of functional areas of Management, Levels of Management.	1	1
	Instructional Hours	15	
II	Planning: Nature and purpose of Planning – Planning process – Types of Planning - Nature, Importance and Types Planning premises –Tools and Techniques of Planning.	1	3,5&6
	Decision Making: Decision Making Meaning- Steps and Process.		
	Instructional Hours	15	
III	Organising: Types of organisation – Organisational Structure	2	13
	Span of Control – Use of Staff units and Committees. Authority and Responsibility relationships		14
	Delegation: Delegation and Centralization, Centralization and Decentralization	1	9
	Instructional Hours	15	
IV	Directing: Nature, Significance and its principles. Leadership –Meaning - Styles	2	26
	Communication: Importance of Communication Methods of Communication – Types – Barriers.	1	17
	Instructional Hours	15	
V	Controlling: Meaning and Importance – Process of Controlling	1	18

	Budgetary: Budgetary and Non - Budgetary Control Techniques	1	9
	Mini Case Analysis	-	-
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. C.B Gupta, Business Management, Ninth edition, 2012, Sultan Chand Sons, New Delhi.
2. L. M. Prasad, Principles and practice of Management, 2010, Sultan Chand & Sons, New Delhi.

Reference Book(s):

1. Koontz O' Donell, Essentials of Management, 2015, Tata McGraw Hill.
2. M Prakash and Parag Diwan, Management principles and practices, 2010, Excel books, New Delhi.
3. Appannaiah & Dinakar, Managing organizations, 2017, Himalaya publishing house, Mumbai.
4. James A. F. Stoner, R. Edward Freeman, Daniel R Gilbert, Management, 2011, Pearson, Noida.
5. Neeru Vasishth, Principles of Management text and cases, Taxmann publications private limited, 2014.

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	Seminar	Assignment	Group Discussion	Total
8	8	10	8	6	10	50

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	M	-	L	H	-	M	H	-	-	H	-	M
CO2	M	-	H	-	-	M	H	-	-	-	-	-	-
CO3	H	L	-	M	-	L	-	M	M	L	-	M	-
CO4	-	-	H	-	-	-	H	-	H	-	M	-	M
CO5	-	H	-	-	M	L	M	-	-	M	-	M	-

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Mr.P.Vijeyakumar	Dr.N.Shani	CDC-Convener	Principal

Course Code	Title		
21U3BMC102	Core Paper II Business Environment		
Semester: I	Credits: 3	CIA: 30 Marks	ESE: 45 Marks

Common to BBA CA / IB / LOGISTICS

Course Objective

To understand the overall Business Environment and Evaluate its various components in business decision making

Course Outcomes: By the end of the course the students will be able to:

CO1	Understand the nature of business environment and its components.
CO2	Evaluate the Social responsibility of business groups.
CO3	Develop the e-business.
CO4	Analyse the recent economic environment.
CO5	Compare LPG concepts

Offered by: Business Administration

Course Content

Instructional Hours / Week : 6

Unit	Description	Text Book	Chapter
I	Basics of Business: Nature and Purpose of Business Managers Characteristics of Business - Various types of Industry	1	1,3
	Forms of business Organization -Sole traders, partnership, Joint Hindu family. Firm – Joint stock Companies – Co – Operative Organisations – Public Utilities and Public Enterprises	1	5
	Instructional Hours 18		
II	Business and Economic System – Capitalism – Socialism -Communism and mixed Economy - Different sectors of the economy and Role of Business in it - Different Stake holders of business firm.	1	18,19
	Business and Society – Social Responsibilities of business toward business groups.	1	32
	Instructional Hours 18		
III	Business Services – Goods & Services distinguished – Banking, Insurance & Warehousing	2	5
	Traditional Business: Newer E- Business – Benefits of switching over to electronic mode – Cautions to be taken.	2	7
	Instructional Hours 18		
IV	Business Environment: Concept, Characteristics of Environment - Economic environment, Political & Legal environment, technological and Socio-Cultural environment	2	1
	Environmental Analysis – Need & Diagnosis – Potential Competitors, Rivalry	2	6
	Instructional Hours 18		
V	Liberalization - Meaning - Privatization - Benefits & pitfalls	3	10
	Globalization – Meaning & rationale for Globalization – Role of WTO & GATT – Trading blocks in Globalization – Impact of Globalization on India. Mini Case Analysis.	3	11
	Instructional Hours 18		
	Total Hours 90		

Text Book(s):

1. Bhushan.Y.K., **Fundamentals of Business Organisation & Management**, Sultan Chand & Sons, 2013.
2. Francis Chernilam, **Business Environment Text and Cases**, Eastern Book Company, 2014.
3. Justin Paul, **Business Environment Text and Cases**, Tata McGraw Hill Companies, 2010.

Reference Book(s):

1. Aswathappa, **Essentials of Business Environment**, Himalaya Publishing House, New Delhi, 2017.
2. Mishra and Puri, **Indian Economy**, Himalaya Publishing House, New Delhi, 2015.
3. Raj Aggarwal, **Business Environment**, Excel Books, New Delhi, 2012.
4. Veena Keshav Pailwar, **Business Environment**, PHI Learning, New Delhi, 2012.

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Seminar	Assignment	Group Discussion	Total
4	4	7	5	5	5	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	-	M	H	-	H	H	-	-	-	H	-	-
CO2	M	-	-	-	H	M	-	-	M	-	-	M	-
CO3	H	M	-	H	L	-	-	-	-	M	H	-	H
CO4	-	M	M	-	-	H	-	-	H	-	-	M	-
CO5	M	-	M	H	-	-	M	-	-	M	-	M	-

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Mr.P.Vijeyakumar	Dr.N.Shani	CDC-Convener	Principal

Course Code	Title		
21U3BMC203	Core Paper - III Organisational Behaviour		
Semester : II	Credits : 3	CIA : 30 Marks	ESE : 45 Marks

Common to BBA CA / IB / LOGISTICS**Course Objective**

To impart knowledge of the conceptual framework of organisational behaviour.

Course Outcomes : By the end of the course the students will be able to:

CO1	Enable the students to understand the impact of Individual and Group behaviour within organizations
CO2	Evaluate the significance of employee attitude of productivity.
CO3	Apply motivational theories in workplace to create an effective organisational environment
CO4	Create a conducive environment to facilitate group functioning, articulate conflict management competencies in managing and resolving conflicts.
CO5	Asses the need of counselling and become responsible leaders

Offered by: Business Administration

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	Organizational behaviour - History and Scope	1	1
	Individual behaviour: Individual differences - Intelligence tests – Measurement of Intelligence	2	2
	Personality: Personality tests - Nature, Types and it Uses	1	2
	Instructional Hours	15	
II	Employee attitude: Employee behaviour and their significance to Employee productivity - Job analysis.	2	4
	Communication: Role of Transactional Analysis in effective Communication - Brain storming-Halo Effect.	2	7
	Instructional Hours	15	
III	Job satisfaction - Meaning – factors. Morale – Meaning – Importance. Perception - Factors affecting Perception	1	3,5
	Motivation – Meaning - Theories & Techniques	1	5
	Instructional Hours	15	
IV	Group Dynamics – Group formation, Group norms –Group Cohesiveness, Stress- Stress Management Techniques	1	9
	Conflict - Types of Conflict – Resolution of conflict	1	11
	Instructional Hours	15	
V	Leadership - types - theories – Trait, Managerial Grid, Fiedler's contingency	3	15
	Counselling - meaning - Importance of counsellor – types of counselling - merits of counselling.	1	10
	Mini Case Analysis	-	-
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. Stephen P. Robbins & Timothy A Judge, **Organizational Behaviour**, 17th Edition, Pearson Education Limited, 2018.
2. John R. Schermerhorn, James G. Hunt, Richard N. Osborn & Mary hi-Bien, **Organizational Behaviour**, Eleventh Edition, Wiley, 2010.
3. Knud Sinding and Christian Waldstrom, **Organisational Behaviour**, McGraw Hill, 5th Edition 2014.

Reference Book(s):

1. Laurie J. Mullins, **Management and Organisational Behaviour**, Pearson Education Limited, 7th Edition 2005 England.
2. Daniel King and Scott Lawley, **Organizational Behaviour**, Oxford University Press, 2nd Edition 2016.
3. Subha Rao P, **Organisational Behaviour**, Himalaya Publishing house, 2017, Mumbai.
4. Stephen P Robins, **Organisational behaviour**, Pearson Education, 2018, Noida

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Case Study	Seminar	Assignment	Total
4	4	7	5	5	5	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	-	H	-	M	H	H	-	-	M	-	-	M
CO2	L	-	-	-	-	M	-	M	-	-	-	M	-
CO3	M	L	H	-	M	M	-	-	-	H	-	-	M
CO4	-	M	-	M	-	M	H	-	M	M	M	-	-
CO5	H	-	H	-	H	L	-	M	L	-	-	M	H

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Mr.P.Vijeyakumar	Dr.N.Shani	CDC-Convener	Principal

Course Code	Title		
21U3BMC204	Core Paper IV Economics for Executives		
Semester: II	Credits: 4	CIA: 50 Marks	ESE: 50 Marks

Course Objective

To enable the application of analytical tools and microeconomic concepts to corporate resource allocation, demand and cost determination, industry positioning, and pricing mechanisms

Course Outcomes: By the end of the course the students will be able to:

CO1	Utilize the concept of demand, elasticity of demand to identify the determinants of demand and forecast demand.
CO2	Assess technically the possible ways of increasing the level of production.
CO3	Develop knowledge on different market structures and make the price and output decisions.
CO4	Demonstrate the common pricing strategies.
CO5	Develop an understanding of the role of government and taxes in controlling inflation and deflation.

Offered by: Business Administration

Course Content

Instructional Hours / Week: 6

Unit	Description	Text Book	Chapter
I	Objectives of Business Firms - Profit Maximization - Micro & Macro economies – the role of markets and government – Market – Demand & Supply - Determinants – elasticity of demand & supply	1	1
	Demand Analysis: Law of Demand - Elasticity of demand	1	2
	Instructional Hours	18	
II	Production Function: –Factors of production- Laws of Diminishing Returns and Law of Variable Proportions.	1	5
	Cost and Revenue Curves: – Break-Even Point (BEP) Analysis	1	6
	Instructional Hours	18	
III	Market Structure: Prices - Pricing under Perfect competition	2	19
	Pricing under monopoly – Price Discrimination-Pricing under monopolistic competition - Oligopoly	2	20,23,24
	Instructional Hours	18	
IV	Pricing: Pricing under Factors of Production; Wages - Marginal productivity theory - Interest- Keynes Liquidity preference theory	2	31
	Theories of Profit: Dynamic theory of Profit – Risk Theory - Uncertainty theory.	2	32,33
	Instructional Hours	18	

V	Government and Business: Performance of Enterprises in India	1	19
	Price Policy in Public Utilities, Public sector – Goals – Types and classification – Evolution & Objectives of Public sector in India. Mini Case Analysis		
	Instructional Hours	18	
	Total Hours	90	

Text Book(s):

1. S. Sankaran, **Business Economics**, Margham Publications, Chennai, 2017.
2. Sundaram. K.P & Sundaram, **E - Business Economics**, Mac Millan Press, New Delhi, 2018.

Reference Book(s):

1. Dr.R.L.Varshney&K.L.Maheshwari , Sultan Chand & Sons, New Delhi 2018.
2. D. Gopalakrishna, **Managerial Economics**, Himalaya Publishing House, Mumbai, 2013

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	Case Study	Seminar	Group Discussion	Total
8	8	10	8	8	8	50

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	-	-	H	-	L	M	-	-	M	-	M	-
CO2	M	-	-	-	L	-	-	M	-	-	M	-	-
CO3	-	M	-	M	M	-	L	-	-	L	-	H	-
CO4	H	-	L	-	-	M	-	M	M	M	-	-	M
CO5	M	M	-	-	H	-	H	H	-	-	M	M	-

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Mr.P.Vijeyakumar	Dr.N.Shani	CDC-Convener	Principal

Course Code	Title		
21U3BMC305	Core Paper: V - Accounting for Business		
Semester: III	Credits: 4	CIA:50 Marks	ESE:50 Marks

Common to BBA CA / IB / LOGISTICS

Course Objective

To impart working knowledge of Accounting concepts, detailed procedures and documentations involved in financial accounting system.

Course Outcomes: By the end of the course the students will be able to:

CO1	Prepare financial statement in accordance with appropriate standards.
CO2	Identify and analyse the reason for the difference between cash book and pass book balances.
CO3	Equip with the knowledge of accounting process for the preparation of final accounts and balance sheet.
CO4	Determine the value of depreciable assets.
CO5	Interpreting the business implications of financial statement information.

Offered by: Business Administration

Course Content

Instructional Hours / Week:5

Unit	Description	Text Book	Chapter
I	Accounting -Meaning-Scope and Objectives-Types of Accounts - Basic terms used in Accounts-Accounting Concepts and Conventions of Accounting-Single and Double Entry System of Book keeping.	1	1&2
	Preparation of Journal -Ledger and Trial Balance- Classifications and Rectification of errors in Trial Balance.		
	Instructional Hours		15
II	Subsidiary Books - Purchase Book-Sales Book, and Purchase Return book - Sales Return Book –Cash Book- Types of Cash Book	1	5
	Bank Reconciliation Statement -Meaning – Importance - Merits of BRS – Demerits of BRS - Preparation of Bank Reconciliation Statements	2	20,23,24
	Instructional Hours		15
III	Final Accounts - Trading Account.	1	5,6
	Profit and Loss Account - Balance Sheet with simple- Adjustment.		
	Instructional Hours		15
IV	Depreciation – Meaning, Causes, Methods of Depreciation. Problems related to Straight line method and written down method	2	31,32
	Instructional Hours		15
V	Accounts from Incomplete Record - Ascertainment of Profit or Loss	1	Public 19
	Final Accounts of Non-Profit Organization - Receipts and Payments account-Income and Expenditure Account-Balance Sheet.		
	Instructional Hours		15
	Total Hours		75

Text Book(s):

1. T. S. Reddy & A. Murthy, **Financial Accounting**, Margham Publications, Chennai, 7th Revised Edition 2012.
2. Jain & Narang, **Financial Accounting**, Kalyani Publishers, Chennai, 3rd Revised Edition 2017.

Reference Book(s):

1. M. C. Shukla & T. S. Grewal, **Advanced Accounting**, Volume II, S. Chand, 1st Edition Reprint 2016, New Delhi.
2. R.L Gupta & V. K. Gupta, **Advanced Accounting**, Sultan Chand,.13th Edition 2016, New Delhi.

E-LEARNING RESOURCES:

1. <https://www.civilserviceindia.com/subject/Management/notes/financialaccounting.html>
2. <https://www.taxmann.com/blogpost/2000001622/accounting-principles-andconcepts.aspx>
3. <https://courses.lumenlearning.com/sac-finaccounting/chapter/ledgers-journals-andaccounts/>
4. <http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859>
5. <https://efinancemanagement.com/financial-accounting/financial-statement-notes>
6. <https://www.learncbse.in/cash-flow-statement-cbse-notes-class-12-accountancy/>
7. <https://cleartax.in/s/accounting-ratio>

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	Balance sheet Analysis	Seminar	Assignment	Total
8	8	10	10	8	6	50

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	-	H	-	H	M	M	-	H	M	-	M
CO2	M	-	L	M	L	L	L	H	-	L	-	M	-
CO3	L	L	M	M	-	H	M	M	M	M	-	-	-
CO4	-	L	M	H	L	M	M	H		H	M	M	-
CO5	M	M	L	H	-	H	L	L	-	M	M	-	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Dr.B.Vasanthi	Dr.N.Shani	CDC - Convenor	Principal

Course Code	Title		
21U3BMC306	Core Paper: VI Production and Material Management		
Semester: III	Credits: 3	CIA: 30Marks	ESE: 45Marks

Common to BBA CA / IB / LOGISTICS

Course Objective

To impart knowledge on the role and functions of production management and to develop an understanding of quality and modern production concepts.

Course Outcomes: By the end of the course the students will be able to:

CO1	Develop an understanding of production concepts and to select a suitable production system.
CO2	Understand Product design and Service Process.
CO3	Analyse and decide a good location for the plant and its layout.
CO4	Demonstrate efficient planning and control of production activities.
CO5	Identify the ways and means to attain a competitive edge in the market through Quality Management.

Offered by: Business Administration

Course Content

Instructional Hours / Week:3

Unit	Description	Text Book	Chapter
I	Operations Management – Definition- Scope- Systems Concept of Production- Types of Production System- Production Function - Importance - Difference between Goods and Services- Productivity	1	1 & 2
	Instructional Hours		09
II	Production Design: Importance- Factors influencing Product Design – Characteristics – Approaches-Service Design	1	2
	Process Design: Definition; Planning, Selection; Process Strategy: Key aspects- Process focus- Product focus- Repetitive focus; Characteristics.		
	Instructional Hours		09
III	Plant layout: Definition; Objectives; Principles of Layout- Factor influencing Facility Layout-Types of Layout	1	3,4
	Plant Location: Factors influencing plant location, - Steps in Location Selection- Service Location Strategy		
	Instructional Hours		09
IV	Production Planning & Control: Objectives; Role; Aggregate Planning; Aggregate Planning Strategies; Master Production Plan; Material Requirements Planning	2	2,3
	Inventory Management: Definition; Inventory Costs; Factors Influencing Inventory Management and Control; Benefits; Inventory Control Techniques		
	Instructional Hours		09
V	Quality Management: Quality - Inspection and Quality Control- Inspection – Objective – Scope- Quality Control - Benefits; Quality	2	3

	Assurance; SQC		
	Modern Production Management Tools: Just-In-time (JIT) Manufacturing; Total quality management; ISO 9001: 9015 Series	2	3
Instructional Hours			09
Total Hours			45

Text Book(s):

1. K. Aswathappa, K. Shridhara Bhat, Production and Operations Management, Himalaya Publishing House, Mumbai, 2015.
2. JayHeizer, Barry Render, Jagadeesh Rajashekhar, Operations Management, Pearson, New Delhi, 2018.

Reference Book(s):

1. Deepak Kumar Bhattacharyya, Production and Operations Management, Universities Press (India) Pvt. Ltd. 2012.
2. Chary, Productions and Operations Management, Tata McGraw- Hill Publishing 2009.

E-LEARNING RESOURCES:

1. <http://www.nitc.ac.in/app/webroot/img/upload/Production%20Management%20Module%201%20Course%20notes.pdf>
2. <https://www.slideshare.net/KirtiGupta64/latest-trends-in-production-and-operationalmanagement>
3. <http://www.yourarticlelibrary.com/business/plant-layout-business/plant-layout-conceptobjectives-principles-and-types/69514>
4. <https://mymbaguide.com/notes-on-production-planning-and-control/>
5. <https://accountlearning.com/importance-and-advantages-of-quality-control-system/>

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Case Study	Industrial Visit	Group Discussion	Total
4	4	7	5	5	5	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	-	H	-	H	M	M	-	H	M	-	-
CO2	M	-	L	M	L	L	L	H	-	L	-	M	-
CO3	L	L	M	M	-	H	M	M	-	H	M	-	M
CO4	-	L	M	H	L	M	M	H	-	H	H	-	-
CO5	M	M	L	H	-	H	L	L	-	M	M	-	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Dr.B.Vasanthi	Dr.N.Shani	CDC - Convenor	Principal

Course Code	Title		
21U3BMC307	Core Paper: VII - Principles of Marketing		
Semester: III	Credits: 4	CIA: 50Marks	ESE: 50Marks

Common to BBA CA / IB / LOGISTICS

Course Objective

Enable the students to do market research and design promotional strategies for developing business.

Course Outcomes: By the end of the course the students will be able to:

CO1	Understand the Marketing Strategies
CO2	Understand the factors influencing of Consumer Behaviour
CO3	Apply tools and methods to do Marketing Research
CO4	Formulate effective Product Strategies
CO5	Promote product in the Social Media.

Offered by: Business Administration

Course Content

Instructional Hours / Week: 4

Unit	Description	Text Book	Chapter
I	Introduction to Marketing – Definitions - Conceptual frame work - Relationship and value through marketing, Marketing Strategies	1	1
	Ethics and Social Responsibility: Marketing Environment, Ethical behaviour, Social Responsibility.		2
	Instructional Hours		12
II	Consumer Behaviour: Consumer purchase decision process and experience, Factors influencing consumer behaviour	1	5
	Global Markets: Economic Protectionism and considerations, Global Companies		6
	Instructional Hours		12
III	Marketing Research: Scope, Research process Measuring social media	2	19,
	Brand Building: Segmentation, Targeting and Positioning, Brand Equity, addressing competition and driving growth.		20,23 &
	Packaging- Characteristics of a good Package, Packaging Decision		24
Instructional Hours		12	
IV	Product Management – New Product Development, Setting product strategies	2	31,
	Services and Price: Designing and managing services, Developing Pricing strategies and programmes		32 & 33
	Instructional Hours		12
V	Channels of Distributions – Roles of Marketing Channels, Channel - Design Decisions.	1	19
	Promotion: Advertising, Sales Promotion, Public Relations & Social Media Introduction to digital marketing concepts.		
	Digital Marketing: Introduction to digital marketing concepts.		

Instructional Hours	12
Total Hours	60

Text Book(s):

1. Kerin & Hartley, **Marketing the Core**, Tata McGraw Hill, 6th Edition 2016.
2. Kotler, P., & Keller, K.L. (2016). *Marketing Management* (15th ed.), Pearson Education.

Reference Book(s):

1. Harris, L.C., Kotler, P., Armstrong, G., & He, H. (2020). Principles of Marketing, Pearson.
2. Kotler, P., Armstrong, G., Swee-Hoon, A., Siew-Meng, L., Chin-Tiong, T., & Hong-Mng Yau, O. (2017). Principles of Marketing, An Asian Perspective, Pearson.
3. Jobber, D. (2019). Principles and Practice of Marketing, McGraw-Hill.
4. Ogden-Barnes, S., & Minahan, S. (2015). Sales promotion decision making: Concepts, principles and practice, Business Expert Press.
5. Ramaswamy, V.S., & Namakumari, S. Marketing Management–Indian Context, Global Perspective, Tata McGraw Hill Education (India), 5th Edition (2018).

E-LEARNING RESOURCES:

1. https://www.tutorialspoint.com/marketing_management/marketing_management_functions.htm
2. <https://www.feedough.com/market-segmentation-definition-basis-types-examples/>
3. <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/16952-market-segmentation.html>
4. <https://businessjargons.com/product-mix.html>
5. NPTEL Video Course: Noc: Marketing Management – I
<https://www.digimat.in/nptel/courses/video/110104068/L01.html>

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	Case Study	Seminar	Assignment	Total
8	8	10	10	8	6	50

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	-	H	-	H	M	M	-	H	M	-	H
CO2	M	-	L	M	-	-	-	H	-	L	-	M	-
CO3	L	L	M	M	-	H	M	M	H	-	H	-	H
CO4	-	L	M	H	L	M	M	H	-	H	-	-	-
CO5	M	H	-	M	-	-	M	-	H	-	-	-	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Dr.B.Vasanthi	Dr.N.Shani	CDC - Convenor	Principal

Course Code	Title		
21U3BIC308	Core Paper VIII: Fundamentals of International Business		
Semester: III	Credits: 3	CIA: 30 Marks	ESE: 45 Marks

Course Objective

Enable the students to develop knowledge on functioning of multinational enterprises

Course Outcomes: By the end of the course the students will be able to:

CO1	Critically analyze the problems in international business process.
CO2	Develop knowledge on the role of social and cultural environment.
CO3	Analyse the working of foreign exchange markets.
CO4	Understand the International law in international marketing.
CO5	Understand the legal framework of international business.

Offered by: Business Administration

Course Content

Instructional Hours / Week : 3

Unit	Description	Text Book	Chapter
I	Introduction - Modes of International Business - External Influence	1	1
	Internationalization Process – Macro environment and Micro environment - Trade and Investments.	1	2
	Instructional Hours	09 hrs	
II	Social and cultural environment: Culture-Language- Aesthetics- Colour, Design, Music, brand names Education, religion- Attitude and values.	1	5
	Comparison of various business cultures - Western, Eastern, Middle East countries culture. Business mannerism	1	6
	Instructional Hours	09 hrs	
III	World Financial Environment - Working of Foreign Exchange Markets	2	5
	Convertibility - Exchange Restrictions- international Monetary System.	2	5
	Instructional Hours	09 hrs	
IV	Legal Environment: International law in international marketing, IMF & GATT International trade agreements. Trade preference UNCIAD EEC, Customs union	2	1
	International Standards Organization (ISO)- Regional grouping and International law, SAARC, EEC – European Free Trade Associations, (EFTA) Latin American Free Trade Agreement (LAFTA)	2	1
	Instructional Hours	09 hrs	
V	Law of environment -Environmental protection International policy on natures-land, forest, water		
	Instructional Hours	09 hrs	
	Total Hours	45 hrs	

Text Book(s):

1. Daniels, D. and Radebangh. H, “International Business”, Pearson Education Asia, New Delhi, 2017.
2. Griffin and Pustay, “International Business”, Pearson Education Asia, New Delhi, 2010.

Reference Book(s):

1. Subba Rao, “International Business”, Himalaya, Mumbai, 2010.
2. Schaffer, “International Business Law and Its Environment”, Thomson, 2017.

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Case Study	Seminar	Group Discussion	Total
4	4	7	5	5	5	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	H	M	H	M	H	M	M	H	-	-
CO2	H	L	-	H	-	H	L	H	-	H	M	M	-
CO3	H	-	H	H	M	H	-	M	M	-	L	M	-
CO4	M	H	H	H	H	H	H	L	-	M	H	-	M
CO5	H	M	M	H	L	M	L	-	L	-	M	-	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
21U3BIC309	Core Paper IX : Information Management		
Semester : III	Credits : 3	CIA : 30 Marks	ESE : 45 Marks

Course Objective:

To enable the students to acquire knowledge on Management Information System in business organisation.

Course Outcomes: By the end of the course the students will be able to:

CO1	Understand the importance of Information Management in Business organization
CO2	Identify the usage of MIS in various Managerial functions
CO3	Select, acquire and implement ERP software in their enterprises. Apply system development life cycle process in project development
CO4	Employ various types of Information systems appropriately in Business organizations
CO5	Analyze DBMS concept and implement to manage various databases of organization

Offered by: Business Administration

Course Content

Instructional Hours / Week: 3

Unit	Description	Text Book	Chapter
I	Introduction to Information Systems - definition - features - steps in implementation of MIS - Need for information- Information system for decision making	1	1
	MIS Structures - MIS as competitive advantage	1	1
	Instructional Hours	09 hrs	
II	MIS - Strategic information system - MIS support for planning - organizing – controlling	1	3
	MIS for specific functions - Personnel, Finance, Marketing, Inventory and Production data base.	1	4
	Management System Models - hierarchical network		
III	Enterprise systems (ERP): Introduction – Characteristics – Benefits	1	2
	ERP implementation	2	1
	Instructional Hours	09 hrs	
IV	Kinds of systems in Organizations: Information systems at different organizational levels - Categorization on decision.	2	2
	Major types of systems in Organizations: Transaction processing system, Management information system, Decision support system, Executive support system – Group Decision support system- Expert system.	2	3
	Office automation. - Virtual machine: Concept and benefits of Virtual machine.	2	3
	Instructional Hours	09 hrs	
V	Database Management: Levels of Data- Objectives of Data base- Data base Management System-Benefits of Database Management	1	6

	System		
	Information system for Business- Introduction- Marketing information system- Human resource information system- Production/Manufacturing information system-Inventory control system-Financial information system-Payroll System	1	6
	Instructional Hours	09 hrs	
	Total Hours	45 hrs	

Text Book(s):

1. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.
2. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2017.

Reference Book(s):

1. Rahulde, MIS in Business, Government and Society, Wiley India Pvt Ltd, 2012.
2. Gordon Davis, Management Information System: Conceptual Foundations, Structure and Development, Tata McGraw Hill, 21st Reprint 2017.

E-LEARNING RESOURCES:

1. <https://www.civilserviceindia.com/subject/Management/notes/conceptualfoundations-of-information-systems.html>
2. https://www.tutorialspoint.com/management_concepts/enterprise_resource_planning.htm
3. <https://www.toolshero.com/quality-management/business-process-reengineering-bpr/>
4. <http://www.yourarticlelibrary.com/management/dbms/data-base-management-systemdbms-meaning-nature-and-objectives/70357>
5. <https://bizfluent.com/facts-7952572-define-accounting-information.html>

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Group Discussion	Total
4	4	7	5	5	5	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	-	H	H	M	H	-	-	-	-	-	-	M
CO2	H	M	-	M	-	-	-	M	-	-	M	-	-
CO3	M	M	M	-	M	M	-	M	-	-	L	M	M
CO4	H	-	L	M	-	H	H	-	-	M	-	H	M
CO5	H	M	-	M	-	M	-	-	-	-	M	-	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
21U3BMA303	Allied Paper III Business Law		
Semester: III	Credits: 3	CIA: 30Marks	ESE: 45Marks

Common to BBA CA / IB / LOGISTICS

Course Objective

Enable the students to acquire the knowledge of legal aspect of business.

Course Outcomes: By the end of the course the students will be able to:

CO1	Understand the legal aspects in different types of Companies.
CO2	Apply legal Principles of Breach of Contract in Contractual Dealings.
CO3	Demonstrate the Contract of Sale and Agreement to Sell.
CO4	Develop knowledge on Creation of Agency.
CO5	Identify the applications of Negotiable Instruments Act.

Offered by: Business Administration

Course Content

Instructional Hours / Week: 4

Unit	Description	Text Book	Chapter
I	Introduction to Business Law - Legal Aspects in Different Types of Companies. Contracts - Essentials of Contract - Agreements - Void - Voidable and Illegal contracts - Express and Implied - Contracts - Executed and Executory Contracts - Offer - Legal rules as to offer and lapse of offer - Acceptance - Rules as to acceptance - Capacity of parties to create contract	1	1 ,2 &3
	Consideration - Legal rules as to Consideration – Contract without Consideration - Consent - Coercion – Undue influence – Misrepresentation - Fraud - Mistake of law and Mistake of fact		
	Instructional Hours		12
II	Legality of Object - Unlawful and Illegal agreements -Effects of Illegality – Wagering Agreements – Agreement opposed to public policy - Agreements in Restraint of trade	1	6,7,10,11 &12
	Exceptions – Void agreements - Restitution – Quasi contracts - Discharge of contract - Breach of Contract - Remedies for Breach of Contract		
	Instructional Hours		12
III	Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Capacity to buy and sell - Subject matter of contract of sale - Conditions and Warranties	1	4.1, 4.2&4.3
	Sale by Non - Owners - Right of lien - Termination of lien - Right of resale - Right of stoppage in transit		
	Instructional Hours		12
IV	Creation of agency - Classification of agents - Relations of Principal and Agent - Delegation of authority	1	3
	Relation of principal with third parties - Personal liability of Agent - Termination of Agency		
	Instructional Hours		12

V	Negotiable Instruments Act 1881 – Negotiable Instruments - Essentials requirements –Endorsements – Kinds – Crossing – Types - Demand draft - Bills of Exchange	1	7.1,7.2
	Tax Laws – Direct, Indirect tax laws – GST – Practical application of GST laws.		
Instructional Hours		12	
Total Hours		60	

Text Book(s):

1. N.D. Kapoor, **Elements of Mercantile Law**, Sultan Chands & Sons, 38th Edition 2020.

Reference Book(s):

1. Shukla. M. C, **A Manual of Mercantile Law**, Sultan Chands & Sons, 13th Edition 2017.
2. R. S. N. Pillai & Bhagavathi, **Business Law**, Sultan Chands & Sons, 2017.

E-LEARNING RESOURCES:

1. <https://www.owlgen.com/question/what-are-the-essential-elements-for-a-contract-to-be-valid>
2. <https://www.casrilanka.com/casl/images/stories/EDBA/contract%20law.pdf>
3. https://www.lawnotes.in/Indian_Contract_Act,_1872
4. <https://taxguru.in/company-law/memorandum-articles-association-companiesact2013.html>
5. http://corporatelawreporter.com/companies_act/section-29-of-companies-act-2013-public-offer-of-securities-to-be-in-dematerialised-form/
6. <https://www.caclubindia.com/articles/types-of-directors-under-companies-act-2013-25510.asp>

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Seminar	Assignment	Group Discussion	Total
4	4	7	5	5	5	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	-			M		M	M	M	M	M	M	-
CO2		L	-	H	-	H	L	H	-	-	M	-	H
CO3	H	L	L	H	M	H	-	M	L	-	H	M	-
CO4	H	-	L	H	H	H	H	L	-	-	H	-	-
CO5	H	L	-	H	L	H	L	L	-	M	M	-	-

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Dr.B.Vasanthi	Dr.N.Shani	CDC -Convenor	Principal

Course Code	Title		
21U4BCZ301	Skill Based Paper-I : PC Software (Libre Office) - Practical		
Semester : III	Credits : 3	CIA : 30 Marks	ESE : 45 Marks

Course Objective

To enable the students increase the working efficiency by acquiring a basic understanding.

Course Outcomes: By the end of the course the students will be able to:

CO1	Creating word processing and desktop publishing tool.
CO2	Prepare a document in newspaper column layout.
CO3	Analyse the worksheet using formulas.
CO4	Creating Pay roll processing.
CO5	Prepare a power point presentation.

Offered by: Business Administration

Course Content

Instructional Hours / Week: 3

S.No	Experiment
	Writer
1	Type the text, check spelling and grammar, bullets and numbering list items, align the text to left, right, justify and centre.
2	Prepare a job application letter enclosing your bio-data.
3	Performing mail merger operation and preparing labels.
4	Preparing a neatly aligned, error free document, add header and footer, also perform find replace operation and define bookmarks.
5	Prepare a document in newspaper column layout.
	Calc
6	Worksheet Using formulas.
7	Worksheet Manipulation for electricity bill preparation.
8	Drawing graphs to illustrate class performance.
9	An excel worksheet contains monthly Sales Details of five companies.
	Base
10	Pay roll processing.
11	Inventory control.
12	Screen designing for data entry.
	Impress
13	Prepare a power point presentation with at least three slides for Department inaugural function.
14	Draw an organization chart with minimum three hierarchical levels.
15	Design an advertisement campaign with minimum three slides.
16	Insert an excel chart into a power point slide.
	Total Hours: 45 Hrs

E-LEARNING RESOURCES:

1. https://www.vfu.bg/en/e-Learning/Computer-Basics--computer_basics2.pdf
2. <https://ptgmedia.pearsoncmg.com/images/9780735623026/samplepages/9780735623026.pdf>
3. <https://www.keynotesupport.com/excel-basics/excel-for-beginners-guide.shtml>
4. https://www.mta.ca/uploadedFiles/Community/Administrative_departments/Human_Resources/Training_and_professional_development/Classroom/Excel%20Training%20-%20Level%201.pdf
5. https://www.mta.ca/uploadedFiles/Community/Administrative_departments/Human_Resources/Training_and_professional_development/Classroom/Excel%20Training%20-%20Level%201.pdf
6. <https://excelwithbusiness.com/blog/use-vlookup-hlookup-index-match-excel/>
7. <https://www.excelfunctions.net/excel-functions-list.html>
8. <https://support.office.com/en-us/article/keyboard-shortcuts-in-excel-1798d9d5-842a42b8-9c99-9b7213f0040f>

Tools for Assessment (30 Marks)

Program Development	Program Execution	Lab Participation	Test 1	Test II	Observation Note Maintenance	Total
5	5	5	6	6	3	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	-	H	M	H	M	H	M	M	-	-	-
CO2	H	L	-	H	-	H	-	H	-	H	-	M	-
CO3	H	-	-	M	M	H	-	M	M	-	-	M	-
CO4	M	H	-	-	H	H	-	-	-	M	-	-	M
CO5	H	M	M	H	L	M	-	-	L	-	-	-	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
21U3BMC410	Core Paper-X Human Resource Management		
Semester: IV	Credits: 4	CIA:50Marks	ESE: 50Marks

Course Objective

Enable the Students to acquire knowledge in the Concepts and Practices of Human Resource Management.

Course Outcomes: By the end of the course the students will be able to:

CO1	Understand the functions of HR Department and role of HR Managers
CO2	Identify the Human Recourse Requirement and Select Suitable Work force.
CO3	Evaluate the performance of Human Resource and develop suitable Career Planning Programs.
CO4	Conduct HR Audit and Frame sound Compensation Policy
CO5	Analyze HRM in a Global perspective and employ e-HRM

Offered by: Business Administration

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	Human Resource Management	1	1
	Functions of HR Department – The Role of HR manager		
	Organization of personnel department		
	Instructional Hours		15
II	Manpower planning- Job description, Job analysis, Role analysis, Job specification	1, 2	4, 8
	Recruitment & Selection - Meaning, Steps, Process		
	Training and development – Types of training – Process		
	Instructional Hours		15
III	Performance Appraisal- Types –Process	2	11, 14
	Promotion -Meaning and Importance – Seniority Vs Merit – Demotion		
	Job Evaluation and Merit Rating		
	Instructional Hours		15
IV	Compensation administration- Employee welfare - Social security- Safety and Health- Job stress	3	6
	HR Audit – Meaning , Objective & Importance		
	Instructional Hours		15
V	International Human Resource Management- Challenges in Human Resource Management	3	6
	E-HRM- Empowering employees – Business case study		
Instructional Hours		15	
Total Hours		75	

Text Book(s):

1. Memoria C. B., Personnel Management, Himalaya publications, New Delhi, 2011
2. V. S. P. Rao, Human Resource Management, Excel publishers, New Delhi, 2016
3. K. Aswathappa, Human Resource Management, Tata McGraw Hill publication, , New Delhi 2013

Reference Book(s):

1. K. Aswathappa, Human Resource Management, Tata McGraw Hill publication, New Delhi, 2013,.
2. David A. Decenzo, Stephen P. Rabins and Suson L. Verhulst, Human Resource Management, Wiley, 11th Edition, 2016.

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	Group Discussion	Seminars	Case Study	Total
8	8	10	6	8	10	50

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	-	-	H	M	M	H	-	H	H	-	-
CO2	H	-	-	-	M	H	M	M	-	H	M	M	-
CO3	-	-	-	-	H	M	-	M	-	M	M	-	-
CO4	M	-	-	-	M	H	M	M	-	M	-	-	-
CO5	M	-	-	-	-	M	M	H	H	M	H	-	-

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
Dr. S. Jesintha	Dr. N. Shani	CDC - Convenor	Principal

Course Code	Title		
21U3BMC411	Core Paper – XI - Financial Management		
Semester: IV	Credits: 4	CIA: 50Marks	ESE: 50Marks

Course Objective:

To enable the students to understand the theories and the working methods of Financial Management

Course Outcomes: By the end of the course the students will be able to:

CO1	Understand the concepts of Financial Management and Financial Function
CO2	Identify the sources of funds and Computation of Cost of Capital
CO3	Analyse the determinants of Dividend Policy and Computation of EBS and EBIT
CO4	Develop knowledge in Working Capital Management
CO5	Analyse the different methods of Capital Budgeting

Offered by: Business Administration

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	Financial Management: An Overview – Introduction – Meaning : Importance; Objectives of Financial Management	1	1
	Finance Function: Meaning; Scope of Finance Function; Aims and approaches of finance function		
	Instructional Hours		15
II	Funds Management: Sources of Finance: Short term: Medium term; Long Term: Innovative sources of Finance. Cost of Capital; Determinants of cost of Capital	1	16, 20
	Computation of Cost of Capital: Cost of Preference share capital – Cost of Equity Share Capital – Cost of Retained Earnings – Weighted average cost of Capital – Ratio Analysis – Types of Ratios		
	Instructional Hours		15
III	Net Income Approach: Net Operating Income Approach; Traditional Approach; Modigliani and miller approach – Dividend policy: Determinants of dividend policy: Approaches to dividend policy	1	17
	Computation of EBS and EBIT – Computation of Operating Leverage; Financial Leverage; working capital leverage (Problem)		
	Instructional Hours		15
IV	Working capital Management: Concept of working capital; Sources of Working Capital: Kinds of working capital	1	22, 23
	Receivables Management; Meaning: Cost of maintaining receivables: Factors influencing the size of Receivables: Dimensions of Receivables.		
	Instructional Hours		15
V	Capital Budgeting: Needs and importance of capital budgeting-		

	Process of Capital Budgeting – kinds of capital budgeting decisions	1	32
	Method of Capital budgeting: Traditional Method; Time Adjusted Method (Problem)		
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. Shashi.K.Gupta and Sharma.R.K, Financial Management, Kalyani Publisher, Ludhiana, 6th Revised Edition, 2015.
2. Khan.M.Y, Jain.P.K, Financial Management, Tata MC Graw-hill Publishing company Ltd, 5th edition, 2017.
3. Preeti Singh, Fundamentals of Financial Management, Ane Books Private Ltd, 3rd Edition 2016

Reference Book(s):

1. Prasanna Chandra, Financial Management Theory and Practice, Tata McGraw hill Publishing Company Ltd, New Delhi, 9th Edition, (2017).

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Case Study	Total
8	8	10	6	8	10	50

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	-	-	-	-	-	-	M	-	M	-	-	-
CO2	M	-	-	-	M	-	M	-	-	H	M	M	-
CO3	-	-	-	-	H	-	-	M	-	H	-	M	-
CO4	-	M	-	-	-	-	-M	H	M	-	-	M	-
CO5	M	-	-	-	-	-	H	M	-	M	H	-	-

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Dr. S. Jesintha	Dr. N. Shani	CDC – Convenor	Principal

Course Code	Title		
21U3BIC412	Core Paper – XII :Foreign Trade procedure and Documentation		
Semester:IV	Credits:4	CIA:50Marks	ESE:50Marks

Common to BBA IB / LOGISTICS

Course Objective

To familiarize the students with the Export - Import Policy of the Government of India and the Export Organization, Boards and Services Institutions operating in the field of Foreign Trade.

Course Outcomes: By the end of the course the students will be able to:

CO1	Understand the Foreign Trade Policy and Procedure for Exports
CO2	Acquire knowledge in Export Oriented Units and Special Economic Zons
CO3	Identify the Procedure and Registration of Importers
CO4	Understand the General Provisions for Imports
CO5	Analyze Export and Import documentation.

Offered by: Business Administration

Course Content

Instructional Hours / Week:6

Unit	Description	Text Book	Chapter
I	Foreign Trade Policy 2015-2020 – Export licensing Procedures and formalities – Export price quotations	1	1, 4, 6,
	Deemed Exports – Benefits – Categories of supply Role of Export Promotion in Export Credits Guarantee Corporation (ECGC) – Inco terms		
	Export promotion councils (EPCS) & commodity Boards (CB) – Export promotion schemes		
	Instructional Hours		15 hrs
II	Export Oriented Units (EOU) scheme – Eligibility – Setting up EOUs– Supplies by DATA (Domestic Tariff Area) Units to EOUs	2	23, 24
	Special Economic Zones (SEZ) scheme – Eligibility Approval – Conditions –Fiscal Incentives for developer of SEZ’s– New status Holder Categorization – One to five star Export Houses– Free trade and warehousing zones		
	Instructional Hours		15 hrs
III	Importer -Procedure for Registration of Importers-Categories of Importers –Importer Registration with regional Licensing authorities import of capital goods under EPCG - Duty Exemption / Remission Scheme	2	4
	Instructional Hours		15 hrs

IV	General Provisions for Imports –Financing Import – Foreign Exchange Facilities to Importers–Customer and Central Excise Duty Drawbacks in Export goods – Foreign Currency Accounts in India and Abroad permitted - Currencies and Methods of payment	1	4, 5
	Instructional Hours	15 hrs	
V	Import and Export documentation –Frame work – Standardized pre-shipment Export documents – Commercial and Regulatory Documents.	1	2
	Instructional Hours	15 hrs	
	Total Hours	75 hrs	

Text Book(s):

1. M. I. Mahajan, Foreign Trade Policy Procedures and Documents, Snow White Publications Pvt. Ltd, Mumbai, 26th Edition, 2015.
2. M. L. Mahajan, Export do it yourself, Snow White Publications Pvt Ltd, Mumbai 2015.

Reference Book(s):

1. Nabhis, New Import Export Policy and Hand book of Procedures, Third Edition, 2008.
2. Nand Kishore Sharma, Import Management, RBSA Publishers, 2004.

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	Seminar	Group Discussion	Case Study	Total
8	8	10	6	8	10	50

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	-	-	-	-	-	M	H	H	-	-	-	-
CO2	-	-	M	-	-	-	-	M	H	-	-	M	-
CO3	M	-	-	-	-	-	-	H	M	-	-	-	-
CO4	M	-	-	-	-	-	M	H	H	-	-	M	-
CO5	M	-	-	-	-	M	M	M	H	-	-	M	-

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Dr. S. Jesintha	Dr. N. Shani	CDC - Convenor	Principal

Course Code	Title		
21U3BIC413	Core Paper-XIII: Foreign Exchange Management		
Semester: IV	Credits: 3	CIA: 30 Marks	ESE: 45 Marks

Course Objective

To enable the students to understand the Concepts and Procedure of Foreign Exchange Management

Course Outcomes: By the end of the course the students will be able to:

CO1	Learn the Concept of Foreign Trade and functions of International Financial Institutions
CO2	Acquire knowledge on rules and regulations of FERA & FEMA
CO3	Analyse the determination of Foreign Exchange Rate
CO4	Identify the methods of Foreign Exchange Contracts
CO5	Assess the Foreign Exchange Risk and Exposure

Offered by: Business Administration

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	Foreign Trade and Foreign Exchange - Balance of Payment and BOP accounting - Problems associated with Exporters and Importers.	1	3, 4
	International Financial Institutions - IMF – Instruments, SDR - Nature and utilization, IBRD functions and leading activities, IFC, IDA.		
	Instructional Hours		15 hrs
II	Administration of foreign exchange – FERA - Rules and Regulations under FEMA, Types of transactions – For-ex Markets and its Participants - Transaction in Interbank markets - Factors determining Forward Margins.	3	16
	Instructional Hours		15 hrs
III	Ready Exchange Rates – Exchange Quotations (Direct & Indirect), Foreign Exchange Rates –Basis – Types of Rates – Buying and Selling Rates – Cross Rates	1	12, 13, 14
	Foreign Trade Contracts - Documentation for Foreign Trade		
	Instructional Hours		15 hrs
IV	Foreign Exchange Contracts (Exchange Arithmetic) - Exchange Control Regulations – Booking of Forward Contracts – Calculation of fixed Forward Contracts.	1	14, 15
	Instructional Hours		15 hrs

V	Foreign Exchange Risk and Exposure – Types of Exchange risk and Exposure, Internal Techniques of Exposure – External Techniques of Exposure.	2	3
	Instructional Hours	15 hrs	
	Total Hours	75 hrs	

Text Book(s):

1. C. Jeevanandam, Foreign exchange & Risk Management, Sultan Chand & Sons, 2018.
2. MadhuVij, International Financial Management, Excel Books, Chennai, 2006.
3. Francis Cherunilam, International Business Environment, Tata McGraw, New Delhi, 2017.
4. Prakash G. Apte, International Financial Management, McGraw Hill Education India Private Limited, New Delhi, 2015s.

Reference Book(s):

1. V. K. Bhalla, International Financial Management, S. Chand Publishing, New Delhi, 2016.
2. V. Sharan, International Financial Management, Prentice Hall India Learning Private Limited, 6th edition 2015.

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Assignment	Group Discussion	Seminar	Total
4	4	7	5	5	5	30

Mapping

COS POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO3	PSO3
CO1	M	-	-	-	-	-	-	H	H	-	-	H	-
CO2	M	-	-	-	-	-	-	M	H	-	-	M	M
CO3	-	-	-	-	-	-	M	H	H	-	M	-	M
CO4	M	-	-	-	-	-	M	H	H	-	M	-	M
CO5	-	-	-	-	-	-	M	M	H	-	M	M	M

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Dr. S. Jesintha	Dr. N. Shani	CDC – Convenor	Principal

Course Code	Title		
21U3BMA404	Allied Paper: IV - Industrial Relations and Labour Welfare		
Semester: IV	Credits: 4	CIA: 50Marks	ESE: 50Marks

Common to BBA CA / IB

Course Objective

To enable the students to understand the Philosophy of Industrial Relations and Concepts of Labour Welfare

Course Outcomes: By the end of the course the students will be able to:

CO1	Acquire knowledge in Industrial Relations and Trade Unions.
CO2	Identify the impact of Disputes and measures of Government Machinery
CO3	Analyse the different Welfare Measures and Training Schemes.
CO4	Acquire knowledge about Safety Provisions and Industrial Health & Hygiene
CO5	Understand the welfare of Special Categories of Labour

Offered by: Business Administration

Course Content

Instructional Hours / Week: 4

Unit	Description	Text Book	Chapter
I	Industrial Relations -Concepts – Importance , Problems in the Public Sector	1	2
	Trade Union - Growth of Trade Unions – Codes of conduct		
	Instructional Hours		12
II	Industrial Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace.	1	3, 4
	Government Machinery – Conciliation – Arbitration – Adjudication.		
	Instructional Hours		12
III	Labour Welfare - Concept – Objectives – Scope – Need – Voluntary Welfare Measures.	1	5
	Statutory Welfare Measures – Labour Welfare Funds– Education and Training Schemes		
	Instructional Hours		12
IV	Industrial Safety - Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene Importance – Problems	1	6
	Occupational Hazards – Diseases - Psychological problems – Counselling – Statutory Provisions.		
	Instructional Hours		12
V	Child Labour – Female Labour – Contract Labour –Construction Labour – Agricultural Labour	1	7
	Differently abled Labour –BPO & KPO Labour –Social Assistance – Social Security – Implications		
	Instructional Hours		12
	Total Hours		60

Text Book(s):

1. Mamoria C.B. and SathishMamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2010.
2. ArunMonappa, RanjeetNambudiri, PatturajaSelvaraj. Industrial relations &Labour Laws. Tata McGraw Hill. 2017.

Reference Book(s):

1. P.N.Singh, Neeraj Kumar. Employee relations Management. Pearson. 2011.
2. Srivastava, Industrial Relations and Labour Laws, Vikas 2007

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	Assignment	Group Discussion	Case Study	Total
8	8	10	6	8	10	50

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	-	-	H	M	M	H	-	H	H	-	-
CO2	H	-	-	-	M	H	M	M	-	H	M	M	-
CO3	-	-	-	-	H	M	-	M	-	M	M	-	-
CO4	M	-	-	-	M	H	M	M	-	M	-	-	-
CO5	M	-	-	-	-	M	M	H	H	M	H	-	-

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Dr. S. Jesintha	Dr. N. Shani	CDC - Convenor	Principal

Course Code	Title		
21U4BMZ402	Skill Based Paper- II Business Correspondence (Viva voce)		
Semester: IV	Credits: 3	CIA: 30 Marks	ESE:45 Marks

Common to BBA CA / IB / LOGISTICS

Course Objective

To familiarize the students with various forms of communication that exists in business and to train them in practical applications of communication.

Course Outcomes: By the end of the course the students will be able to:

CO1	Utilize the principles of communication for effective business operations.
CO2	Analyse written communication skills in appropriate business situation.
CO3	Understand the methods of Non verbal Communication.
CO4	Prepare business reports, agenda and minutes of meetings.
CO5	Acquire knowledge on Media Communication.

Offered by: Business Administration

Course Content

Instructional Hours / Week: 3

Course Content				Instructional Hours / Week	
Unit	Description	Text Book	Chapter		
I	Communication: Meaning - Objectives – Importance – Channels	1	1, 5		
	Barriers to Communication - Essentials of Effective Communication				
	Instructional Hours		9		
II	Communication through letters - Layout of letter –Business letter format - Enquiries and Reply – Offers and Quotations - Orders and Execution	1	3, 5		
	Claims and adjustments – Collection – Status Enquiries – Bank Correspondence – Application for jobs				
	Instructional Hours		9		
III	Non-Verbal Communication - Body Language -Making Presentation	2	7, 12		
	Use of Charts, Diagrams and Tables – Preparation of Agenda and minutes				
	Instructional Hours		9		
IV	Reports: Types, Preparation, Structure and organization of reports	2	2		
	Reports by individual and committees.				
	Instructional Hours		9		
V	Press releases - Letters to Editors	2	6		
	Instructional Hours		9		
	Total Hours		45		

Text Book(s):

- 1.Rajendra Pal &Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 13th Edition, 2011.
2. Urmila and S. M Rai, Business Communication, Himalaya Publication House, New Delhi, 2011.

Reference Book(s):

- 1.Varinder Kumar & Bodh Raj, Business Communication, Kalyani Publishers, New Delhi, 2014.
- 2.Kathiresan & Radha, Office Management, Prasanna Publishers & Distributors, 2011

Tools for Assessment (30 Marks)

Review I	Review II	Review III	Case Analysis	Group Discussion	Seminar	Total
4	4	7	5	5	5	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	-	M	-	M	-	M	M	-	-	H	-	-
CO2	-	-	H	-	M	-	M	H	M	-	M	M	-
CO3	-	-	M	-	M	M	H	M	-	-	M	M	-
CO4	-	-	H	-	-	M	M	H	-	-	M	H	-
CO5	-	-	H	-	-	M	M	H	-	-	-	H	-

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Dr. S. Jesintha	Dr. N. Shani	CDC - Convenor	Principal

Course Code	Title		
21U3BMC514	Core Paper - XIV Investment Analysis and Portfolio Management		
Semester : V	Credits : 3	CIA : 30 Marks	ESE : 45 Marks

Common to BBA CA / IB / LOGISTICS**Course Objective**

To enable the students to acquire knowledge of Investment Management

Course Outcomes: By the end of the course, the students will be able to:

CO1	Demonstrate a Basic Understanding of Investment And Shares
CO2	Exhibit the Acquaintance of the Securities Market
CO3	Measure the Risk and Return of a Portfolio Position
CO4	Understanding the Security and Technical Analysis Portfolio Management
CO5	Analyse the Market Risk and Predict the Future Market.

Offered by: Business Administration

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	Concept of Investment - Important - Alternate Forms of Investment	1	1
	Types of Shares - Important Share Patterns - Government Securities- Mutual Fund Schemes-Post Office Schemes-Provident Fund-Company Deposits-Real Investment in Shares and Debentures-Comparison with Other Forms of Investment		
	Instructional Hours		15
II	Primary Market - Role of NIM Mechanics of Floating New Issues	1	3
	Secondary Market - Function Mechanics of Security Trading-OTCEI- NSE Futures & Options.		
	Instructional Hours		15
III	Risk: Kinds-Measures of Risk>Returns.	2	5
	Valuation of Securities : Valuation of Bonds – Valuation Preference and Equality Shares.		
	Instructional Hours		15
IV	Security analysis: Fundamental Analysis: Economic, Industry and Company Analysis	2	8
	Technical analysis: Dow theory- NSE, BSE, Chart Patterns, Risk Measurement Techniques.		
	Instructional Hours		15

V	Efficient Market theory: Random Walk Theory-weak form-semi strong form	2	9
	Portfolio Analysis: Markowitz theory-optimum portfolio.		
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. Ranganathan, M., & Madhumathi, R, **Investment Analysis and Portfolio Management**. New Delhi: Pearson Education, 2006.
2. Prasanna Chandra, **Investment Analysis and Portfolio Management**, Tata Mc-Graw Hill Publication, 4th edition, 2012.

Reference Book(s):

1. Punithavathy Pandian, **Security Analysis and Portfolio Management**, Vikas Publishing House, 2012.
2. S.Kevin, **Security Analysis and Portfolio Management**, PHI Publications, 2015.

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Case Study	Assignment	Seminar	Total
4	4	7	5	5	5	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	M	M	-	M	M	H	M	H	H	M
CO2	M	H	-	M	M	-	M	M	M	H	M	M	-
CO3	M	M	-	M	H	-	M	M	H	-	M	M	M
CO4	H	H	M	H	M	-	M	M	H	M	M	M	M
CO5	H	M	-	M	M	-	M	H	H	M	M	M	M

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
V.Sudha	Dr.N.Shani	CDC- Convenor	Principal

Course Code	Title		
21U3BMC515	Core Paper: XV - Business Research Methods		
Semester : V	Credits : 3	CIA : 30 Marks	ESE : 45 Marks

Common to BBA CA / IB / LOGISTICS

Course Objective

To enable, the students to demonstrate Knowledge and understanding of data collection, Data analysis and interpretation in relation to the research process and Research report preparation.

Course Outcomes: By the end of the course the students will be able to:

CO1	Understand Different Types of Research and Formulate the Research Problem
CO2	Know about Types of Data Collection and Measurement of Scaling Technique
CO3	Understand and Apply Various Tests of Significance
CO4	Write a Research Report
CO5	Knowledge about Marketing Research.

Offered by: Business Administration

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	Research - Definition - Importance - Advantages and Limitations – Research process - Problem	1	1,3,4
	Design of Research - Types of Design - Sampling process and selection - Sample types -Sample size and sampling errors.		
	Instructional Hours		15
II	Data Collection - Methods - Tools - Questionnaire – Interview Schedule - Kinds of Data	1	5,6,7
	Scaling Technique: Attitude measurement – Editing –Coding -Tabulation		
	Instructional Hours		15
III	Statistical Data Analysis - Hypothesis - Sources, formulation and testing of Hypothesis - Z test, T test (Theory Only)	1	9,10
	Chi-square test - Basics of Parametric and Non-Parametric test (Theory Only)		
	Instructional Hours		15
IV	Interpretation and Report writing - Steps in writing reports - Layout of report, types, and principles of report writing – Graphical representation of results	1	14
	Instructional Hours		15
V	Product Research - Price research, Motivation Research	2	17,19,21
	Promotion Research - Distribution research – Sales control research - Media research.		

Instructional Hours	15
Total Hours	75

Text Book(s):

1. C. R. Kothari and Gaurav Garg: **Research Methodology Methods and Techniques**, New Age International (P) limited, New Delhi, 2nd Edition, 2020.
2. S. Sumathi P Saravanavel: **Marketing Research & Consumer Behavior**, Vikas Publishing, New Delhi, 1st Edition, 2009.

Reference Book(s):

1. Boyd and Westfall, **Marketing Research**, McGraw-Hill Professional Publishing, 9th Edition, New Delhi, 2009.
2. Emma Bell, Alan Bryan and Bill Harley **Business Research Methods**, (Fifth Edition), Oxford University Press. 2019.

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Seminar	Assignment	Mini Project	Total
4	4	7	5	5	5	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	-	M	H	M	M	H	-	-	M	M	M
CO2	H	H	M	M	M	-	H	H	M	-	-	-	-
CO3	H	-	-	M	M	-	M	M	-	-	-	-	M
CO4	H	M	M	-	M	-	-	M	M	-	-	-	M
CO5	H	M	M	M	M	-	M	M	M	-	-	-	M

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
V.Sudha	Dr.N.Shani	CDC- Convenor	Principal

Course Code	Title		
21U3BMC516	Core Paper: XVI - Advertising and Sales Promotion		
Semester: V	Credits: 4	CIA: 50 Marks	ESE: 50 Marks

Common to BBA CA / IB / LOGISTICS**Course Objective**

To enable the students to be aware of Advertising Concepts, Sales Promotion design and techniques, Publicity and Personal selling

Course Outcomes: By the end of the course, the students will be able to:

CO1	Understand the Principles of Advertising Layout and Campaign
CO2	Identify and Make Decisions Regarding the Most Feasible Advertising Appeal and Media Mix
CO3	Evaluate all Aspects of Sales Promotion
CO4	To Apply Various Sales Promotion Strategies
CO5	To Develop Knowledge in Personal Selling

Offered by: Business Administration

Course Content**Instructional Hours / Week : 5**

Unit	Description	Text Book	Chapter
I	Advertising in retailing - Advertising principles	1	1,2
	Steps in planning a retail advertising campaign advertising for the retail store.		
	Instructional Hours		
II	Media and copy decisions - Media objectives-planning and budgeting-advertising	1	5,6,7
	Evaluation creating and producing copy-copy testing		
	Instructional Hours		
III	Retail promotional strategy - Promotional objectives, Promotional budget	2	1,2,3
	Selecting the promotional mix - Implementing the promotional mix		
	Instructional Hours		
IV	Management of sales promotion- Role of sales promotion	2	4,5
	Types of sales promotion- Evaluating sales promotion		
	Instructional Hours		
V	Personal selling - publicity	2	6,7,8

	Publicity and special events - Role of personal selling in Retailing - Process in personal selling.		
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. S.H.H. Kazmi and Satish Batra, **Advertising and Sales Promotion**, Excel Books, 2008.
2. Sanjay and Sahitya Bhawan, **Advertising and Sales Promotion**, SEPD Publication, 2015.

Reference Book(s):

1. Ken Kaser, **Advertising and Sales Promotion**, Cengage Learning, 2013.
2. Chunawalla Reddy, Appannaiah, an Introduction to **Advertising and Marketing Research**, Himalaya Publishing House, 2015.

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Case Study	Assignment	Seminar	Total
5	5	8	4	4	4	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	-	M	H	M	-	M	M	-	M	M	-	-
CO2	M	-	M	H	M	M	M	H	H	M	M	H	-
CO3	H	M	M	-	H	-	M	M	M	-	-	M	-
CO4	H	M	M	M	H	-	M	M	-	-	-	M	-
CO5	H	M	-	-	H	-	-	M	-	-	M	M	-

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
V.Sudha	Dr.N.Shani	CDC – Convenor	Principal

Course Code	Title		
21U3BIC517	Core Paper – XVII: Logistics and Supply Chain Management		
Semester : V	Credits : 3	CIA : 30 Marks	ESE : 45 Marks

Common to BBA IB / LOGISTICS**Course Objective**

The subject imparts knowledge and understanding to students on Supply Chain Management and its relevance to today's business decision making.

Course Outcomes: By the end of the course the students will be able to:

CO1	Understand the principles of logistics management
CO2	To understand, appraise and integrate various supply chain management
CO3	Analyze the warehousing and warehousing strategies.
CO4	Understand the Transportation and Containerization.
CO5	Understand various freight charges and intermediaries in logistics.

Offered by: Business Administration

Course Content

Instructional Hours / Week: 3

Unit	Description	Text Book	Chapter
I	Introduction – Nature and scope – Evolution- Logistics and Mission.	1	1
	Importance of logistics-strategies of logistics planning - Components of logistics - Functions of logistics - Logistics in India	1	1
	Instructional Hours	9 hrs	
II	Supply Chain Management – Introduction – Nature and concept - Value chain - Functions and contribution	1	2
	Framework for supply chain solutions – Customer service - Components - Strategic management.	1	3
	Instructional Hours	9 hrs	
III	Elements of logistics and supply chain management – Information - Logistics information flow.	1	4
	LIS – EDI in logistics –Inventory – Functions – Types – Element – Warehousing & Distribution center - Concepts	1	6
	Types of warehousing – Functions – Warehousing Strategy and warehouse design.	1	7
	Instructional Hours	9 hrs	
IV	Transportation-Elements of transport cost – Modes – Containerization – Indian transport – packaging – importance - Order processing	1	8
	Material Handling - Objectives of material handling - Inland Container Depot - IATA.	1	10
	Instructional Hours	9 hrs	

V	Logistics Administration - Structure of shipment Industry	1	11
	Types of Ships - Freight structure and practice – Role of intermediaries in Logistics.	1	13
	Instructional Hours	9 hrs	
	Total Hours	45 hrs	

Text Book(s):

1. Chetan Bajaj and Ranjith, **Retail Management**, Oxford University Press, 2010.
2. James R. Ogden, Denise T.Ogden, **Integrated Retail Business Management**, McGraw Hill Book Company, 3rd Edition, 2005.

Reference Book(s):

1. Wiley Pvt Ltd, 2005 Gibson G Vedamani, **Retail Management, Functional Principles and Practice**, Jaico Publishing House, 3rd Edition, 2010.
2. Gibson G Vedamani, **Retail Management - Functional Principles and Practice**, Jaico Publishing House; 4th edition, 2003.

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Case Study	Field Visit	Group Discussion	Total
4	4	7	5	5	5	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	-	M	M	L	M	-	L	M	H	L	M	-
CO2	H	L	H	-	M	H	L	M	H	-	M	-	M
CO3	M	-	M	H	L	M	M	-	M	H	-	-	M
CO4	H	H	-	H	M	-	H	M	L	-	H	-	H
CO5	M	L	M	M	-	H	M	M	-	M	M	M	H

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
V.Sudha	Dr.N.Shani	CDC- Convenor	Principal

Course Code	Title		
21U3BIC518	Core Paper: XVIII - Merchandising Management		
Semester : V	Credits : 3	CIA : 30 Marks	ESE : 45 Marks

Course Objective

To enable the students to learn the basics of merchandising management

Course Outcomes: By the end of the course the students will be able to:

CO1	Acquire knowledge in Merchandise mix
CO2	Able to know Visual Merchandising
CO3	Analyze the Retail operations
CO4	Managing retail home delivery
CO5	Acquire knowledge in retail ERP

Offered by: Business Administration

Course Content

Instructional Hours / Week: 3

Unit	Description	Text Book	Chapter
I	Merchandise Mix- Concept of Assortment Management-Merchandise Mix of Show off	1	1
	Concept of Merchandise Displays-Importance of Merchandise Displays-Concept of Space Management-Role of IT in Space Management- Concept of Planogram		2
	Instructional Hours	9 hrs	
II	Meaning of Visual Merchandising-Objectives of Visual Merchandising-Growth of Visual Merchandising.	1	5
	Visual Merchandising in India- Product Positioning and Visual Merchandising.		6
	Instructional Hours	9 hrs	
III	Concept of Merchandise Planning-Applications of Merchandise Planning-Elements of Merchandise Planning-Role of Merchandiser in Planning	2	1
	Concept of Category Management-Merchandise Forecasting-Merchandise Budgeting		2
	Instructional Hours	9 hrs	
IV	Concept of Merchandise Sourcing-Historical Perspective of Sourcing-Stock Management and Distribution-International Sourcing	2	4
	Retail Replenishment-Importance of Replenishment- Direct Store Delivery (DSD).		5
	Instructional Hours	9 hrs	
V	Managing Retail Home Delivery-Measures for Retail Distribution and Replenishment - Role of IT in Retail Distribution and Replenishment.	2	6
	Information Systems-Bar coding- Retail ERP- Retail Analytics- RFID-Role of IT in CRM		7
	Instructional Hours	9 hrs	
	Total Hours	45 hrs	

Text Book(s):

1. Chetan Bajaj and Ranjith, **Retail Management**, Oxford University Press, second edition 2010.
2. Gillespie. Hecht and Lebowitz, **Retail Business Management**, McGraw Hill Book Company, Third edition 2002.
3. G. Vedamani , Retail Management – Functional Principles & Practices”, Jaico Books Publications,Gibson, 2012 .

Reference Book(s):

1. Gibson G. V Edamani, **Retail Management: Functional Principles and Practices**, Jaico Publishing House, Second Edition 2012.
2. James R. Ogden. Denise T.Ogden, **Integrated Retail Management**, Wiley Pvt Ltd, 2005.

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Case Study	Field Visit	Group Discussion	Total
4	4	7	5	5	5	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	H	-	L	M	M	L	H	M	H	M	-
CO2	H	H	L	M	H	L	M	-	L	M	M	-	-
CO3	H	-	M	M	-	M	M	-	M	H	L	-	M
CO4	M	M	-	M	H	M	M	M	M	-	M	-	H
CO5	M	L	H	M	-	H	M	H	-	M	L	H	M

H - High; M-Medium; L-Low

Course designed by	Verified by HOD	Checked by	Approved by
V.Sudha	Dr.N.Shani	CDC- Convenor	Principal

Course Code	Title		
21U4BMZ503	Skill Based Paper - III Tally - Practical		
Semester: V	Credits: 3	CIA: 30 Marks	ESE: 45 Marks

Course Objective

This course is designed to impart knowledge regarding concepts of Financial Accounting Tally is an accounting package which is used for learning to maintain accounts.

Course Outcomes: By the end of the course the students will be able to:

CO1	Understand the creation and alteration of a company
CO2	Analyse the Creation of Vouchers and maintenance of stock and go down creation
CO3	Develop the bank reconciliation statement
CO4	Understand the preparation of final accounts using Accounting Package
CO5	Analyse the Pay roll system.

Offered by: Business Administration

Course Content**Instructional Hours / Week: 4**

S. No	List of Programs
1	Create a new company – name and other relevant details and configure the company
2	Journalizing
3	Posting into ledger (with and without predefined groups)
4	Configuring, creating, displaying, altering and cancellation of Vouchers
5	Trail balance
6	Final accounts- trading account- profit and loss account and balance sheet
7	Final accounts with adjustments
8	Rectification off error
9	Show the cash, bank and other subsidiary books of the company
10	Show the Day Book
11	Integrate stock and inventory details (stock groups/ categories/measurement units
12	Stock summary
13	Bank reconciliation statement
14	Enable VAT in Tally and VAT Computation report
15	Integrate pay-roll system

Note

- A detailed question paper (containing detailed problems) based on the above guidelines should be prepared and distributed for the purpose of examination
- Model questions (only two questions appended as a sample); Practical question paper need to set question papers bases on the above exercises with hypothetical and real-life figures

1. Create a Company as —Vasavi Industries Ltd. in Tally with inventory management.
 - i. Siva started —Vasavi Industries Ltd. by bringing Capital Rs.3,00,000/- Cash.
 - ii. He deposited Rs.1, 00,000/- cash at ICICI bank.
 - iii. He paid electricity bill for Rs.1,200/- by cash.

- iv. He withdrawn Rs.10,000/- cash for his personal use.
 - v. He purchased the following item from Computer Lab. Ltd. on Credits with 4% Vat rate.
 - vi. Computer - 10 Nos. - @20000/- each
 - vii. He sold the following item to Somnath Traders in cash with 4% Vat rate.
 - viii. Computer - 5 Nos. - @27500/- each
 - ix. He received Rs.6,000/- as commission from Rohit by cash.
 - x. He paid House Rent for Rs.5,000/- by cash.
 - xi. He withdrawn Rs.25,000/- cash from ICICI Bank.
 - xii. He purchased furniture for Rs.25,000/- by cash for office use.
 - xiii. Show the Trial Balance and Balance Sheet of —Vasavi Industries Ltd.
2. From the following prepare accounts in Tally. Balance sheet of Dream Home Appliances as on 1-1-2011

Capital	10, 00,000
Reserves	600,000
Creditors:	
Bismi Ltd. Bill no P/100, 28-12-10 – 30 days Credits	2,00,000
Total	18, 00,000
Land and Building	5,00,000
Furniture and Equipments	2,00,000
Stock:-	
10 Refrigerators @ Rs 8000 (LG)	80,000
5 semi automatic (LG) @ 7000	35,000
5 fully automatic (LG) @ 14000	70,000
10 T.V sets sony @ Rs 10,000	1,00,000
Debtors: (Both 45 days Credits)	
KEEN Bill No. S/ 1001 dt. 30/12/10	50,000
Best Home Bill No.S/ 2010 dt. 22/12/10	60,000
Bank current account with SBT	600,000
Cash in hand	105,000
Total	18, 00,000

Create company with address - Cochin-5 Income Tax No. PNR/ 1234000 NVAT TIN no. K GST/ L50006 Inter state sales tax no. I/L1001 Provide other assumed details for the company 5/1/11
Purchased for cash:-

3. Refrigerators @ Rs 9500 from a stockist viz Kottayam Home Appliances and issued a cheque VAT paid-12.5% and carriages-Rs 750 for the above purchase. 10/1 /11 Sales made on Credits:-
QRS 5 Fridges @ Rs 11,500 S/ 1100 - 30 days Credits. at 2% discount, VAT 12.5%.
Show Trial Balance, List of vouchers, P&L Account, Balance sheet with percentages and VAT computation report

Tools for Assessment (30 Marks)

Program Development	Program Execution	Lab Participation	Test 1	Test II	Observation Note Maintenance	Total
5	5	5	6	6	3	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	-	M	H	M	-	M	M	M	M	-	-	M
CO2	M	-	M	H	M	M	M	H	-	M	M	-	M
CO3	H	M	M	-	H	-	M	M	-	-	M	-	-
CO4	H	M	M	M	H	-	M	M	-	-	M	-	-
CO5	H	M	-	-	H	-	-	M	-	-	M	M	-

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
21U3BMC619	Core Paper - XIX Entrepreneurship & Small Business Management		
Semester: VI	Credits: 4	CIA: 50 Marks	ESE: 50 Marks

Common to BBA CA / IB / LOGISTICS

Course Objective

To know the concept of Entrepreneurship, Business Management, opportunities recognition, Quality and risk management in Small Business organizations.

Course Outcomes: By the end of the course the students will be able to:

CO1	Understand entrepreneurial functions
CO2	Understanding the factors affecting entrepreneurial growth, Development Programmes
CO3	Familiarize on the concepts of Start Ups and Stand Ups
CO4	Understand location selection, Financial requirement, factors affecting choice of a business location
CO5	To Know social and ethical issues in small business management

Offered by: Business Administration

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	Meaning of Entrepreneurship: Characteristics - functions and types of Entrepreneurships	2	2&3
	Entrepreneur: Role of Entrepreneurship in economic development.	1	2
	Instructional Hours	15	
II	Factors affecting Entrepreneurial growth – Economic non - economic Entrepreneurship Development programmes – Need – Objectives Phases – Evaluation. Institutional support to Entrepreneurs.	1	5&9
	Instructional Hours	15	
III	Start-ups and Buyouts - Franchising Opportunities - The Family Business-Business Plan-Marketing Plan - Management Teams-Organized forms.	2	6&7
	Instructional Hours	15	
IV	Selecting a Location and Planning the Facilities - Projecting Financial Requirements – Finding Sources of Financing - Exit Strategies – Factors affecting choice of a business location.	1	27
	Instructional Hours	15	
V	Quality Management in Small Business - Social and Ethical Issues in Small Business Management - Evaluating Financial Performance – Managing Risk in Small Business Management. Case studies.	1	28
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. S. S. Khanka, **Entrepreneurial Development**, S. Chand & Company New Delhi, 4th Edition, 2013.
2. C. B. Gupta & N. P. Srinivasan, **Entrepreneurial Development**, Sultan Chands & Son New Delhi, 6th Edition, 2013.

Reference Book(s):

1. S. Anil Kumar, **Small Business and Entrepreneurship**, I.K .International Publishing house Pvt Ltd, New Delhi, 2008.
2. Zimmer, Scarborough, **Effective small business management**, Hal Court College publisher 9th Edition, 2009.

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	Role Play	Seminar	Group Discussion	Total
8	8	10	10	8	6	50

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	-	M	M	M	M	M	M	H	H	M	-
CO2	H	M	M	M	M	-	H	M	H	H	M	M	M
CO3	H	H	H	-	-	M	H	M	M	-	M	M	H
CO4	H	M	M	H	M	-	-	H	M	-	M	-	H
CO5	M	-	-	M	M	H	M	H	-	-	M	M	H

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
SABITHA R	Dr. N.SHANI	CDC	PRINCIPAL

Course Code	Title		
21U3BMC620	Core Paper: XX - Strategic Management		
Semester : VI	Credits : 4	CIA : 50 Marks	ESE : 50 Marks

Common to BBA CA / IB / LOGISTICS

Course Objective

Enable the students to develop the Strategic Thinking and decision making abilities in relation to understanding the employability of various strategies in different situations.

Course Outcomes: By the end of the course the students will be able to:

CO1	Understanding the concepts of strategic management.
CO2	Develop the strategic formulation
CO3	Evaluate the choice of strategy
CO4	Develop the strategic implementation
CO5	Analyse and evaluate the strategic control and strategic evaluation.

Offered by: Business Administration

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	Strategic Management: Concepts- Difference between strategy and tactics-Three levels of strategy	2	1
	Strategic Management Process- Benefits, TQM and strategic management process, Social responsibility, Social audit	1	19
	Instructional Hours	15	
II	Strategic Formulation: Corporate Mission: Need –Formulation, Objectives: Classification- Guidelines, Goals: Features	1	
	Instructional Hours	15	
III	Choice of strategy: BCG matrix-The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies	1	17&18
	Instructional Hours	15	
IV	Strategic Implementation: Role of top management-Process- Approaches, Resource allocation-Factors -Approaches, Mckinsey's 7's framework, Strategic Positioning- Four routes to competitive advantage		
	Instructional Hours	15	
V	Strategic Evaluation: Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria-Types, Essential features of effective evaluation and control systems – Balance score card - Case Studies.	3	1&14
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. Strategic Management- Francis Cherunillam-Himalaya Publishing House.
2. Strategic Planning and Management- P.K.Ghosh-Sultan Chand & Sons, 2000
3. Strategic Planning-Formulation of corporate strategy,-V.S.Ramaswamy&S.Namakumai, Macmillan Business Books, 2001.

Reference Book(s):

1. Macmillan, H., &Tampoe, M. (2001). Strategic Management: Proces, Content, and Implementation, Oxford University Press: USA.
2. Ritson, N. (2008). Strategic Management. Neil Ritson&Ventus Publishing.

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	Case Study	Field Visit	Seminar	Total
8	8	10	8	8	8	50

Mapping

COS POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	-	-	-	-	-	M	H	M	M	-	-
CO2	H	M	-	-	-	-	-	M	M	H	M	M	M
CO3	H	M	M	M	M	M	M	L	H	M	-	M	M
CO4	H	H	-	M	-		-	-	M	M	M	M	-
CO5	H	H	-	M	-	M	M	H	H	-	H	M	-

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
SABITHA R	Dr. N. SHANI	CDC - Convenor	PRINCIPAL

Course Code	Title		
21U3BIC621	Core Paper XXI Global Business Management		
Semester : VI	Credits : 3	CIA : 30 Marks	ESE : 45 Marks

Common to BBA IB / LOGISTICS

Course Objective

To enable the students to understand the impact of economic, political/legal, and financial environments on international business operations

Course Outcomes: By the end of the course the students will be able to:

CO1	Understand the relevance of International trade
CO2	Understand the Export promotion and Export policy
CO3	Understand about Export procedures, FIFO, IIFT
CO4	Know the Export Financing
CO5	To know international agencies and agreement

Offered by: Business Administration

Course Content

Instructional Hours / Week: 6

Unit	Description	Text Book	Chapter
I	Need and relevance: International trade	1	1
	Current pattern of India's foreign trade and world	1	1
	India's trade – Trends-Composition - Volume and	1	1
	Traditional and non-traditional products	1	1
	Brief background of import trade - Future	2	1
	Instructional Hours	20 hrs	
II	Indian institutional assistance for export promotion	1	4
	Export policy – Features and measures	1	4
	Infrastructure setup and aids	1	6
	Export promotion council- Commodity Boards	1	4
	Board of trade - Trade development authority	1	4
	FIFO, IIFT, Export inspection council	1	4
	Instructional Hours	20 hrs	
III	Export procedures: Offer and receipt of confirmed orders	1	6
	Production- Shipping and banking procedure	2	9
	Negotiation - Documents for export trade	2	9
	Export incentives.	2	9
	Instructional Hours	15 hrs	
IV	Export financing: Procedure for Pre-shipment finance	1	9
	Post shipment finance	1	9
	Terms of payment in international trade	1	9
	Letter of Credits-features and types	1	9
	Medium and long term loans- ECGC-functions and policies	1	9
	Instructional Hours	15 hrs	

V	International agencies and agreement	1	10
	IMF-World Bank – Functions and features	1	10
	WTO features - Import policy features.	1	10
	Instructional Hours	20 hrs	
	Total Hours	90 hrs	

Text Book(s):

1. TAS Balagopal, International Trade, Himalaya Publications, 2010 Edition.
2. Francis Cherunilam, International Business, Prentice Hall of India Private Ltd, 2010.

Reference Book(s):

1. Raj Kumar, Nidhi Goel, International Business: Text, UDH Publishers & Distributors, 2016.
2. Roger Bennett, International Business, Pearson, 2009.

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Case Study	Field Visit	Group Discussion	Total
4	4	7	5	5	5	30

Mapping

COS POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	-	M	-	-	M	M	M	H	-	-
CO2	H	M	M	M	-	-	-	M	H	M	H	H	M
CO3	H	M	-	M	M	H	H	M	M	H	M	H	M
CO4	M	M	M	-	M	-	-	M	M	H	M	H	M
CO5	H	M	-	-	M	M	M	M	H	M	M	H	M

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
SABITHA R	Dr. N SHANI	CDC	PRINCIPAL

Course Code	Title		
21U4BMZ604	Skill Based Paper IV : Campus to Corporate (Viva voce)		
Semester : VI	Credits : 3	CIA : 30 Marks	ESE : 45 Marks

Common to BBA CA / IB / LOGISTICS

Course Objective

To enable the students to realize the concepts of Soft Skills, Business Correspondence, Group Discussion, Presentation.

Course Outcomes: By the end of the course the students will be able to:

CO1	Develop various Organizational Etiquette
CO2	Understand Attire aspect, Dressing sense and grooming skill
CO3	Understand the E- Communication aspect
CO4	Students have knowledge about Quantitative and verbal aptitude
CO5	Identify and enumerate ways to nurture your positive attitude.

Offered by: Business Administration

Course Content

Instructional Hours / Week: 4

Unit	Description	Text Book	Chapter
I	Etiquette Elaborated: Corporate etiquette –Workplace etiquette- Business etiquette - Email etiquette - Telephone and Meeting etiquette.	1	1
	Video clippings to watch and noting down with the critical aspects pertaining to etiquettes.	1	1
	Instructional Hours	12	
II	Attire Aspects: Paste your own photograph in formal and informal dress – Dressing sense and grooming skills – Cut and paste various photographs from ad pictures to distinguish dressing for different occasions.	1	5
	Instructional Hours	12	
III	E-communication: Students are expected to have an Email id and work with groups, make mail attachments, join professional groups in social networks ; download and upload files using virtual memory – E-mail Etiquette	2	6
	Overcoming problems in E-mail communication: Use of Electronic Devices in Modern Communication such as Fax, E-mail, chat using Skype – Work with social networking sites such as LinkedIn, Face book, Orkut, Tumblr, Twitter -narrate them in the SDRN with clippings as Evidence.	2	4
	Instructional Hours	12	
IV	Aptitude Appetizer: Quantitative vs. Verbal aptitude - practice – Shortcut routes – Workouts from previous year batch tests –	2	5

	Familiarize the various us types of problems From quantitative & Non-verbal reasoning areas in competitive exams for employment and/or higher studies.		
	Instructional Hours	12	
V	Attitude Building: The importance of building positive attitude. Read from the examples of great people of your choice and write in your SDRN. Identify and enumerate ways to nurture your positive attitude.	2	5
	Instructional Hours	12	
	Total Hours	60	

Text Book(s):

1. Mathew McKay, Martha Davis Patrick Fanning, **Communication Skills**, B. Jain Publication Pvt Ltd, 4st Edition, 2018, New Delhi.
2. Aruna Koneru, **Professional Communication**, Tata McGraw Hill Publication Company Ltd, 2008, New Delhi.

Reference Book(s):

1. P. Bhaskaran Nair & Krishna Pillai, **Communication Skills A Multi – Skill Course**, Mac Millan Press, 2000, New Delhi.
2. Biswajit Das, Ipseeta Satpathy, **Business Communication and Personality Development**, Excel Book, 2009, New Delhi.

Tools for Assessment (30 Marks)

Review I	Review II	Review III	Assignment	Seminar	Attendance	Total
5	5	5	5	5	5	30

Mapping

COS POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	M	-	H	H	H	M	M	H	H	M
CO2	M	M	H	H	M	H	H	H	H	H	M	H	M
CO3	M	H	M	M	H	M	M	M	M	H	M	H	M
CO4	H	H	M	-	M	H	-	M	M	M	H	M	H
CO5	M	-	M	-	-	H	M	M	-	M	M	M	H

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
SABITHA R	Dr. N. SHANI	CDC - Convenor	PRINCIPAL

