



# 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 Logistics

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	21U4HVY201	Value Education : Human Values and Yoga Practice- I	1	-	-	-	-	-
				<b>30</b>				<b>525</b>	<b>21</b>
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	21U4HVY201	Value Education: Human Values and Yoga Practice I	1	2	25	25	50	2
				<b>30</b>				<b>575</b>	<b>23</b>

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	21U3BLC308	Core Paper VIII Introduction to Logistics Management	3	3	30	45	75	3
	III	21U3BLC309	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	21U4BMZ301	Skill Based Paper – I Business Correspondence (Viva Voce)	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	21U4HVY402	Value Education: Human Values and Yoga Practice II	1	-	-	-	-	-
	IV	21U4BMVALC	** Skill Enhancement – Add on course Industry Institute Linkage	-	-	-	-	-	Grade
				<b>30</b>				<b>675</b>	<b>27</b>
	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	21U3BLC413	Core Paper –XIII Inventory Management	5	3	30	45	75	3
	III	21U3BLA404	Allied Paper IV – Air cargo Logistics	4	3	50	50	100	4
	IV	21U4BLZ402	Skill Based Paper-II : Internship & Mini Project	3	3	30	45	75	3
	IV	21U4NM4BT2 / 21U4NM4AT2/ 21U4NM4GEN	# @Basic Tamil – II / ##Advanced Tamil - II / General Awareness	2	3	50		50	2
	IV	21U4HVY402	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
					<b>30</b>				<b>650</b>

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	21U3BLC518	Core Paper – XVIII Warehousing & Distribution Management	3	3	30	45	75	3
	III	21U3BME501/ 21U3BLE502/ 21U3BLE503	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
				<b>30</b>				<b>575</b>	<b>23</b>
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	21U3BLE604/ 21U3BLE605/ 21U3BME606	Discipline Specific Elective Paper II	5	3	50	50	100	4
	III	21U3BLE607/ 21U3BLE608/ 21U3BLE609/	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
				<b>30</b>				<b>600</b>	<b>24</b>
			<b>Total</b>					<b>3600</b>	<b>144</b>

<b>Additional Credit (Optional)</b>	<b>Semester II - VI</b>	<b>8<sup>\$</sup></b>
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- # **Basic Tamil** - Students who have not studied Tamil up to 12<sup>th</sup> standard.
- ## **Advance Tamil** - Students who have studied Tamil language up to 12<sup>th</sup> 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):**

<b>Elective Papers</b>	<b>Course Code</b>	<b>Group</b>	<b>Name of the Course</b>
Elective Paper I	21U3BME501	A	Intellectual Property Rights
	21U3BLE502	B	Total Quality Management
	21U3BLE503	C	Mini Project
Elective Paper II	21U3BLE604	A	Retail Logistics
	21U3BLE605	B	Onsite learning in Aircargo
	21U3BME606	C	Brand Management
Elective Paper III	21U3BLE607	A	Principles of Export Management
	21U3BLE608	B	Onsite learning in shipping Industry
	21U3BLE609	C	Project Work & Viva - Voce

**Extra Departmental Course (EDC):**

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

**Self Study paper offered by department of Computer Applications:**

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

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**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:

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

**Offered by: Business Administration**

**Course Content**

**Instructional Hours / Week: 5**

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

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

**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
<b>CO1</b>	-	M	-	L	H	-	M	H	-	-	H	-	M
<b>CO2</b>	M	-	H	-	-	M	H	-	-	-	-	-	-
<b>CO3</b>	H	L	-	M	-	L	-	M	M	L	-	M	-
<b>CO4</b>	-	-	H	-	-	-	H	-	H	-	M	-	M
<b>CO5</b>	-	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		
<b>21U3BMC102</b>	<b>Core Paper II Business Environment</b>		
<b>Semester: I</b>	<b>Credits: 3</b>	<b>CIA: 30 Marks</b>	<b>ESE: 45 Marks</b>

**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:

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

**Offered by: Business Administration**

**Course Content**

**Instructional Hours / Week : 6**

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

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

**Text Book(s):**

1. Stephen P. Robbins & Timothy A Judge, **Organizational Behaviour**, 17<sup>th</sup> Edition, Pearson Education Limited, 2018.
2. John R. Schermerhom, 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, 5<sup>th</sup> Edition 2014.

**Reference Book(s):**

1. Laurie J. Mullins, **Management and Organisational Behaviour**, Pearson Education Limited, 7<sup>th</sup> Edition 2005 England.
2. Daniel King and Scott Lawley, **Organizational Behaviour**, Oxford University Press, 2<sup>nd</sup> 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)**

<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Case Study</b>	<b>Seminar</b>	<b>Assignment</b>	<b>Total</b>
4	4	7	5	5	5	30

**Mapping**

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

H - High; M-Medium; L-Low

<b>Course Designed by</b>	<b>Verified by HOD</b>	<b>Checked by</b>	<b>Approved by</b>
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
	<b>Demand Analysis:</b> Law of Demand - Elasticity of demand	1	2
	<b>Instructional Hours</b>	<b>18</b>	
II	<b>Production Function:</b> –Factors of production- Laws of Diminishing Returns and Law of Variable Proportions.	1	5
	<b>Cost and Revenue Curves:</b> – Break-Even Point (BEP)Analysis	1	6
	<b>Instructional Hours</b>	<b>18</b>	
III	<b>Market Structure:</b> Prices - Pricing under Perfect competition	2	19
	Pricing under monopoly – Price Discrimination-Pricing under monopolistic competition - Oligopoly	2	20,23,24
	<b>Instructional Hours</b>	<b>18</b>	
IV	<b>Pricing:</b> Pricing under Factors of Production; Wages - Marginal productivity theory - Interest- Keynes Liquidity preference theory	2	31
	<b>Theories of Profit:</b> Dynamic theory of Profit – Risk Theory - Uncertainty theory.	2	32,33
	<b>Instructional Hours</b>	<b>18</b>	

V	<b>Government and Business:</b> 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		
<b>Instructional Hours</b>		<b>18</b>	
<b>Total Hours</b>		<b>90</b>	

**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		
<b>21U3BMC305</b>	<b>Core Paper: V - Accounting for Business</b>		
<b>Semester: III</b>	<b>Credits: 4</b>	<b>CIA:50 Marks</b>	<b>ESE:50 Marks</b>

**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:

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

**Offered by: Business Administration**

**Course Content**

**Instructional Hours / Week:5**

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

**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, 3<sup>rd</sup> 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,.13<sup>th</sup> Edition 2016, New Delhi.

**E-LEARNING RESOURCES:**

1. <https://www.civildserviceindia.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)**

<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Balance sheet Analysis</b>	<b>Seminar</b>	<b>Assignment</b>	<b>Total</b>
<b>8</b>	<b>8</b>	<b>10</b>	<b>10</b>	<b>8</b>	<b>6</b>	<b>50</b>

**Mapping**

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

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

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

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

**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:

<b>CO1</b>	Develop an understanding of production concepts and to select a suitable production system.
<b>CO2</b>	Understand Product design and Service Process.
<b>CO3</b>	Analyse and decide a good location for the plant and its layout.
<b>CO4</b>	Demonstrate efficient planning and control of production activities.
<b>CO5</b>	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
<b>I</b>	<b>Operations Management</b> – Definition- Scope- Systems Concept of Production- Types of Production System- <b>Production Function</b> - Importance - Difference between Goods and Services- Productivity	1	1 & 2
	<b>Instructional Hours</b>		<b>09</b>
<b>II</b>	<b>Production Design: Importance- Factors influencing</b> Product Design – Characteristics – Approaches-Service Design	1	2
	<b>Process Design:</b> Definition; Planning, Selection; Process Strategy: Key aspects- Process focus- Product focus- Repetitive focus; Characteristics.		
<b>Instructional Hours</b>		<b>09</b>	
<b>III</b>	<b>Plant layout:</b> Definition; Objectives; Principles of Layout- Factor influencing Facility Layout-Types of Layout	1	3,4
	<b>Plant Location:</b> Factors influencing plant location, - Steps in Location Selection- Service Location Strategy		
<b>Instructional Hours</b>		<b>09</b>	
<b>IV</b>	<b>Production Planning &amp; Control:</b> Objectives; Role; Aggregate Planning; Aggregate Planning Strategies; Master Production Plan; Material Requirements Planning	2	2,3
	<b>Inventory Management:</b> Definition; Inventory Costs; Factors Influencing Inventory Management and Control; Benefits; Inventory Control Techniques		
<b>Instructional Hours</b>		<b>09</b>	
<b>V</b>	<b>Quality Management:</b> Quality - Inspection and Quality Control- Inspection – Objective – Scope- Quality Control - Benefits; Quality	2	3

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

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

<b>Instructional Hours</b>	<b>12</b>
<b>Total Hours</b>	<b>60</b>

**Text Book(s):**

1. Kerin & Hartley, **Marketing the Core**, Tata McGraw Hill, 6<sup>th</sup> 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](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)**

<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Case Study</b>	<b>Seminar</b>	<b>Assignment</b>	<b>Total</b>
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		
<b>21U3BLC308</b>	<b>Core Paper VIII Introduction to Logistics Management</b>		
<b>Semester: III</b>	<b>Credits: 3</b>	<b>CIA: 30 Marks</b>	<b>ESE: 45 Marks</b>

**Course Objective**

To provide the students an opportunity to learn the fundamentals of logistics and to relate the concepts to real life business.

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

<b>CO1</b>	Understand the fundamentals and emerging concept of logistic in today’s business environment.
<b>CO2</b>	Evaluate and integrate the logistics management model and its process.
<b>CO3</b>	To understand the outsourcing logistics methods used in current logistic field.
<b>CO4</b>	Analyse the Logistics Strategy for better designing and implementing.
<b>CO5</b>	Evaluate the customer service and the distribution channel working effectively in diverse business environment.

**Offered by: Business Administration**

**Course Content**

**Instructional Hours / Week: 3**

Unit	Description	Text Book	Chapter
<b>I</b>	<b>Logistics:</b> Definition - History and Evolution- Objectives – Elements - Activities Importance - The work of logistics	1	1
	<b>Logistics interface with marketing:</b> Retails Logistics – Emerging concept in logistics.		2
	<b>Instructional Hours</b>		<b>9 hrs</b>
<b>II</b>	<b>Logistics Management:</b> Definition and Evolution -Achievement of competitive advantage through logistics Framework.	1	2
	<b>Role of Logistics Management:</b> Integrated Logistics Management - Model – Flow of process activities (in brief).	2	1
	<b>Instructional Hours</b>		<b>9 hrs</b>
<b>III</b>	<b>Outsourcing logistics:</b> Reasons - Third party logistics provider- Fourth party Logistics providers - Stages- Role of logistics providers	2	2
	<b>Instructional Hours</b>		<b>9 hrs</b>
<b>IV</b>	<b>Logistics Strategy:</b> Strategic role of logistics – Definition – role of logistics managers in strategic decisions: Strategy options	1	4
	<b>Lean Strategy, Agile Strategies &amp; Other strategies:</b> Designing &Implementing logistical strategy.		
	<b>Instructional Hours</b>		<b>9 hrs</b>
<b>V</b>	<b>Quality customer service &amp; integrated logistics:</b> Customer service-importance elements- the order cycle system – distribution channels	2	3
	Functions Performed – Types designing – Logistical packaging.		5
<b>Instructional Hours</b>		<b>9 hrs</b>	
<b>Total Hours</b>		<b>45 hrs</b>	

**Text Book(s):**

1. David B.Grant, Chee Yew Wong, Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management, 2016.
2. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.
3. Logistics Management For International Business: Text And Cases, Sudalai muthu & S.Anthony Raj, PHIL earning, First Edition, 2009.
4. Logistics Management, Ismail Reji, Excel Book, First Edition, 2008

**Reference Book(s):**

1. Donald J.Bowersox &David J.Closs: Logistical Management, Tata McGraw Hill Publishing Co.Ltd, NewDelhi,2004
2. Satish C.Ailawadi & Rakesh Singh: Logistics Management, Prentice – Hall of India Pvt Ltd., NewDelhi, 2005
3. Donald Waters: Logistics Palgrave Macmillan, New York, 2004.
4. Krishnaveni Muthiah: Logistics Management & World Sea borne Trade, Himalaya Publishing House,Mumbai, 1999.

**Tools for Assessment (30 Marks)**

<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Assignment</b>	<b>Seminar</b>	<b>Group Discussion</b>	<b>Total</b>
4	4	7	5	5	5	30

**Mapping**

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

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

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

Course Code	Title		
21U3BLC309	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	Illustrate ERP software in enterprises and 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	<b>Introduction to Information Systems</b> - definition - features -steps in implementation of MIS - Need for information-Information system for decision making.	1	1
	<b>MIS Structures</b> - MIS as competitive advantage		
	<b>Instructional Hours</b>		<b>9 hrs</b>
II	<b>MIS - Strategic information system</b> - MIS support for planning - organizing – controlling.	1	3
	<b>MIS for specific functions</b> - Personnel, Finance, Marketing Inventory and Production data base.		4
	<b>Management System Models</b> - hierarchical network		
<b>Instructional Hours</b>		<b>9 hrs</b>	
III	<b>Enterprise systems (ERP):</b> Introduction – Characteristics – Benefits	1	2
	<b>ERP implementation</b>	2	1
	<b>Instructional Hours</b>		<b>9 hrs</b>
IV	<b>Major types of systems in Organizations:</b> Transaction processing system, Management information system, Decision support system, Executive support system – Group Decision support system- Expert system.	2	3
	<b>Office automation-</b> Virtual machine: Concept and benefits of Virtual machine.		
	<b>Instructional Hours</b>		<b>9 hrs</b>
V	<b>Database Management:</b> Levels of Data- Objectives of Data base-Data base Management System-Benefits of Database Management System.	1	6
	<b>Information system for Business-</b> Introduction- Marketing information system- Human resource information system- Production/Manufacturing		

information system-Inventory control system-Financial information system-Payroll System		
	<b>Instructional Hours</b>	<b>9 hrs</b>
	<b>Total Hours</b>	<b>45 hrs</b>

**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. Rahul de, 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 sources**

1. <https://www.civilserviceindia.com/subject/Management/notes/conceptualfoundations-of-information-systems.html>
2. [https://www.tutorialspoint.com/management\\_concepts/enterprise\\_resource\\_planning.htm](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>

**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	L	-	-	L	-	-	H
CO2	H	L	-	M	-	-	L	M	-	-	M	M	-
CO3	M	L	M	-	M	M	-	M	-	-	M	-	M
CO4	H	-	L	M	-	H	H	L	-	M	-	M	H
CO5	H	M	-	L	L	M	L	-	M	-	M	M	M

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

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

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

**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:

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

**Offered by: Business Administration**

**Course Content**

**Instructional Hours / Week: 4**

Unit	Description	Text Book	Chapter
<b>I</b>	<b>Introduction to Business Law</b> - 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
	<b>Consideration</b> - Legal rules as to Consideration – Contract without Consideration - Consent - Coercion – Undue influence – Misrepresentation - Fraud - Mistake of law and Mistake of fact		
<b>Instructional Hours</b>		<b>12</b>	
<b>II</b>	<b>Legality of Object</b> - 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
	<b>Exceptions</b> – Void agreements - Restitution – Quasi contracts - Discharge of contract - Breach of Contract - Remedies for Breach of Contract		
<b>Instructional Hours</b>		<b>12</b>	
<b>III</b>	<b>Formation of contract of sale</b> - 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
	<b>Sale by Non - Owners - Right of lien</b> - Termination of lien - Right of resale - Right of stoppage in transit		
<b>Instructional Hours</b>		<b>12</b>	
<b>IV</b>	<b>Creation of agency</b> - Classification of agents - Relations of Principal and Agent - Delegation of authority	1	3
	<b>Relation of principal with third parties</b> - Personal liability of Agent - Termination of Agency		
<b>Instructional Hours</b>		<b>12</b>	
<b>V</b>	<b>Negotiable Instruments Act 1881</b> – Negotiable Instruments - Essentials requirements –Endorsements – Kinds – Crossing – Types	1	7.1,7.2

- Demand draft - Bills of Exchange		
<b>Tax Laws</b> – Direct, Indirect tax laws – GST – Practical application of GST laws.		
<b>Instructional Hours</b>	<b>12</b>	
<b>Total Hours</b>	<b>60</b>	

**Text Book(s):**

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

**Reference Book(s):**

1. Shukla. M. C, **A Manual of Mercantile Law**, Sultan Chands & Sons, 13<sup>th</sup> 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](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/](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)**

<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Seminar</b>	<b>Assignment</b>	<b>Group Discussion</b>	<b>Total</b>
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**

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



Course Code	Title		
21U4BMZ301	Skill Based Paper- I: Business Correspondence (Viva voce)		
Semester: III	Credits:3	CIA:30 Marks	ESE:45 Marks

### 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	Demonstrate written communication skills in appropriate business situation
CO3	Understand the methods of Nonverbal 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:6**

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

**Text Book(s):**

1. Rajendra Pal & Korlahalli, **Essentials of Business Communication**, Sultan Chand & Sons, New Delhi, 13<sup>th</sup> 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 II	Seminar	Assignment	Attendance	Total
5	5	5	5	5	5	30

**Mapping**

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

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		
21U3BLC413	Core Paper-XIII: Inventory Management		
Semester: IV	Credits: 3	CIA: 30Marks	ESE: 45Marks

**Course Objective**

Enable the Students to learn the Concept, Strategy and Models of Inventory Management

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

<b>CO1</b>	Familiarize with the conceptual framework of Inventory Management
<b>CO2</b>	Gain knowledge on inventory and its role in the Logistics Management Process for Planning.
<b>CO3</b>	Understand the Inventory Management Strategy of an organization.
<b>CO4</b>	Understand the Inventory Management Models and Inventory Cost
<b>CO5</b>	Analyse the need for Supply chain Inventory Management planning and controlling.

**Offered by: Business Administration**

**Course Content**

**Instructional Hours / Week: 5**

Unit	Description	Text Book	Chapter
<b>I</b>	<b>Inventory</b> – Definition – Types – Characteristics - Cost of Carrying inventory	1	1
	Conceptual framework of inventory - Inventory categorization - Service level.		
	<b>Instructional Hours</b>	<b>15 hrs</b>	
<b>II</b>	<b>Inventory Management</b> - Meaning-need-Classification ABC Analysis and CAV analysis-Inventory Management Policy.	1	2
	Inventory Control Procedures - Inventory Planning Methods-Constraints to the effectiveness of Inventory Planning.		
	<b>Instructional Hours</b>	<b>15 hrs</b>	
<b>III</b>	<b>Inventory Management Strategy</b> - Strategy Development process- Characteristics of poor inventory Steps	2	3
	Methods for improved inventory management- Export inventory management		
	<b>Instructional Hours</b>	<b>15 hrs</b>	
<b>IV</b>	<b>Inventory Management models</b> - Push and Pull models-EOQ model-Safety stock	2	4,5
	Inventory cost Types: carrying and ordering - financial impact of inventory- Total cost presentation		
	<b>Instructional Hours</b>	<b>15 hrs</b>	
<b>V</b>	<b>Supply chain Inventory Management</b> - Reasons for carrying inventory- Supply chain wastes and their effects on inventory investment-Measures to eliminate supply chain waste	2	8
	Approaches for controlling inventory investment. Supply chain inventory planning and controlling		
	<b>Instructional Hours</b>	<b>15 hrs</b>	
<b>Instructional Hours</b>		<b>15 hrs</b>	
<b>Total Hours</b>		<b>75 hrs</b>	

**Text Book(s):**

1. Essentials of Inventory Management Hardcover, by Max Mulle, AMACOM, 2nd edition, 2011.
2. Donald J. Bowersox & David J. Closs: Logistical Management, Tata McGraw Hill Publishing Co.Ltd, New Delhi, 2011.

**Reference Book(s):**

1. Satish C. Ailawadi& Rakesh Singh: Logistics Management, Prentice-Hall of India Pvt Ltd., NewDelhi, 2013.
2. Donald Waters: Logistics. Palgrave Macmillan, New York, 2004.
3. Krishnaveni Muthiah: Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 2018.
4. Sarika Kulkarni: Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing CoLtd., New Delhi, 2004.

**E BOOKS:**

1. <https://www.springer.com/in/book/9783319119755>

**MOOC:**

1. <https://www.mooc-list.com/tags/inventory-management>

**Tools for Assessment (30 Marks)**

<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Seminar</b>	<b>Group Discussion</b>	<b>Assignment</b>	<b>Total</b>
4	4	7	5	5	5	30

**Mapping**

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

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

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

Course Code	Title		
<b>21U3BLA404</b>	<b>Allied Paper – IV Air cargo Logistics</b>		
<b>Semester: IV</b>	<b>Credits: 4</b>	<b>CIA:50 Marks</b>	<b>ESE:50Marks</b>

**Course Objective**

To enable the students to learn the Air Transport System and Procedure for Exports and Imports through Air Transport

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

<b>CO1</b>	Understand the basic concepts of Aviation and Airline Terminologies
<b>CO2</b>	Acquire knowledge about Airlines Industry
<b>CO3</b>	Analyse Airline Marketing and Customer Services to manage International Logistics
<b>CO4</b>	Identify the important terminologies of air freight forwarding for Import and Export
<b>CO5</b>	Computation of Air Cargo Rates and Commercial & Ecological Implications

**Offered by: Business Administration**

**Course Content**

**Instructional Hours / Week: 4**

Unit	Description	Text Book	Chapter
<b>I</b>	<b>Introduction to Air Cargo:</b> Aviation and Airline Terminology – IATA areas – Country – Currency – Airlines – Aircraft layout – Different types of Aircraft - Aircraft Manufacturers	1	1, 2
	ULD – International Air routes – Airports – Codes – Consortium – hub & Spoke – Process flow.		
	<b>Instructional Hours</b>		<b>15 hrs</b>
<b>II</b>	<b>Introduction to Airline Industry:</b> History – Regulatory Bodies – Navigation systems – Air Transport system – functions – customers – standardization	1	3
	Management – airside – terminal area – landside operations – civil aviation – safety and security– industry regulations – future of the industry		
	<b>Instructional Hours</b>		<b>15 hrs</b>
<b>III</b>	<b>Airline Marketing and Customer Service -</b> Standardization in logistics – Airfreight Exports and Imports – Sales and Marketing	2	1, 2
	Understanding Marketing, Environment, Marketing Research, strategies and Planning, Audits, Segmentation, SWOT, Marketing Management Control		
	<b>Instructional Hours</b>		<b>15 hrs</b>
<b>IV</b>	<b>Air Transportation</b> – Characteristics – Types of Air transport - Air Freight Forwarding: Air freight Exports and Imports – Special Cargoes – Consolidation – Documentation	1	5
	<b>Air Way Bill (AWB)</b> – communication – handling COD shipments – POD – conditions of contract – dangerous (DGR) or hazardous goods – Railway Transportation –Introduction – Functions – Types of Railway Transportation.		
	<b>Instructional Hours</b>		<b>15 hrs</b>
<b>V</b>	<b>Advices -</b> Booking – SLI – Labelling – Volume/Weight ratio – shipment planning	2	3
	TACT – Air cargo rates and charges – Cargo Operations – Customer Clearance – Water way Transport – Functions - Infrastructure – Vessel Types		
<b>Instructional Hours</b>		<b>15 hrs</b>	
<b>Total Hours</b>		<b>75 hrs</b>	

**Text Book(s):**

1. The Air Logistics Handbook Air Freight and the Global Supply Chain by Michael Sales, 1st Edition, 2013.
2. Air Cargo and Logistics: Classics and Contemporary Practice Paperback – Import, by Rico Merkert & Jackie Walters, Academic Press, 2019.

**Reference Book(s):**

1. Reaching for the sky by Oliver Press Ecommerce: An Indian perspective, 2nd Ed. PT Joseph, SJ Evaluation Pattern – R.13 & R.16.
2. Paul Jackson and William Brackenridge, Air cargo distributions: A management analysis of its economic and marketing benefits, Grower Press.

**E BOOKS:**

1. <http://ftn.fedex.com/digital-sales/brochure-air-ocean.shtml>

**MOOC**

1. [https://www.twill.net/?gclid=EAIaIQobChMI6IagyfLF4AIVS6aWCh2wgA7UEAAYASAAEgIv9fD\\_BwE&gclidsrc=aw.ds](https://www.twill.net/?gclid=EAIaIQobChMI6IagyfLF4AIVS6aWCh2wgA7UEAAYASAAEgIv9fD_BwE&gclidsrc=aw.ds)

**Tools for Assessment (50 Marks)**

<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Seminar</b>	<b>Group Discussion</b>	<b>Case Study</b>	<b>Total</b>
8	8	10	6	8	10	50

**Mapping**

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

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

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

Course Code	Title		
21U4BLZ402	Skill Based Paper- II : Internship and Mini Project		
Semester: IV	Credits : 4	CIA : 30 Marks	ESE : 45 Marks

### Course Objective

To enable the student to understand the practical aspects of supply chain and logistics industry

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

<b>CO1</b>	Contribute to organizations of all types and sizes by managing critical short-term training
<b>CO2</b>	Provide a variety of ways to engage in experiential learning.
<b>CO3</b>	Apply the knowledge and skills acquired in the classroom to a professional context
<b>CO4</b>	Refine and reassess interns' own career goals as a result of the experience.
<b>CO5</b>	Communicate research concepts and contexts clearly and effectively both in writing and orally.

### Offered by: Business Administration

1. The students will have to visit organizations in Logistics and Shipping Industry to learn what is happening in the real world. This is meant for acquiring hands-on exposure on the concepts they are studying during their course of study. Each student is required to submit a report of the visit depicting the knowledge they acquired on the basis of which evaluation will be done.

2. CIA Marks Distribution:

A minimum of two reviews have to be done, one at the time of finalizing the company and the second review at the time of commencement of report writing. They should be asked to present the work done in the two reviews. The guide will give the marks for CIA as per the norms stated below:

First Review	5 Marks
Second Review	5 Marks
Third Review	5 Marks
Document, Preparation and Implementation	15 Marks
<b>Total</b>	<b>30 Marks</b>

3. End Semester Examination:

The evaluation for the end semester examination should be as per the norms given below:

External Examiner	15 Marks
Internal Examiner	15 Marks
Viva-Voce Examination	10 Marks (Jointly given by the external and internal examiner)
<b>Total</b>	<b>45 Marks</b>

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

**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, 11<sup>th</sup> Edition, 2016.

**Tools for Assessment (50 Marks)**

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

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

**Text Book(s):**

1. Shashi.K.Gupta and Sharma.R.K, **Financial Management**, Kalyani Publisher, Ludhiana, 6<sup>th</sup> 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, 9<sup>th</sup> Edition, (2017).

**Tools for Assessment (50 Marks)**

<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Assignment</b>	<b>Seminar</b>	<b>Case Study</b>	<b>Total</b>
8	8	10	6	8	10	50

**Mapping**

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

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

<b>Course Designed by</b>	<b>Verified by HOD</b>	<b>Checked by</b>	<b>Approved by</b>
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:

<b>CO1</b>	Understand the Foreign Trade Policy and Procedure for Exports
<b>CO2</b>	Acquire knowledge in Export Oriented Units and Special Economic Zone
<b>CO3</b>	Identify the Procedure and Registration of Importers
<b>CO4</b>	Understand the General Provisions for Imports
<b>CO5</b>	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 <b>Procedures and formalities – Export price quotations</b>	1	1, 4, 6
	<b>Deemed Exports:</b> 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		
<b>Instructional Hours</b>		<b>15 hrs</b>	
II	<b>EOU scheme (Export Oriented Units):</b> Eligibility – Setting up EOUs– Supplies by DATA (Domestic Tariff Area) Units to EOUs –Special Economic Zones	2	23, 24
	<b>Special Economic Zones (SEZ) scheme</b> – 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		
	<b>Instructional Hours</b>		
III	<b>Procedure for Registration of Importers:</b> Categories of Importers – Importer Registration with regional Licensing authorities import of capital goods under EPCG - Duty Exemption / Remission Scheme	2	4
	<b>Instructional Hours</b>		

IV	<b>General provisions for Imports:</b> 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
	<b>Instructional Hours</b>	<b>15 hrs</b>	
V	<b>Import and Export documentation:</b> Frame work – Standardized pre-shipment Export documents – Commercial and regulatory documents.	1	2
	<b>Instructional Hours</b>	<b>15 hrs</b>	
<b>Total Hours</b>		<b>75 hrs</b>	

**Text Book(s):**

1. M. I. Mahajan, Foreign Trade Policy Procedures and Documents, Snow White Publications Pvt Ltd, Mumbai, 26 th 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		
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	<b>Concept of investment:</b> Important - alternate forms of investment	1	1
	<b>Types of shares</b> - 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		
	<b>Instructional Hours</b>		
II	<b>Primary Market</b> - Role of NIM mechanics of floating new issues	1	3
	<b>Secondary Market:</b> Function mechanics of security trading-OTCEI-NSE futures & options.		
	<b>Instructional Hours</b>		
III	<b>Risk</b> - Kinds-Measures of risk-returns.	2	5
	<b>Valuation of Securities</b> - Valuation of bonds – valuation preference and equality shares.		
	<b>Instructional Hours</b>		
IV	<b>Security Analysis:</b> Fundamental analysis: economic, industry and company analysis	2	8
	<b>Technical analysis:</b> Dow theory- NSE, BSE, chart patterns, risk measurement techniques.		
	<b>Instructional Hours</b>		
V	<b>Efficient Market theory:</b> Random Walk Theory-weak form-semi strong form	2	9
	<b>Portfolio Analysis:</b> Markowitz theory-optimum portfolio.		
	<b>Instructional Hours</b>		
<b>Total Hours</b>			<b>75</b>

**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, 4<sup>th</sup> 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)**

<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Case Study</b>	<b>Assignment</b>	<b>Seminar</b>	<b>Total</b>
4	4	7	5	5	5	30

**Mapping**

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

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

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



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	<b>Research</b> - Definition - Importance - Advantages and Limitations – Research process - Problem	1	1,3,4
	<b>Design of research</b> - Types of Design - Sampling process and selection - Sample types -Sample size and sampling errors.		
<b>Instructional Hours</b>		<b>15</b>	
II	<b>Data Collection</b> - Methods - Tools - Questionnaire – Interview Schedule - Kinds of Data	1	5,6,7
	<b>Scaling technique:</b> Attitude measurement – Editing –Coding -Tabulation		
<b>Instructional Hours</b>		<b>15</b>	
III	<b>Statistical Data Analysis</b> - 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)		
<b>Instructional Hours</b>		<b>15</b>	
IV	<b>Interpretation and Report writing</b> - Steps in writing reports - Layout of report, types, and principles of report writing – Graphical representation of results	1	14
	<b>Instructional Hours</b>		

<b>V</b>	<b>Product research</b> - Price research, Motivation Research	2	17,19,21
	<b>Promotion research</b> : Distribution research – Sales control research - Media research.		
<b>Instructional Hours</b>			<b>15</b>
<b>Total Hours</b>			<b>75</b>

**Text Book(s):**

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

**Reference Book(s):**

1. Boyd and Westfall, **Marketing Research**, McGraw-Hill Professional Publishing, 9<sup>th</sup> 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)**

<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Seminar</b>	<b>Assignment</b>	<b>Mini Project</b>	<b>Total</b>
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
CO2	H	H	M	M	M	-	H	H	-	M	H	-	-
CO3	H	-	-	M	M	-	M	M	M	-	-	M	-
CO4	H	M	M	-	M	-	-	M	-	-	-	-	-
CO5	H	M	M	M	M	-	M	M	M	M	-	-	-

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

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

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	<b>Advertising in retailing</b> - Advertising principles	1	1,2
	Steps in planning a retail advertising campaign advertising for the retail store.		
	<b>Instructional Hours</b>		<b>15</b>
II	<b>Media and copy decisions</b> - Media objectives-planning and budgeting-advertising	1	5,6,7
	Evaluation creating and producing copy-copy testing		
	<b>Instructional Hours</b>		<b>15</b>
III	<b>Retail promotional strategy</b> - Promotional objectives, Promotional budget	2	1,2,3
	Selecting the promotional mix - Implementing the promotional mix		
	<b>Instructional Hours</b>		<b>15</b>
IV	<b>Management of sales promotion</b> - Role of sales promotion	2	4,5
	<b>Sales Promotion</b> -Types of sales promotion- Evaluating sales promotion		
	<b>Instructional Hours</b>		<b>15</b>
V	<b>Personal selling</b> - publicity	2	6,7,8

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

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

**Tools for Assessment (30 Marks)**

<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Case Study</b>	<b>Assignment</b>	<b>Seminar</b>	<b>Total</b>
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	-	-	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	-

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

<b>Course Designed by</b>	<b>Verified by HOD</b>	<b>Checked by</b>	<b>Approved by</b>
<b>V.Sudha</b>	<b>Dr.N.Shani</b>	<b>CDF – Convenor</b>	<b>Principal</b>

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

**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:

<b>CO1</b>	Understand the principles of logistics management
<b>CO2</b>	To understand, appraise and integrate various supply chain strategies
<b>CO3</b>	Analyze how supply chain decisions related to facility location can be applied to various industries and designing the supply chain.
<b>CO4</b>	Understand the general concepts of customer service applications of logistics information systems
<b>CO5</b>	Understand various freight charges and intermediaries in logistics.

**Offered by: Business Administration**

**Course Content**

**Instructional Hours / Week: 3**

Unit	Description	Text Book	Chapter
<b>I</b>	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		
	<b>Instructional Hours</b>		
<b>II</b>	Supply Chain Management – Introduction – Nature and concept - Value chain - Functions and contribution	1	2
	Framework for supply chain solutions – Customer service - Components - Strategic management.		3
	<b>Instructional Hours</b>		<b>9 hrs</b>
<b>III</b>	Elements of logistics and supply chain management – Information - Logistics information flow.	1	4, 6 & 7
	LIS – EDI in logistics –Inventory – Functions – Types – Element – Warehousing & Distribution center - Concepts		
	Types of warehousing – Functions – Warehousing Strategy and warehouse design.		
<b>Instructional Hours</b>	<b>9 hrs</b>		
<b>IV</b>	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.		
	<b>Instructional Hours</b>		

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

**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, 3<sup>rd</sup> Edition, 2010.
2. Gibson G Vedamani, **Retail Management - Functional Principles and Practice**, Jaico Publishing House; 4th edition, 2003.

**Tools for Assessment (30 Marks)**

<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Case Study</b>	<b>Field Visit</b>	<b>Group Discussion</b>	<b>Total</b>
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	-	-
CO2	H	L	H	-	M	H	L	M	H	-	M	-	-
CO3	M	-	M	H	L	M	M	-	M	H	-	M	-
CO4	H	H	-	H	M	-	H	M	L	-	H	M	-
CO5	M	L	M	M	-	H	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		
21U3BLC518	Core Paper – XVIII: Warehousing & Distribution Management		
Semester: V	Credits: 3	CIA: 30 Marks	ESE: 45 Marks

**Course Objective**

To enable the student to understand the Need for Warehouse and functions of distribution

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

CO1	Develop the competencies and knowledge of Warehouse layout
CO2	Demonstrate the receiving and dispatch of goods in warehouse
CO3	Understand the warehousing activities and packaging.
CO4	Analyse the distribution channel function and channel structure.
CO5	Understand Warehouse Safety Rules and Procedures

**Offered by: Business Administration**

**Course Content**

**Instructional Hours / Week: 3**

Unit	Description	Text Book	Chapter
I	<b>Introduction to Warehouse:</b> (Storage and Packaging) Background – Need for Warehouse – Importance of warehouse, Types of Warehouses.	1	1
	Broad functions in a warehouse - warehouse layouts and layout related to functions - Warehouse Organization Structure - Benefits of Warehousing.		
	<b>Instructional Hours</b>		<b>9 hrs</b>
II	<b>Receiving and Dispatch of Goods in warehouse:</b> Various stages involved in receiving goods – Stages involved receipt of goods.	2	3 & 4
	Procedure for Arranging of goods on dock for counting and Visual inspection of goods unloaded - Formats for recording of goods unloaded from carrier - storage locations - storage location codes and its application-.		
	<b>Instructional Hours</b>		<b>9 hrs</b>
III	<b>Warehouse Activities:</b> Explain receiving – sorting – loading – unloading - Picking Packing and dispatch - activities and their importance in a warehouse - quality parameters - Quality check -need for quality check - importance of quality check	1	7
	Procedure to develop Packing list / Dispatch note - Cross docking method, Situations suited for application of cross docking Information required for coordinating cross docking, Importance of proper packing, packing materials, packing machines, Reading labels		
	<b>Instructional Hours</b>		<b>9 hrs</b>
IV	<b>Warehouse Management:</b> Warehouse Utilization Management, Study on emerging trends in warehousing sector, DG handling, use of Material Handling Equipment's in a warehouse, Inventory Management of a warehouse, Inbound & Outbound operations of a warehouse and handling of Inbound & Outbound operations	2	8
	<b>Distribution:</b> Definition – Need for physical distribution – functions of distribution – marketing forces affecting distribution. The distribution concept – system perspective. Channels of distribution: role of marketing		

	channels – channel functions – channel structure –designing distribution channel – choice of distribution channels		
	<b>Instructional Hours</b>	<b>9 hrs</b>	
<b>V</b>	<b>Warehouse Safety Rules and Procedures:</b> The safety rules and Procedures to be observed in a Warehouse - Hazardous cargo – Procedure for Identification of Hazardous Cargo - safety data sheet,	1	13
	<b>Instructions to handle hazardous cargo:</b> Familiarization with the industry. Health - Safety & Environment, safety Equipment’s and their uses -5S Concept on shop floor -Personal protective Equipment’s (PPE) and their uses		
	<b>Instructional Hours</b>	<b>9 hrs</b>	
	<b>Total Hours</b>	<b>45 hrs</b>	

**Text Book(s):**

1. J P Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt Ltd, First Edition, 2010.
2. Kapoor Satish K., and Kansal Purva, ‘Basics of Distribution Management: A Logistical Approach’, Prentice HALL of India, 2014.

**Reference Book(s):**

1. Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems, Michael Ten Hompel, Thorsten Schmidt, Springer-verlag, First Edition, 2006.
2. Chetan Bajaj Course Material Prepared by Logistics and Supply Chain management, 2012

**Tools for Assessment (30 Marks)**

<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Seminar</b>	<b>Group Discussion</b>	<b>Assignment</b>	<b>Total</b>
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	M	-	-	-	-	-	-
CO2	M	-	H	-	M	M	L	M	H	-	-	-	M
CO3	H	-	-	-	H	-	M	-	-	M	-	-	-
CO4	H	H	-	H	-	M	M	-	H	L	-	-	M
CO5	M	M	-	-	-	-	M	L	-	M	-	M	M

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

<b>Course designed by</b>	<b>Verified by HOD</b>	<b>Checked by</b>	<b>Approved by</b>
Mrs.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
Creditsors:	
Bismi Ltd. Bill no P/100, 28-12-10 – 30 days Credits	2,00,000
<b>Total</b>	<b>18, 00,000</b>
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	35000
5 fully automatic (LG) @ 14000	70,000
10 T.V sets sony @ Rs 10,000	100,000
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
<b>Total</b>	<b>18, 00,000</b>

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 /11Sales 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

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

**Mapping**

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

<b>Course Designed by</b>	<b>Verified by HOD</b>	<b>Checked by</b>	<b>Approved by</b>

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:

<b>CO1</b>	Understand entrepreneurial functions
<b>CO2</b>	Understanding the factors affecting entrepreneurial growth, Development Programmes
<b>CO3</b>	Familiarize on the concepts of Start Ups and Stand Ups
<b>CO4</b>	Understand location selection, Financial requirement, factors affecting choice of a business location
<b>CO5</b>	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
<b>I</b>	<b>Meaning of Entrepreneurship:</b> Characteristics - functions and types of Entrepreneurships	2	2&3
	<b>Entrepreneur:</b> Role of Entrepreneurship in economic development.	1	2
	<b>Instructional Hours</b>		<b>15</b>
<b>II</b>	<b>Factors affecting Entrepreneurial growth</b> – Economic non - economic Entrepreneurship Development programmes – Need – Objectives Phases – Evaluation. Institutional support to Entrepreneurs.	1	5&9
	<b>Instructional Hours</b>		<b>15</b>
<b>III</b>	<b>Start-ups and Buyouts</b> - Franchising Opportunities - The Family Business-Business Plan-Marketing Plan - Management Teams- Organized forms.	2	6&7
	<b>Instructional Hours</b>		<b>15</b>
<b>IV</b>	<b>Selecting a Location and Planning the Facilities</b> - Projecting Financial Requirements – Finding Sources of Financing - Exit Strategies – Factors affecting choice of a business location.	1	27
	<b>Instructional Hours</b>		<b>15</b>
<b>V</b>	Quality Management in Small Business - <b>Social and Ethical Issues in Small Business Management</b> - Evaluating Financial Performance – Managing Risk in Small Business Management. Case studies.	1	28
	<b>Instructional Hours</b>		<b>15</b>
<b>Total Hours</b>		<b>75</b>	

**Text Book(s):**

1. S. S. Khanka, **Entrepreneurial Development**, S. Chand & Company New Delhi, 4<sup>th</sup> Edition, 2013.
2. C. B. Gupta & N. P. Srinivasan, **Entrepreneurial Development**, Sultan Chands & Son New Delhi, 6<sup>th</sup> 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 9<sup>th</sup> Edition, 2009.

**Tools for Assessment (50 Marks)**

<b>CIA I</b>	<b>CIA II</b>	<b>CIA III</b>	<b>Role Play</b>	<b>Seminar</b>	<b>Group Discussion</b>	<b>Total</b>
8	8	10	10	8	6	50

**Mapping**

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

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

<b>Course Designed by</b>	<b>Verified by HOD</b>	<b>Checked by</b>	<b>Approved by</b>
<b>Mrs. SABITHA R</b>	<b>Dr. N.SHANI</b>	<b>CDC - Convenor</b>	<b>PRINCIPAL</b>

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	<b>Strategic Management:</b> 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
	<b>Instructional Hours</b>	15	
II	<b>Strategic Formulation:</b> Corporate Mission: Need –Formulation, <b>Objectives:</b> Classification- Guidelines, Goals: Features	1	
	<b>Instructional Hours</b>	15	
III	<b>Choice of strategy:</b> BCG matrix-The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies	1	17&18
	<b>Instructional Hours</b>	15	
IV	<b>Strategic Implementation:</b> Role of top management-Process- Approaches, Resource allocation-Factors -Approaches, Mckinsey's 7's framework, Strategic Positioning- Four routes to competitive advantage		
	<b>Instructional Hours</b>	15	
V	<b>Strategic Evaluation:</b> 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
	<b>Instructional Hours</b>	15	
	<b>Total Hours</b>	75	

**Text Book(s):**

1. Strategic Management- Francis Cherunillam - Himalaya Publishing House.
2. Strategic Planning and Management- P.K.Ghosh - Sult an 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
<b>CO1</b>	H	M	-	-	-	-	M	M	M	H	M	M	-
<b>CO2</b>	H	M	-	-	M	-	-	M	H	M	H	M	M
<b>CO3</b>	H	H	M	-	M	-	-	M	M	-	M	-	M
<b>CO4</b>	H	M	-	-	M	-	-	M	H	M	-	M	M
<b>CO5</b>	H	M	-	-	M	-	-	-	H	-	M	M	M

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

Course Designed by	Verified by HOD	Checked by	Approved by
<b>Mrs. SABITHA R</b>	<b>Dr. N.SHANI</b>	<b>CDC - Convenor</b>	<b>PRINCIPAL</b>

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



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

**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	H	M	M	H	M
CO2	H	M	M	M	-	-	-	M	H	M	M	M	M
CO3	H	M	-	M	M	H	H	M	M	M	M	H	-
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
Mrs. SABITHA R	Dr. N.SHANI	CDC - Convenor	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:

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

**Offered by: Business Administration**

**Course Content**

**Instructional Hours / Week: 4**

Unit	Description	Text Book	Chapter
<b>I</b>	<b>Etiquette Elaborated:</b> 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
	<b>Instructional Hours</b>	12	
<b>II</b>	<b>Attire Aspects:</b> 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
	<b>Instructional Hours</b>	12	
<b>III</b>	<b>E-communication:</b> 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
	<b>Overcoming problems in E-mail communication:</b> 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
	<b>Instructional Hours</b>	12	
<b>IV</b>	<b>Aptitude Appetizer:</b> 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.		
	<b>Instructional Hours</b>	<b>12</b>	
V	<b>Attitude Building:</b> 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
	<b>Instructional Hours</b>	<b>12</b>	
	<b>Total Hours</b>	<b>60</b>	

**Text Book(s):**

1. Mathew McKay, Martha Davis Patrick Fanning, **Communication Skills**, B. Jain Publication Pvt Ltd, 4<sup>st</sup> 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)**

<b>Review I</b>	<b>Review II</b>	<b>Review III</b>	<b>Assignment</b>	<b>Seminar</b>	<b>Attendance</b>	<b>Total</b>
5	5	5	5	5	5	30

**Mapping**

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

