

UNDERGRADUATE DEGREE PROGRAMME

Bachelor of Business Administration

Three Years

/

Bachelor of Business Administration (Hons)

Four Years

CURRICULUM & SYLLABUS

REGULATION 2024

Choice Based Credit System (CBCS)

&

Learning Outcomes Based Curriculum Framework (LOCF)

Effective from the Academic Year

2024 -2025

Department of Business Administration

SCHOOL OF MANAGEMENT STUDIES AND COMMERCE

VELS

INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)
PALLAVARAM, THALAMBUR, PERIYAPALAYAM-CHENNAI
ACCREDITED BY NAAC WITH 'A++' GRADE

DEPARTMENT OF BUSINESS ADMINISTRATION

VISION OF THE DEPARTMENT
To nurture **tomorrow's business and academic leaders** by drawing the synergy of teaching, research and practice.

MISSION OF THE DEPARTMENT	
M1	Our purpose is driven by our desire **to produce confident leaders** who are committed to creativity and excellence.
M2	We inspire critical thinking, personal growth, and a passion for learning. We serve the **social, cultural, and economic needs of our community and our society**
M3	The department further supports the vision and mission of the School of Management Studies while enhancing the **visibility and reputation of VISTAS.**

PROGRAMME EDUCATIONAL OUTCOMES (PEO)	
PEO1	To contribute effectively in the business world, demonstrating competence in their chosen field and the ability to adapt to changing business environments.
PEO2	To demonstrate a comprehensive understanding of key concepts, theories, and principles in various business disciplines such as accounting, finance, marketing, management, and operations

PROGRAMME OUTCOMES (PO)	
PO1	To exhibit factual and theoretical knowledge of management in general and business in particular. .
PO2	To critically evaluate and analyze Indian and global business environments in different contexts.
PO3	To recognize their role as a manager, entrepreneur and a leader in a business management
PO4	To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
PO5	To conduct and demonstrate professional and ethical behaviour.
PO6	To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning in different contexts.

PO7	To nurture an ability to articulate a business environment with clarity and mindfulness.
PO8	To exhibit the ability to own roles and responsibilities with commitment, as members of multi cultural teams and communities in cross-cultural contexts and diversity management.
PO9	To be an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.

PROGRAMME SPECIFIC OUTCOMES (PSO)	
PSO1	To be equipped with the knowledge and skills to identify business opportunities, develop business plans, and understand the entrepreneurial process. They should be able to demonstrate creativity, initiative, and innovation in solving business challenges.
PSO2	To have a broad understanding of global business environments, including cultural diversity, international markets, and global economic trends. They should be able to analyze global business issues and develop strategies for conducting business across borders.
PSO3	To possess strong financial literacy and be able to analyze financial statements, manage budgets, and make financial decisions that align with organizational goals. They should understand the principles of financial management, including risk assessment and capital budgeting
PSO4	To demonstrate effective leadership skills and be able to manage teams to achieve organizational objectives. They should understand motivational techniques, conflict resolution strategies, and the dynamics of team collaboration in achieving business goals.

BOARD OF STUDIES

List of Members

Department of Business Administration

S. No	Name & Designation	Address	Role
1.	**Dr.P.Murugan,** M.Com, Ph.D., MBA., Professor & Head	Department of Business Administration Vels Institute of Science Technology And Advanced Studies Chennai – 600117 Mob: Email ID: hodbba@velsuniv.ac.in	Chairperson
2.	**Dr.V.Jayanthi** M.Com, M.Phil, MBA SET, PhD Associate Professor	Department of Business Administration Vels Institute of Science Technology And Advanced Studies Chennai – 600117 Mob: Email ID: jayanthi.sms@velsuniv.ac.in	Internal member
3.	**Dr.K.Vinayagam,** MLM,.MA MBA, NET.,Ph.D., Associate Professor	Department of Business Administration Vels Institute of Science Technology And Advanced Studies Chennai – 600117 Mob: Email ID: vinayagam.sms@velsuniv.ac.in	Internal member
4.	**Dr.M.Prabhakar Christopher David,** MBA NET, Ph.D Assistant Professor	Department of Business Administration Vels Institute Of Science Technology And Advanced Studies Chennai – 600117 Mob: Email ID: prabhakaran.sms@velsuniv.ac.in	Internal member
5.	**Dr.P.SasiKumar** MBA, Ph.D Assistant Professor	Department of Business Administration Vels Institute Of Science Technology And Advanced Studies Chennai – 600117 Mob: Email ID: saikumar.sms@velsuniv.ac.in	Internal member
6.	**Dr Praveen Kumar** M.Com., MBA., PhD Associate Professor	Department of Management Studies. Saveetha University, Chennai. email I'd: Ph:	External member Academic Expert
7.	**Mr.Susdharsan,** M.Tech., MS., MBA., M.Sc.,(Ph.D.)	Deputy General Manager, L&T constructions, Chennai	External member Industry Expert
8.	**Ms.Shofika**	Entrepreneur, Franchisee of Coffee and Recharge Mob: Email ID:	Alumni, Department of Business Administration

CREDIT DISTRIBUTION

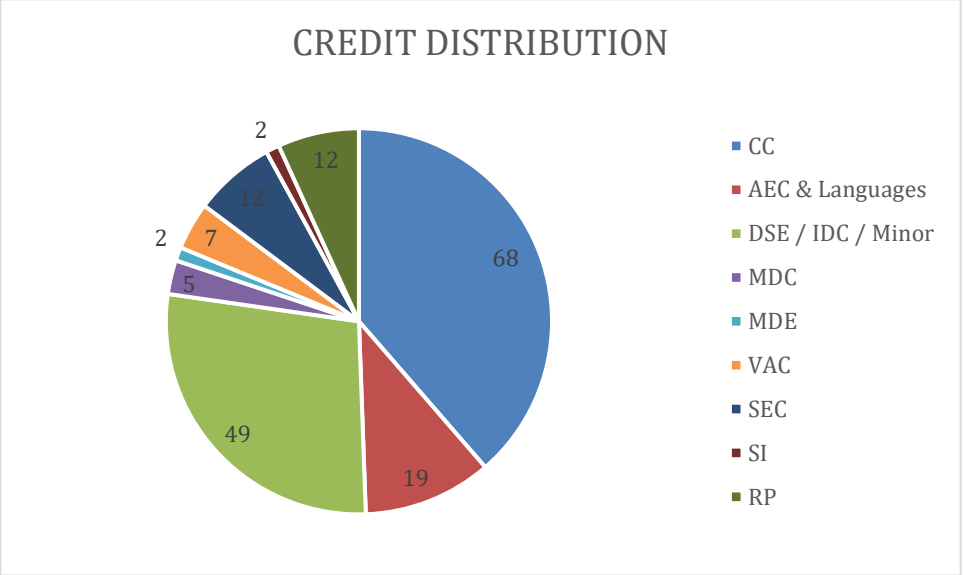
Bachelor of Business Administration (Hons)

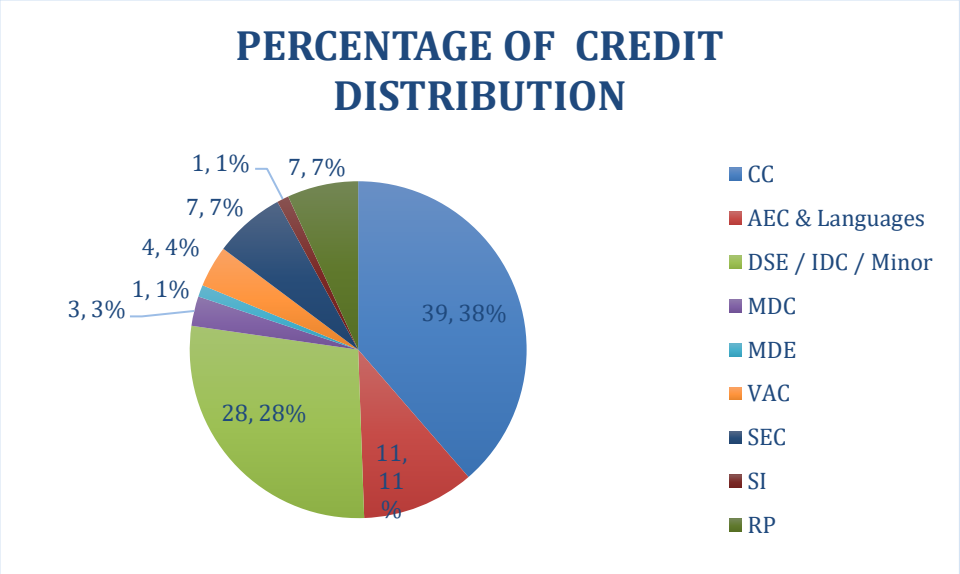
Minimum credits to be earned: 176

Bachelor of Business Administration

Minimum credits to be earned: 132

Component	I Sem	II Sem	III Sem	IV Sem	V Sem	VI Sem	3 Yrs. Total Credits	VII Sem	VIII Sem	4 Yrs Total Credits
CC	12	12	12	8	12	8	64	4	-	68
AEC & Languages	4	4	4	7	-	-	19	–	-	19
DSE / IDC / Minor	-	-	3	4	4	11	22	12	16	50
MDC	2	3	-	-	-	-	5	-	-	5
MDE	-	-	2	-	-	-	2	-	-	2
VAC	2	1	-	1	2	-	6	-	-	6
SEC	2	2	2	1	3	2	12	-	-	12
SI	-	-	1	-	1	-	2	-	-	2
RP	-	-	-	-	-	-	-	6	6	12
Total Credits	**22**	**22**	**24**	**21**	**22**	**21**	**132**	**22**	**22**	**176**


CREDIT DISTRIBUTION
68
19
49
5
2
7
12
2
12
CC
AEC & Languages
DSE / IDC / Minor
MDC
MDE
VAC
SEC
SI
RP


PERCENTAGE OF CREDIT DISTRIBUTION
39, 38%
11, 11 %
28, 28%
3, 3%
1, 1%
4, 4%
7, 7%
1, 1%
7, 7%
CC
AEC & Languages
DSE / IDC / Minor
MDC
MDE
VAC
SEC
SI
RP

ABBREVIATIONS

CC	Core Course
AEC	Ability Enhancement Courses
DSE	Disciplinary Specific Elective
IDC	Interdisciplinary / Minor Courses
MDC	Multidisciplinary Courses
MDE	Multidisciplinary Elective
VAC	Value Added Courses
SEC	Skill Enhancement Courses
SI	Summer Internship
RP	Research Project

CURRICULUM STRUCTURE

Bachelor of Business Administration Three Years
/
Bachelor of Business Administration (Hons) Four Years

Total number of Credits: 176

	Bachelor of Business Administration (Hons) Minimum Credits to be earned :176 Bachelor of Business Administration Minimum Credits to be earned: 132									
			Hours/Week					Maximum Marks		
SEMESTER 1										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
AEC/ LANG 1	24LTAM11/ 24LH1N11/ 24LFRE11	Tamil I / Hindi I/ French I	2	0	0	1	2	40	60	100
AEC/ ENG 1	24LENG11	English I	2	0	0	1	2	40	60	100
CC 1	24CBBA11	Principles and Practices of Management	4	0	0	2	4	40	60	100
CC 2	24CBBA12	Financial accounting	4	0	0	2	4	40	60	100
CC 3	24CBBA13	Business Statistics and Logic	4	0	0	0	4	40	60	100
MDC	24MBBA11	Media Literacy and Critical Thinking	2	0	0	1	2	40	60	100
AEC/ VAC 1	24DVAC11	Communication Skills	2	0	0	1	2	40	60	100
SEC 1	24SSKU11	Soft Skills 1	2	0	0	1	2	40	60	100
SEC 2		Orientation programme / Industrial Visit	-	-	-	-	-	-	-	-
			22	0	2	-	22	-	-	-

CIA - Continuous Internal Assessment SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

SEMESTER 2										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
AEC/ LANG 2	24LTAM21/ 24LH1N21/ 24LFRE21	Tamil II / Hindi II / French II	2	0	0	1	2	40	60	100
AEC/ ENG 2	24LENG21	English II	2	0	0	1	2	40	60	100
CC 4	24CBBA21	Human Behaviour and Organization	4	0	0	2	4	40	60	100
CC 5	24CBBA22	Marketing Management	4	0	0	2	4	40	60	100
CC 6	24CBBA23	Business Economics	4	0	0	2	4	40	60	100
MDC 2	24MBBA21	Indian System of Health and Wellness	3	0	0	2	3	40	60	100
VAC 2	24DVAC22	Universal Human Values	1	0	0	1	1	-	100	100
SEC 3	24SSKU21	Soft Skills II	2	0	0	1	2	40	60	100
			22	**-**	**-**	**-**	**22**	**-**	**-**	**-**

CIA - Continuous Internal Assessment SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

SEMESTER 3										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
AEC/ LANG 3	24LTAM31/ 24LHIN31 /24LFRE31	Tamil III / Hindi III / French III	2	0	0	1	2	40	60	100
AEC/ ENG 3	24LENG31	English III	2	0	0	1	2	40	60	100
CC 7	24CBBA31	Cost and Management Accounting	3	1	0	2	4	40	60	100
CC 8	24CBBA32	Legal and Ethical Issues in Business	4	0	0	2	4	40	60	100
CC 9	24CBBA33	Human Resource Management	4	0	0	2	4	40	60	100
MDE 1	24MBBA31	Indian knowledge system	2	0	0	1	2	40	60	100
DSE 1/ IDC / Minor 1	24DBBA3_	Discipline Specific Elective I	3	0	0	2	3	40	60	100
SEC 4	24SSKU31	Soft Skills III	2	0	0	1	2	40	60	100
SI 1	24IBBA31	Internship I	0	0	2	1	1	-	100	100
			22	**1**	**2**	**-**	**24**	**-**	**-**	**-**

CIA - Continuous Internal Assessment SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

SEMESTER 4										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
AEC/ LANG 4	24LTAM41/ 24LHIN41/ 24LFRE41	Tamil IV / Hindi IV / French IV	2	0	0	1	2	40	60	100
AEC/ ENG 4	24LENG41	English IV	2	0	0	1	2	40	60	100
AEC 1	24EVS041	Environmental Studies and Sustainability	3	0	0	2	3	40	60	100
CC 10	24CBBA41	Financial Management	4	0	0	2	4	40	60	100
CC 11	24CBBA42	Business Environment and Public Policy	4	0	0	2	4	40	60	100
DSE 2 / IDC 2 / Minor 2	24DBBA4_	Discipline Specific Elective II	4	0	0	2	4	40	60	100
SEC 5	24SBBA41	Industry Oriented Employability skills	1	0	0	1	1	-	100	100
VAC 3	21DVAC41	Yoga Education	1	0	0	1	1	-	100	100
SEC 6		In-plant Training/ Industrial Tour / Summer Term	-	-	-	-	-	-	-	-
			21	**-**	**-**	**-**	**21**	**-**	**-**	**-**

CIA - Continuous Internal Assessment SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

SEMESTER 5										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
CC 12	24CBBA51	Business Research Methodology	4	0	0	2	4	40	60	100
CC 13	24CBBA52	Strategic Management	4	0	0	2	4	40	60	100
CC 14	24CBBA53	Business Taxation	4	0	0	2	4	40	60	100
DSE 3 / IDC 3 / Minor 3	24DBBA5_	Discipline Specific Elective III	4	0	0	2	4	40	60	100
SEC 7	24SBBA51	Entrepreneurial Development	2	0	0	1	2	40	60	100
VAC 4	24DVAC51	Disaster Management	1	0	2	1	2	40	60	100
SI 2	24IBBA51	Internship II	0	0	2	1	1	-	100	100
SEC 8	24SBBA52	Skill Enhancement Training / Student Club Activities/ Institution Innovation Council (IIC) Activities	0	0	2	1	1	-	100	100
			19	**-**	**6**	**-**	**22**	**-**	**-**	**-**

CIA - Continuous Internal Assessment SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

SEMESTER 6										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
CC 15	24CBBA61	Digital Marketing	4	0	0	2	4	40	60	100
CC 16	24CBBA62	Project Management	4	0	0	2	4	40	60	100
DSE 4 / IDC 4 / Minor 4	24DBBA6_	Discipline Specific Elective IV	4	0	0	2	4	40	60	100
DSE 5 / IDC 5 / Minor 5	24DBBA6_	Discipline Specific Elective V	4	0	0	2	4	40	60	100
DSE 6 / IDC 6 / Minor 6	24DBBA6_	Discipline Specific Elective VI	3	0	0	2	3	40	60	100
SEC 9	24PBBA61	Mini Project	0	0	4	1	2	-	100	100
SEC 10		On Job Training / Apprenticeship / Startup	-	-	-	-	-	-	-	-
			19	**-**	**4**	**-**	**21**	-	**-**	**-**

CIA - Continuous Internal Assessment SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

SEMESTER 7										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
CC 17	24CBBA71	Entrepreneurial Leadership	4	0	0	2	4	40	60	100
DSE 7 / IDC 7 / Minor 7	24DBBA7_	Discipline Specific Elective VII	4	0	0	2	4	40	60	100
DSE 8/ IDC 8 / Minor 8	24DBBA7_	Discipline Specific Elective VIII	4	0	0	2	4	40	60	100
DSE 9 / IDC 9 / Minor 9	24DBBA7_	Discipline Specific Elective IX	4	0	0	2	4	40	60	100
RP 1/SEC	24RBBA71	Research Project I	0	0	12	2	6	40	60	100
			16	**-**	**12**	**-**	**22**	**-**	**-**	**-**

CIA - Continuous Internal Assessment SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

SEMESTER 8										
Category	**Code**	**Course**	**L**	**T**	**P**	**O**	**C**	**CIA**	**SEE**	**Total**
DSE 10 / IDC 10 / Minor 10	24DBBA8_	Discipline Specific Elective X	4	0	0	2	4	40	60	100
DSE 11 / IDC 11 / Minor 11	24DBBA8_	Discipline Specific Elective XI	4	0	0	2	4	40	60	100
DSE 12 / IDC 12 / Minor 12	24DBBA8_	Discipline Specific Elective XII	4	0	0	2	4	40	60	100
DSE 13 / IDC 13 / Minor 13	24DBBA8_	Discipline Specific Elective XIII	4	0	0	2	4	40	60	100
RP 2/SEC	24RBBA81	Research Project II	0	0	12	2	6	40	60	100
			16	**-**	**12**	**-**	**22**	**-**	**-**	**-**

CIA - Continuous Internal Assessment **SEE - Semester End Examination**

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

CORE COURSES

Category	Code	Course	L	T	P	O	C
CC 1	24CBBA11	Principles and Practices of Management	4	0	0	2	4
CC 2	24CBBA12	Financial Accounting	4	0	0	2	4
CC 3	24CBBA13	Business Statistics and Logic	4	0	0	2	4
CC 4	24CBBA21	Human Behavior and Organization	4	0	0	2	4
CC 5	24CBBA22	Marketing Management	4	0	0	2	4
CC 6	24CBBA23	Business Economics	4	0	0	2	4
CC 7	24CBBA31	Cost and Management Accounting	3	1	0	2	4
CC 8	24CBBA32	Legal and Ethical Issues in Business	4	0	0	2	4
CC 9	24CBBA33	Human Resource Management	4	0	0	2	4
CC 10	24CBBA41	Financial Management	4	0	0	2	4
CC 11	24CBBA42	Business Environment and Public Policy	4	0	0	2	4
CC 12	24CBBA51	Business Research Methodology	4	0	0	2	4
CC 13	24CBBA52	Strategic Management	4	0	0	2	4
CC 14	24CBBA53	Business Taxation	4	0	0	2	4
CC 15	24CBBA61	Digital Marketing	4	0	0	2	4
CC 16	24CBBA62	Project Management	4	0	0	2	4
CC 17	24CBBA71	Entrepreneurial Leadership	4	0	0	2	4

DISCIPLINE SPECIFIC ELECTIVE COURSES

Category	Code	Course	L	T	P	O	C
DSE 1	24DBBA11	Investment Analysis and Portfolio Management	3	0	0	2	3
	24DBBA12	Financial Analytics	3	0	0	2	3
DSE 2	24DBBA13	Social Media Marketing	4	0	0	2	4
	24DBBA14	Retail Marketing	4	0	0	2	4
DSE 3	24DBBA15	Industrial Relations	4	0	0	2	4
	24DBBA16	E-HRM	4	0	0	2	4
DSE 4	24DBBA17	Banking and Insurance	4	0	0	2	4
	24DBBA18	Financial Planning	4	0	0	2	4
DSE 5	24DBBA19	Total Quality Management	4	0	0	2	4
	24DBBA20	E-Commerce	4	0	0	2	4
DSE 6	24DBBA21	Inventory Management	3	0	0	2	3
	24DBBA22	Financial Auditing	3	0	0	2	3
DSE 7	24DBBA23	International Business	4	0	0	2	4
	24DBBA24	B2B Marketing	4	0	0	2	4
DSE 8	24DBBA25	International Standard Organizational Auditing	4	0	0	2	4
	24DBBA26	Logistics Supply Chain Management	4	0	0	2	4
DSE 9	24DBBA27	Advanced Research Methodology	4	0	0	2	4
	24DBBA28	Advanced Data Analysis Tools	4	0	0	2	4
DSE10	24DBBA29	Marketing of Services	4	0	0	2	4
	24DBBA30	Sales and Distribution Management	4	0	0	2	4
DSE 11	24DBBA31	Business Communication	4	0	0	2	4
	24DBBA32	Negotiation Skills	4	0	0	2	4
DSE 12	24DBBA33	Corporate Governance	4	0	0	2	4
	24DBBA34	Management Decision Models	4	0	0	2	4
DSE 13	24DBBA35	Event Management	4	0	0	2	4
	24DBBA36	Production Management	4	0	0	2	4

AEC & LANGUAGES

Category	Code	Course	L	T	P	O	C
AEC/ LANG 1	24LTAM11/ 24LHIN11/ 24LFRE11	Tamil I / Hindi I/ French I	2	0	0	1	2
AEC/ AEC/ ENG 1	24LENG11	English I	2	0	0	1	2
AEC/ LANG 2	24LTAM21/ 24LHIN21/ 24LFRE21	Tamil II / Hindi II / French II	2	0	0	1	2
AEC/ ENG 2	24LENG21	English II	2	0	0	1	2
AEC/ LANG 3	24LTAM31/ 24LHIN31/ 24LFRE31	Tamil III / Hindi III / French III	2	0	0	1	2
AEC/ ENG 3	24LENG31	English III	2	0	0	1	2
AEC/ LANG 4	24LTAM41/ 24LHIN41/ 24LFRE41	Tamil IV / Hindi IV/ French IV	2	0	0	1	2
AEC/ ENG 4	24LENG41	English III	2	0	0	1	2
AEC	24EVS031	Environmental Studies and Sustainability	3	0	0	2	3

MULTIDISCIPLINARY COURSES

Category	Code	Course	L	T	P	O	C
MDC 1	24MBBA11	Media Literacy and Critical Thinking	2	0	0	1	2
MDC 2	24MBBA21	Indian System of Health and Wellness	3	0	0	2	3

MULTIDISCIPLINARY ELECTIVE

Category	Code	Course	L	T	P	O	C
MDE	24MBBA31	Indian Knowledge sytem	2	0	0	1	2

VALUE ADDED COURSES

Category	Code	Course	L	T	P	O	C
VAC 1	24DVAC11	Communication Skills	2	0	0	1	2
VAC 2	24DVAC21	Universal Human Values	1	0	0	1	1
VAC 3	24DVAC41	Yoga Education / NSS / NCC	1	0	0	1	1
VAC 4	24DVAC51	Disaster Management	1	0	2	1	2

SKILL ENHANCEMENT COURSES

Category	Code	Course	L	T	P	O	C
SEC 1	24SSKU11	Soft Skills I	2	0	0	1	2
SEC 2		Orientation Programme / Industrial Visit	-	-	-	-	-
SEC 3	24SSKU21	Soft Skills II	2	0	0	1	2
SEC 4	24SSKU31	Soft Skills III	2	0	0	1	2
SEC 5	24SBBA41	Industry Oriented Employability skills	1	0	0	1	1
SEC 6		In-plant Training/ Industrial Tour/ Summer Term	-	-	-	-	-
SEC 7	24SBBA51	Entrepreneurial Development	2	0	0	1	2
SEC 8	24SBBA52	Skill Enhancement Training / Student Club Activities/ Institution Innovation Council Activities	0	0	2	1	1
SEC 9	24RBBA61	Mini Project	0	0	4	1	2
SEC 10		On Job Training / Apprenticeship / Startup	-	-	-	-	-

SUMMER INTERNSHIP

Category	Code	Course	L	T	P	O	C
SEC/ SI 1	24IBBA31	Internship I	0	0	2	1	1
SEC/ SI 2	24IBBA51	Internship II	0	0	2	1	1

RESEARCH PROJECT

Category	Code	Course	L	T	P	O	C
SEC/ RP 1	24RBBA71	Research Project I	0	0	12	2	6
SEC/ RP 2	24RBBA81	Research Project II	0	0	12	2	6

SEMESTER I

24LTAM11	தமிழ்மொழிப்பாடம்-I	L T P O C 2 0 0 1 2

பாடத்திட்ட நோக்கம்:

மாணவர்களின் இலக்கிய நாட்டத்தை மேம்படுத்துதல், தற்கால தமிழ் இலக்கிய வகைமைகளான மரபுக்கவிதை, புதுக்கவிதை, உரைநடை ஆகியவற்றை அறிமுகப்படுத்துதல், தமிழர்தம் வாழ்வியல் நெறிகளையும் பண்பாட்டுச் செழுமைகளையும் இன்றைய தலைமுறையினர் அறியச் செய்தல், மாணவர்களுக்குத் தமிழைத் தவறின்றி எழுதுவதற்குத் தேவையான பயிற்சி அளித்து அவர்களின் மொழித்திறனை மேம்படுத்துதல், செய்யுளின் நலத்தைப் பாராட்டும் முறைமையை அறியச் செய்து அதன்வழி சிந்தனை வளத்தைப் பெருகச் செய்தல் என்பனவும் மேற்கண்டவழி மாணவர்களை ஆளுமை மிக்கவர்களாக உருவாக்கி, போட்டித்தேர்வுகளுக்குத் தயார் செய்து அவர்களுக்கு வேலைவாய்ப்பை உருவாக்குவதும் இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

அலகு 1:	தமிழ் மொழி வரலாறு	8 மணி நேரம்

மொழிக்குடும்பம் - இந்திய மொழிக்குடும்பங்கள் - இந்திய ஆட்சி மொழிகள் - திராவிட மொழிக்குடும்பங்கள் - திராவிட மொழிகளின் வகைகள் –திராவிட மொழிகளின் சிறப்புகள் - திராவிட மொழிகளின் வழங்கிடங்கள் - திராவிட மொழிகளுள் தமிழின் இடம் - தமிழ்மொழியின் சிறப்புகள் - தமிழ் பிறமொழித் தொடர்புகள்.

அலகு 2:	புறநானூறு	7 மணி நேரம்

புறநானூறு- பாடல் எண்: , 182, 183, – இரண்டு பாடல்கள்.

குறுந்தொகை- பாடல் எண்: 2, 167, - இரண்டு பாடல்கள்

பரிபாடல் - முருகன். வையை - இரண்டு பாடல்கள்

அலகு 3	அற இலக்கியங்கள்	7மணி நேரம்

திருக்குறள்- வான்சிறப்பு (அறம்), பெருமை (பொருள்), பிரிவாற்றாமை (இன்பம்),. மூன்று அதிகாரங்கள் முழுமையும்

1. நாலடியார் - இரண்டு பாடல்கள். (2, 3)
2. மூதுரை - இரண்டு பாடல்கள். (2, 8)

அலகு 4	மொழி	8 மணி நேரம்

பிழை நீக்கி எழுதுதல் - ஒற்றுப்பிழை நீக்கி எழுதுதல் - தொடர்பிழை நீக்கி எழுதுதல் - ஒற்று மிகும் இடங்கள் - ஒற்று மிகா இடங்கள் - பிற மொழிச் சொற்களை நீக்கி எழுதுதல் – பயிற்சிகள்.

மொத்தம்: 30 மணி நேரம்

COURSE OUTCOMES:

Students will able to	
CO1	Recall and recognize heritage and culture of Tamils through History of Tamil Language.
CO2	Interpret the cultural life style of Ancient Tamils.
CO3	Evaluate social and indivituals moral value after studying Epics and Ethics Literature.
CO4	Build the humanistic concept and moral life skills after studying divine and minor Literature.
CO5	Improve their own creativity and writing skills after studying history of Modern Tamil Litrature.

பார்வை நூல்கள்

1. **தமிழர் நாகரிகமும் பண்பாடும்,** டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம், 2001.
2. **தவறின்றித் தமிழ் எழுதுவோம்**, மா. நன்னன், ஏகம் பதிப்பகம், 1999.
3. **தவறின்றித் தமிழ் எழுத** - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2003.
4. **தமிழ் இலக்கிய வரலாறு**, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காதெமி, 2002.
5. **புதிய தமிழ் இலக்கிய வரலாறு**, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அகாடெமி, 2007.

6. **செம்மொழி தமிழின் சிறப்பியல்புகள்** - முனைவர் மறைமலை இலக்குவனார்; https://www.youtube.com/watch?v=HHZnmJb4jSY

7. பாடநூல் தேடலுக்கான இணையம் - https://archive.org/

24LHIN11	HINDI-I	L	T	P	O	C
		2	0	0	1	2

Course Objectives :

- To understand the rural life style, social responsibilities and social values
- To create awareness about the importance of varied culture
- To enable the students to develop communication skill in Hindi and to use Azhagi, Azhagi+ fonts

UNIT I : पं.श्रीराम शर्मा कृत 'स्मृति' (कहानी)
'Smruti' (Kahani) by Pandit Sriram Sharma. 6hrs.

UNIT II : शरद जोशी कृत 'अतिथि तुम कब जावोगे' (व्यंग्य)
'Athiti tum kab jaaoge' (Vyangy) by Sharad Joshi. 6hrs.

UNIT III: राहुल सांस्कृतयायन कृत 'अथातो घुमक्कड़ जिज्ञासा' (यात्रा वृतान्त)
'Atatho Ghumakkad Jigyasa' (Yatra Vruthanth) by Rahul Sanskrityayan. 6hrs.

UNIT IV: व्यावहारिक हिन्दी- पत्र लेखन में प्रयुक्त वाक्यांश, कौशल विकास – भाव एक भाषा अनेक 6hrs.
Functional Hindi-Phrases used in Letter Writing.
Skill development - Bhav Ek Bhasha Anek

UNIT V : पत्र लेखन – परिचय व प्रकार, 3 अनोपचारिक पत्र
अलगी, अलगी + फ़ॉन्ट का परिचय
Letter Writing- Intro. & Types & 3 Personal Letters 6hrs.
Introduction to Azhagi, Azhagi + fonts

Total: 30hrs.

Course Outcome:

At the end of this course Students will be able to

CO1 Gain knowledge about the rural life style

CO2 Understand social values

CO3 Understand importance of varied culture

CO4 Journalise in Functional Hindi

CO5 Use Azhagi, Azhagi+ fonts

Text Books:

Pandit Shriram Sharma, Shikaar, Sahitya Sadan, 1932.
Sharad Joshi, Yatha Sambhav, Bharatiya Gyanpeet, 2014.
Rahul Sanskrityayan, Ghumakkad Shastra, Rajkamal Prakashan, 1949.

Reference Book:

Kendriya Hindi Sansthan, Banking Hindi Patyakram, 2012.
NCERT, Sparsh, Class 9.
Main Aur Mera Vyakaran, New Saraswati House, New Delhi.
Govind Ballabh Sharma, Hindi Vyavaharik Tankan Kala Evam Tankan Abhyas, Neelkanth Publishers Pvt. Ltd., 2022.

Weblinks :

Pandit Sriram Sharma ka kahani: https://www.evidyarthi.in
Harishankar parasayi ka Vyangy: http://gadyakosh.org
Rahul Sanskrityayan ka yatravruttant: https://www.hindwi.org
Prayojanmoolak Hindi:https://hi.mwikipedia.org
https://www.azhagi.com/hnd/helphtml/Introduction.html

24LFRE11	FRENCH-I	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

The lessons are being chosen:

1) To greet, to express excuse and to introduce oneself
2) To introduce another person
3) To express his/her ideas, opinions and weekend projects
4) To request someone to do something, polite manners
5) To accept, refuse, enquire and indicate the time and date
6) To express himself / herself in positive and negative manner

UNIT I	**SALUT**	**4 HOURS**
● les nombres, Les jours de la semaine et du mois, La nationalité		
UNIT II	**ENCHANTÉ**	**6 HOURS**
● Les verbes Etre, Avoir, Aller, Regular ER verbes, Present tense		
UNIT III	**J'ADORE**	**4 HOURS**
● La negation, l'adjectif possessif, le futur proche		
UNIT IV	**TU VEUX BIEN**	**7 HOURS**
● Les articles de finis/indéfinis, Les pronoms après une préposition (avec lui, chez moi), Le passé compose		
UNIT V	**ON SE VOIT QUAND**	**5 HOURS**
● Les pronoms compléments directs me, te, nous, vous, L'interrogation avecest-ce que, L'heure et la date.		
UNIT VI	**BONNE IDÉE**	**4 HOURS**

- Les articles partitifs, Le masculin et le féminin des adjectifs, Les pronoms compléments directs le, la, les, La négation : ne… pas de.

TOTAL 30 HOURS

COURSE OUTCOMES:

1) The students would be able to greet, to excuse and to introduce himself
2) The students would be able to introduce someone
3) The students would be able to express his ideas, opinions and weekend projects
4) The students would be able to ask someone to do something, polite manner
5) The students would be able to accept, refuse enquire and indicate the time and date
6) The students would be able to express himself in positive and negative manner

REFERENCES:

1. LATITUDES 1 (A1/A2) MÉTHODE DE FRANÇAIS - Régine Mérieux and Yves Loiseau
2. SAISON A1 - MÉTHODE DE FRANÇAIS - Marie-Noëlle Cocton, Élodie Heu, Catherine Houssa, Émilie Kasazian

24LENG11	ENGLISH-I	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

- To enable students to develop their communication skills effectively.
- To make students familiar with usage skills in the English Language.
- To enrich their vocabulary in English.
- To develop communicative competence.

UNIT I	PROSE	6 HOURS

- Dangers of drug abuse - Hardin B.Jones
- Tight corners - E.V.Lucas

UNIT II	POETRY	6 HOURS

- Ecology - A.K.Ramanujan
- The owl and the chimpanzee - Jo Camacho

UNIT III	SHORT STORY	6 HOURS

- The Dear Departed - Stanley Houghton
- The Fool's Paradise- Isaac Bashevis Singer

UNIT IV	GRAMMAR	6 HOURS

- Parts of speech, Articles

UNIT V	GRAMMAR	6 HOURS

- One-word substitution, prefix, suffix, synonym, antonym

sTOTAL 30 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able to

CO1: Understand the characteristic features of the language used in the text.

CO2: Strengthen their knowledge of basic grammar

CO3: Improve narrative skills after studying diverse prose and play. CO4: Understand to classify parts of speech and articles.

CO5: Develop critical writing skills in the textual content of the syllabus.

REFERENCES:

3. English for Communication Enrichment: by Jeya Santhi June 2015.

4. Dr. M. Narayana Rao and Dr. B. G.Barki–Anu's Current English for Communication (AnuChitra). June 2012.

5. Dr. Ananthan, R. Effective Communication. Ed. Chennai: Anu Chithra Pub.2010.

24CBBA11	PRINCIPLES AND PRACTICES OF MANAGEMENT	L T P O C 4 0 0 2 4

COURSE OBJECTIVES:

- ✓ Understand the basic concepts, principles, and theories of management.
- ✓ To examine the essential functions of managers.
- ✓ To analyze the impact of globalization, diversity, and ethics on management.
- ✓ To develop skills in strategic planning, decision-making, and leadership.

UNIT I	INTRODUCTION TO MANAGEMENT	12 HOURS

Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers andmanagerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling.

UNIT II	PLANNING, ORGANIZING AND STAFFING	12 HOURS

Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational ; Planning process and techniques ; Decision- making- Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment.

UNIT III	LEADING, DIRECTING	12 HOURS

Meaning and nature of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theoryx & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics;

UNIT IV	CONTROLLING	12 HOURS

Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance

measurement and management.		
UNIT V	**STARTEGIC MANGEMENT, ETHICS AND SOCIAL RESPONSIBILITY**	**12 HOURS**
Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices.		
		TOTAL 60 HOURS

COURSE OUTCOMES:

CO1: Demonstrate how management principles are used to solve practical business problems

CO2:Compare and contrast different management theories and their effectiveness in various organizational contexts Design a management strategy for a hypothetical or real organization using a mix of management theories and practice.

CO3:Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios.

CO4. Demonstrate controlling techniques

CO5. Learn the SWOT analysis

TEXT BOOKS (LATEST EDITION):

1. Rao, V. S. P. Management Principles and Applications. Tax mannPublications.
2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston
3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
4. Jones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-Hill Education.
5. Robbins, S. P. & Coulter, M. A. Management. Pearson.

REFERENCES:

.1. Indian Business Rising: The Contemporary Indian Way of Conducting Business-And How It Can Help You Improve Your Business | HarvardBusiness Review Press | 5813BC-PDF-ENG | https://hbsp.harvard.edu/product/5813BC-PDF-ENG

REFLECTIVE EXERCISES AND CASES:

1.Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra | F. Warren McFarlan, Espen Andersen, Ramiro

Montealegre | Harvard Business School | 308079-PDF-ENG |

https://hbsp.harvard.edu/product/308079-PDF-ENG?

2.Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra | F. Warren McFarlan, Espen Andersen, Ramiro Montealegre | Harvard Business School | 308079-PDF-ENG https://hbsp.harvard.edu/product/308079-PDF-ENG?

3. ATH Technologies by Robert Simons and Jennifer Packard https://www.hbs.edu/faculty/Pages/item.aspx?num=52711

4. Article review and discussion:

Application of Ancient Indian Philosophy in Modern Management (http://www.irdindia.in/journal_ijrdmr/pdf/vol5_iss4/8.pdf)

5. Review of Lincoln Electric Co. by Norman Berg.

6. Review of Hawthorne case.

7. Leadership Lessons from India | Peter Cappelli, Harbir Singh, Jitendra V. Singh, Michael Useem | Harvard Business Review | R1003G-PDF-ENG | https://hbsp.harvard.edu/product/R1003G-PDF-ENG?

8. Traditional Way of Learning Ayurveda and Practising It: A Dialogue with Vaidya Bhaskarbhai Hardikar | Mukund Dixit, Sanjay Verma | IIM Ahmedabad | A00135-PDF-ENG | https://hbsp.harvard.edu/product/A00135-PDF-ENG?

9. Forest Essentials: Demystifying India's Luxury Ayurveda Brand | Veena Vohra, Seema Khanvilkar | Ivey Publishing | W28410-PDF-ENG

|https://hbsp.harvard.edu/product/W28410-PDF-ENG?

10. Atijeevan Foundation: Transforming Scars into Strength | Shubham Sharma, Satyendra C Pandey | Ivey Publishing | W36939-PDF-ENG | https://hbsp.harvard.edu/product/W36939-PDF-ENG?

11. Leadership principles from Hindu scriptures (https://blog.hua.edu/blog/leadership-principles-from-hindu-scriptures)

12. 5 Principles of Purposeful Leadership | Hubert Joly | Harvard Business Review | H06YSB-PDF-ENG | https://hbsp.harvard.edu/product/H06YSB- PDF-ENG?

13. Bharti Airtel (A) | C.K. Prahalad, M.S. Krishnan, Sheel Mohnot | WDIPublishing | W88C34-PDF-ENG | https://hbsp.harvard.edu/product/W88C34-PDF-ENG?

http://www.ibscdc.org/Case_Studies/Leadership/Leadership%2C Organizational Change and CEOs/LDS0028.htm

24CBBA12	FINANCIAL ACCOUNTING	

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVES:

- ✓ . To provide an understanding of application of various principles and practice of Accounting.
- ✓ To demonstrate the knowledge on the process of accounting cycle and basic steps involved in Accounting.
- ✓ To apply the knowledge of systematic maintenance of books of accounts to real life business.
- ✓ To estimate Annual Financial statements of Sole proprietorship and Company form of business.

UNIT I	INTRODUCTION TO ACCOUNTING, ACCOUNTING SYSTEM AND PROCESS	12 HOURS

Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organisations, Accounting taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.

UNIT II	RECORDING TRANSACTIONS AND TRIAL BALANCE	12 HOURS

Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors.

UNIT III	FINAL ACCOUNTS	12 HOURS

Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts

UNIT IV	SINGLE ENTRY	12 HOURS

Definition and objectives of single entry accounting- Comparison with double-entry accounting- Calculating profit and loss from single entry records- Assessing financial position using single entry data- Preparation of income statement.

UNIT V	SUSTAINABLE REPORTING	12 HOURS

Green Accounting and Sustainable Reporting- Need and objectives, Sustainability reporting need and methods, data collection, analysis for sustainable reporting to improve value of business, IFRS Financial sustainability disclosure standards.

TOTAL 60 HOURS

COURSE OUTCOMES:

On having completed this course student should be able to:

- Identify the application of various principles and practice of Accounting in preparation of accounting statements.
- Demonstrate the knowledge on the process of accounting cycle.
- Apply the knowledge of systematic maintenance of books of accounts to real life business.

4. EstimateAnnual Financial statements of Sole proprietorship and Company form of business. 5. To demonstrate sustainable reporting.

TEXT BOOKS (LATEST EDITION):

1. Jain S.P.,& Narang K L. . Basic Financial Accounting I, New Dehli, Kalyani publishers. 2. Kimmel, Financial accounting, Wiley Publications

3. Gupta, A.. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.

4. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.

5. Ashish k Battacharya, Essentials of financial accounting for Business Managers, Six, PHL learning.

6. Accounting for sustainability: www.ifac.org

7. Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications

8. IFRS sustainability standards: www.ifrs.org

SUGGESTED CASES:

1. Smokey Valley Café
2. Irrigation Equipment's Limited
3. Monarch Trading Company

24CBBA13	BUSINESS STATISTICS AND LOGIC	L	T	P	O	C
		4	0	0	0	4

COURSE OBJECTIVES:

- To learn various concept in matrix.
- To apply the concept of sets to promote critical thinking, problem-solving techniques and interdisciplinary connections.
- To analyze the relationships, decisions making and modeling the various kinds of problems.
- To solve various logical problems..

UNIT I	SETS THEORY	12 HOURS

Definitions – Operations on Sets – Laws of Sets –Properties of Sets–Simple application using Venn diagram.

UNIT II	MATRICES	12 HOURS

Definitions – Operations on Matrices – Determinants–Minors– Cofactors– Properties of Determinants– Inverse of matrix – Solution of Linear Equations–Matrix method– Crammer's rule.

UNIT III	STATISTICAL METHODS	12 HOURS

Definition– Importance, uses and limitations of Statistical methods–Diagrammatic and Graphical Representation of Data–Measures of Central tendency: Mean, Median, Mode.

UNIT IV	CORRELATION AND REGRESSION ANALYSIS	12 HOURS

Definition - Types of Correlation-Methods of Correlation-–Karl Pearson's Coefficient of Correlation– Spearman's Rank Correlation Coefficient– Regression Lines and Regression equations.

UNIT V	LOGICS t	12 HOURS

Definitions -Algebra- Ratio–Proportions– Variations– Permutations– Fundamental Principle of Counting – Combinations– Applications of Permutations and Combinations.

TOTAL 60 HOURS

COURSE OUTCOMES:

On having completed this course student should be able to:

CO1	Examine the laws of sets and its applications.
CO2	Analyze the operations in Matrices and evaluate the solution of the system of equations.
CO3	Evaluate the Measures of central tendency under various conditions.
CO4	Analyze the relation between the variables under different concepts.
CO5	Evaluate the basic computational logics in business.

TEXT BOOKS (LATEST EDITION):

- ✓ P.R.Vittal , *Businesss Mathematics and Statistics*- Margham Publications,2021
- ✓ R.S.Agarwal, Quantitative Aptitude for Competitive Examinations –S.Chand Publications, 2022.

SUGGESTED CASES:

- ✓ Beri G, *Business Statistics*, Tata McGraw Hill Publishing Company Limited, 2009.
- ✓ P.R.Vittal , *Businesss Statistics* -Margham Publications,2021
- ✓ Pillai R.S.N, Mrs.Bhagavathi, *Statistics* ,S. Chand and Company Ltd., New Delhi,1997.
- ✓ S.C. Gupta and V. K. Kapoor, *Fundamentals of Mathematical Statistics.* Sultan Chand &Sons, New Delhi,2020.

WEB LINKS

- ✓ http://mathworld.wolfram.com
- ✓ https://web.gccaz.edu/~johwd63181/MAT142/chapter_1/problems/section%201.7.pdf
- ✓ https://wpforms.com/the-ultimate-list-of-online-business-statistics/
- ✓ https://www.coursera.org/courses?query=business%20statistics
- ✓ .https://www.geeksforgeeks.org/quantitative-aptitude/

SEMESTER II

24LTAM21	தமிழ்மொழிப்பாடம்-II	L	T	P	O	C
		2	0	0	1	2

பாடத்திட்ட நோக்கம்:

மாணவர்களின் இலக்கிய நாட்டத்தை மேம்படுத்துதல், அற இலக்கியங்கள், சிற்றிலக்கியம், சிறுகதை ஆகியவற்றை அறிமுகப்படுத்துதல், தற்காலப் பேச்சுத் தமிழ் எழுத்துத்தமிழ் ஆகியவற்றின் வளர்நிலைகளை மாணவர்களை அறியச் செய்தல், அதன்வழி சிந்தனை வளத்தைப் பெருகச் செய்தல் என்பனவும் மேற்கண்டவழி மாணவர்களை ஆளுமை மிக்கவர்களாக உருவாக்கி, போட்டித்தேர்வுகளுக்குத் தயார் செய்து அவர்களின் மொழித் திறனை மேம்படுத்த அவர்களுக்குக் கடிதம் எழுதும் கலையைக் கற்றுக்கொடுத்தல், அணி இலக்கணத்தை அறியச் செய்தல் என்பன இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

அலகு 1:	காப்பியங்கள்	8 மணி நேரம்

சிலப்பதிகாரம்- கனாத்திறம் உரைத்தக் காதை முழுவதும்.

மணிமேகலை- மலர்வனம் புக்க காதை முழுவதும்.

கம்பராமாயணம் - குகப் படலம் (தேர்ந்தெடுக்கப்பட்ட ஒன்பது பாடல்கள்).

அலகு 2:	பக்தி இலக்கியம்	8 மணி நேரம்

1.மாணிக்கவாசகர் - திருவாசகம் – மூன்று பாடல்கள்

- ✓ புல்லாகி பூடாகி (சிவபுராணம்)
- ✓ எல்லாப் பிறப்பும் (சிவபுராணம்)
- ✓ உற்றாரை யான் வேண்டேன் (திருப்புலம்பல்)

2.ஆண்டாள் - திருப்பாவை – மூன்று பாடல்கள் (1, 3, 4)

- ✓ மார்கழித் திங்கள் … (பாசுரம் 1)
- ✓ ஓங்கி உலகளந்த… (பாசுரம் 3)
- ✓ ஆழிமழைக் கண்ணா… (பாசுரம் 4)

3.வீரமாமுனிவர் - தேம்பாவணி – வளன் சனித்தப் படலம்

4.சீறாப்புராணம்- மானுக்கு பிணை நின்ற படலம்

அலகு 3	கலைகள்	7மணி நேரம்
சிற்பம் - ஓவியம் - இசை - கூத்து - ஒப்பனை - ஆடை அணிகலன்கள்.		
அலகு 4	நாகரிகம், பண்பாடு	8 மணி நேரம்
சொற்பொருள் விளக்கம் - பண்டைத் தமிழர் வாழ்வியல் - அகம் - களவு - கற்பு - குடும்பம் - விருந்தோம்பல் - உறவு முறைகள் - சடங்குகள் - நம்பிக்கைகள் - பொழுதுபோக்கு - புறம் - போர் முறைகள் - நடுகல் வழிபாடு - கொடைப்பண்பு.		
மொத்தம்: 30 மணி நேரம்		

COURSE OUTCOMES:

Students will able to	
CO1	Measure human mind through the studying of Tamil classical literature in the aspect of moral value.
CO2	Justify the contemporary social issueses through studying Tamil Epics.
CO3	Build the life skills after studying of the poetry.
CO4	Develop narrative skill after reading short stories.
CO5	Improve their own style of writing after studying Sirpiye Unnai Sethukkukiren essays collection.

பார்வை நூல்கள

1.தமிழர் நாகரிகமும் பண்பாடும், டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம், 2001.

2. தவறின்றித் தமிழ் எழுதுவோம், மா. நன்னன், ஏகம் பதிப்பகம், 1999.

3.தவறின்றித் தமிழ் எழுத - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2003.

1. **தமிழ் இலக்கிய வரலாறு**, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காதெமி, 2002.**புதிய தமிழ் இலக்கிய வரலாறு**, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அகாடெமி, 2007.
2. **செம்மொழி தமிழின் சிறப்பியல்புகள்** - முனைவர் மறைமலை இலக்குவனார்; https://www.youtube.com/watch?v=HHZnmJb4jSY
3. **பாடநூல் தேடலுக்கான இணையம் -** https://archive.org/

24LHIN21	HINDI-II	L	T	P	O	C
		2	0	0	1	2

Course Objectives :

- To inculcate the human values, importance of patriotism and hard work
- To train students in functional Hindi
- To introduce the usage of Inscript keyboard

UNIT I : मुंशी प्रेमचंद कृत 'बूढी काकी' (कहानी)
'Boodee kaki" (Kahani) by Munshi Premchand 6hrs.

UNIT II : जयशंकर प्रसाद कृत 'पुरस्कार' (कहानी)
'Puraskar' (Kahani) by Jaishankar Prasad 6hrs.

UNIT III: हरिशंकर परसाई कृत 'मैं नरक से बोल रहा हूँ' (व्यंग्य)
'Main Narak Se Bhol Raha Hun' (Vyangy) by Harishankar Parsayi, 6hrs.

UNIT IV: व्यावहारिक हिन्दी 1 – 50 – तकनीकि शब्द, 50 – पदनाम व विभागीय नाम, भाव एक भाषा अनेक 6hrs.
Functional Hindi 1 - 50-Technical Words, 50-Designation & Department Names, Bhav Ek Bhasha Anek

UNIT V : व्यावहारिक हिन्दी 2 – पत्र लेखन – 3 औपचारिक पत्र, इन्स्क्रिप्ट कीबोर्ड का परिचय 6hrs.
Functional Hindi 2 -Letter Writing- 3 Official Letters. Introduction to Inscript Keyboard

Total: 30hrs

Course Outcome:

At the end of this course Students will be able to

CO1 Know to the human values

CO2 Know the importance of patriotism

CO3 Know the value of hardwork in human life

CO4 Journalise in Functional Hindi

CO5 Use inscript keyboard

Text Book:

Ed. Subhash chandar, Boodi Kaki by Premchand, Natioonal Book Trust, 2012.

Jaishankar Prasad, Pratinidhi Kahaniyan, Raj Kamal Prakashan, 2015.

Harishankar Parsai, Pratinidhi vyangy, Rajkamal, 2007.

Kendriya Hindi Prashikshan Sansthan, Parangat, Bharat Sarkar, 2015.

Reference book:

Kendriya Hindi Sansthan, Banking Hindi Patyakram, 2012.

Weblink:

Munshi Premchand, Manasarovar, 2007, http://gadyakosh.org

Jaishankar Prasad/ http://gadyakosh.org

Harishankar Parsai/ https://hindikahani.hindi-kavita.com

Prayojanmoolak Hindi:https://hi.mwikipedia.org

https://rajbhasha.gov.in/en/introduction

24LFRE21	FRENCH-II	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

The lessons are being chosen:

1) To express his / her where abouts and to ask seek direction
2) To express obligation and restriction
3) To describe a place
4) To narrate and to question
5) To describe someone
6) To express his desire and to speak about the future

UNIT I	**C'est où**	**5 HOURS**
● L'impératif, Les articles contractés au, à la…, Le passé composé et l'accord du participe passé avec être.		
UNIT II	**N'oubliez pas**	**5 HOURS**
● Le pronom relatif Qui, que, où, Les pronoms compléments indirects (me, te, lui, leur…)		
UNIT III	**Belle vue sur la mer --**	**4 HOURS**
● Les adjectifs démonstratifs, Y- pronom complement		
UNIT IV	**Quel beau voyage!**	**4 HOURS**
● Les verbes pronominaux, En- pronom complement		
UNIT V	**Oh ! joli**	**5 HOURS**
● L'imparfait, L'imparfait ou le passé compose		
UNIT VI	**Et après ?**	**7 HOURS**
● Le futur simple, Le subjonctif present		
		TOTAL 30 HOURS

COURSE OUTCOMES:

1) The students would be able to express his/her where about and to ask direction
2) The students would be able to express obligation and restriction
3) The students would be able to describe a place
4) The students would be able to narrate and to question
5) The students would be able to describe someone
6) The students would be able to express his desire and to speak about the future

REFERENCES:

1. LATITUDES 1 (A1/A2) MÉTHODE DE FRANÇAIS - Régine Mérieux and Yves Loiseau

2. SAISON A1 - MÉTHODE DE FRANÇAIS - Marie-Noëlle Cocton, Élodie Heu, Catherine Houssa, Émilie Kasazian

24LENG21	ENGLISH-II	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

CO1: To read and understand different types of prose, poetry, and fiction.
CO2: To think critically about texts and express ideas clearly.
CO3: To recognize and discuss key themes and styles in literary works.
CO4: To learn and use grammar rules correctly in writing and speaking.
CO5: To write more effectively by applying grammar and literary techniques

UNIT I	**PROSE**	**6 HOURS**
•	If you are wrong, admit it- Dale Garnegie	
•	Words of Wisdom- Chetan Bhaghat	
UNIT II	**POETRY**	**6 HOURS**
•	La Belle Dame Sans Merci - John Keats	
•	Ozymandias- P.B.Shelley	
UNIT III	**FICTION**	**6 HOURS**
•	The School for Empathy - E.V. Lucas	
•	The Lamb to the Slaughter-Roald Dahl	
UNIT IV	**GRAMMAR**	**6 HOURS**
•	Types of sentences, Concord	
UNIT V	**GRAMMAR**	**6 HOURS**
•	Tenses, Voices	

TOTAL 30 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able to

COC1 Identify poetic expressions in the course of daily speech

COC2 Students will develop skills that enable them to communicate effectively in writing.

COC3 Students will develop skills that enable them to communicate effectively in writing.

COC4 Discriminate against different sensibilities in approaching life.

COC5 Strengthen the ability to solve life's problems, as highlighted in the selections.

REFERENCES:

1. Dr. M. Narayana Rao and Dr. B. G. Barki–Anu's Current English for Communication (AnuChitra). June 2012.

2. General English for competitive examinations by V.Rajagopalan (Mcgraw Hill Education) -2010

24CBBA21	HUMAN BEHAVIOUR AND ORGANIZATION	L	T	P	O	C
		4	0	0	2	4

- To develop basic understanding of the concept of human behavior and organization.
- To highlight the importance of OB in modern organizations.
- To understand individual and group behavior in the workplace to improve the effectiveness of an organization.
- To critically evaluate leadership styles and strategies.

Course Content:

Unit 1:	INTRODUCTION TO HUMAN BEHAVIOR AND ORGANIZATION	12 hours

Meaning, importance, and historical development of organizational behavior; Factors influencing organizational behavior; Contributing disciplines of OB; OB models.

Unit 2:	INDIVIDUAL BEHAVIOUR	12 hours

Foundations of Individual Behavior; Personality- Determinants of personality, Type A and B, Big Five personality types, stages of personality development;

Attitude - components, job-related attitudes; Learning- concept, theories, and reinforcement; Perception - concept, perceptual process, factors influencing perception; Values - concept and types: terminal values and instrumental values.

Motivation – Concept, importance, and theories of motivation- Early Theories of motivation (Need Hierarchy, Theory X and Theory Y, Two Factors Theory); Contemporary Theories of motivation (Self Determination Theory, Goal-setting Theory, Reinforcement Theory, Self-efficacy Theory).

Unit 3:	GROUP &TEAM BEHAVIOUR	12 hours

Groups and Work Teams: Concept: Five Stage model of group development; Groupthink and shift; Indian perspective on group norms, Group, and teams; Types of teams; Creating team players from individual building. Individual & Group conflict; e-teams.

Unit 4:	LEADERSHIP & POWER	12 hours

Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories, Authentic leadership; Mentoring, self-leadership; Inspirational Approaches (transformational, charismatic): Comparison of Indian leadership styles with other countries. Bases of Power.

Unit 5:	ORGANIZATIONAL CULTURE	12 hours

Organizational Culture : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Employees and culture; Creating positive and ethical cultures; Need and importance of Cross Cultural management, Stress, and its Management.

Total 60 HOURS

Learning Outcomes:

After completing this Course Students will be able to:

CO 1. Describe individual and group behavior in organizational settings.

CO 2. Demonstrate theoretical knowledge of human behavior in human life setting in management.

CO 3. Judge the lacunae in the system to be able to improve the organization health and other OB outcomes.

CO 4. Formulate a more productive system and high-performance work culture operating on the principles of OB.

CO 5. Describe the cross cultural management .

Readings:

Text Books (Latest Editions):

1. Robbins, Stephen - Organizational Behavior Prentice Hall of India Ltd., New Delhi.

2. Luthans Fred - Organizational Behavior: An Evidence-Based Approach - McGraw Hil Publishers Co. Ltd., New Delhi.

3. Prasad, L.M-Organizational Theory Behavior-Sultan Chand &Sons, New Delhi. 4. Rao, VS P-Organization Behavior –Himalaya Publishing House.

5. Aswathappa.K.-Organizational Behavior–Himalaya Publishing House, Mumbai, 18th Edition.

Reflective Exercises and supplementary readings:

Unit 1

1. Personality assessment through a questionnaire (MBTI/16PF etc.)

2. Personality assessment through Indian scriptures.

3. Review Literature of the book “Personality Development” by Swami Vivekananda by Exotic India Art.

4. Translating Swami Vivekananda into Management Practice

5. https://link.springer.com/chapter/10.1007/978-981-19-1158-3_17

Unit 2

1. Assess the ways of self-directed Learning.

Unit 3

1. Watch the movie “Ruka hua Faisla”/12 Angry Men on group decision- making. 2. Reflective essay on group behaviour on “Draupadi Cheer Haran”

3. Identify a firm and analyze how business decisions are made in a particular situation as Individuals versus a team. Also, state which form is better and why.

4. Understanding Belbin Individual Team Roles

https://belbin.scot/wp-content/uploads/2022/08/Belbin-8-SPI-Report- Sample.pdf. **Unit 4**

1. Reflective exercise on the concept of leadership in Mahabharata versus Ramayana. *2.* HBR*, 2022: How Great Leaders Communicate.*

3. (https://hbr.org/2022/11/how-great-leaders-communicate)

https://www.researchgate.net/publication/340607402_LEADERSHIP_AND_INNOVATION_ AT_APPLE_INC

Unit 5

1. Practice stress management techniques

2. *Leading strategic and organizational change at Tata Steel: the role of culture*
https://www.cambridge.org/core/books/abs/leading-strategic- change/leading-strategic-and organizational-change-at-tata-steel-the-role- of-culture/AEBA5AF709A6E343

24CBBA22	MARKETING MANAGEMENT	L	T	P	O	C
		4	0	0	2	4

- Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business.
- Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives
- It also explores best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing.

Unit 1:	INTRODUCTION TO MARKETING MANAGEMENT	12 hours

Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept; Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. types of marketing (B2C, B2G, B2B, C2C).

Unit 2:	MARKET SEGMENTATION	12 hours

Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behavior, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behavior, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional vs. Experiential Marketing's View of Customer.

Unit 3:	PRODUCT LIFE CYCLE	12 hours

Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling. Portfolio approach – Boston Consulting Group (BCG) matrix. Introduction to Brand Management and Innovation and New Product Development.

Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), and Adapting Price.

Unit 4:	PROMOTION	12 hours

Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers, Introduction to Retail Management.

Unit 5:	E-MARKETING	12 hours

Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps. Contemporary issues in Marketing, E-commerce, Digital Marketing, Ethics and social responsibility in

Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).

Total 60 HOURS

Learning Outcomes:

CO 1. Understand fundamental marketing concepts, theories and principles; the role of marketing in the organization context.

CO 2. Recognize various elements marketing mix for effective functioning of an organization.

CO 3. Critically analyze an organization's marketing strategies.

CO 4. Learn appropriate tools and techniques of marketing with focus on Indian experiences, approaches and cases.

5. Evaluate marketing implementation strategies and formulate and assess strategic, operational and tactical marketing decisions.

Readings:

Text Books (Latest Editions):

1 Kotler P., Keller K., et al. *Marketing Management* (16th edition). Pearson Education Pvt. Ltd.

2. Aaker, D. A. and Moorman Christine., *Strategic Market Management: Global Perspectives*. John Wiley & Sons.

3. Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth | *Marketing Management.* Pearson Higher Education

4. Kotler, P., Armstrong, G., and Agnihotri, P. Y. *Principles of Marketing* (17th edition). Pearson Education.

5. Ramaswamy, V.S. & Namakumari, S. *Marketing Management: Indian Context Global Perspective* (6th edition). Sage Publications India Pvt. Ltd.

6. Sheth, J. N., & Sisodia, R. S. (Eds). *Does Marketing Need Reform?: Fresh Perspectives on the Future*. Routledge.

7. Percy, L. *Strategic Integrated Marketing Communications*. Routledge.

8. Chaffey, D., & Ellis-Chadwick, F. *Digital Marketing* (7th edition). Pearson Higher Education.

9. Biswas A. K. *Strategic Market Management: Managing Markets for profit and growth* Notion Press.

10. Schmitt, B. *Experiential marketing*. Bilbao: Deusto.

11. Kumar, N. *Marketing as Strategy: Understanding the CEO's Agenda for driving Growth and Innovation*. Harvard Business Review Press.

12. Treacy, M., and Wiersema, F. *The discipline of market leaders: Choose your customers, narrow your focus, and dominate your market*. Basic Books.

13. Treacy, M. *Double-digit Growth: How Great Companies Achieve It--No Matter what*? Penguin. 14. Capon, N. The marketing mavens. Crown Business.

15. Levitt T. Marketing Myopia.

16. Hamel & Prahalad Competing for the Future

17. Peter Doyle : Value-Based Marketing

18. Forsyth, Gupta, Haldar : A Segmentation You Can Act on.

19. Daniel Yankelovich and David Meer (HBS) : Rediscovering Market Segmentation 20. C. K. Prahalad : The Fortune at the Bottom of the Pyramid

21. Al Ries & Jack Trout : Positioning: The battle for your mind

24CBBA23	BUSINESS ECONOMICS	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVE:

Business economics uses economic concepts and principles by emphasizing on

demand and supply analysis, production & cost analysis and different market structures which are fundamental for further study. This course also introduces important macroeconomic concepts which are indispensable for understanding the functioning of an economy that might affect business performance.

▪ It equips students with fundamental concepts of microeconomics.

▪ Business economics delves into the complexities of market structures, helping students navigate challenges such as competition, regulatory environments, and technological disruptions.

▪ It fosters critical thinking by analyzing real-world case studies, enabling students to propose innovative solutions to business problems.

▪ A grasp of business economics is essential for aspiring entrepreneurs, managers, and analysts seeking to thrive in today's dynamic and interconnected business landscape.

UNIT 1:	FUNDAMENTALS AND BASIC ELEMENTS OF MICROECONOMICS	12 hours

● The Economic Problem: Scarcity and Choice, Nature and Scope-Positive and Normative Economics.

● Scope of Study and Central Problems of Micro and Macroeconomics

● Demand Schedule: Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Movement and Shift among Demand Curve, Elasticity of Demand.

● Supply Schedule: individual and market supply, determinants of supply, law of supply, Elasticity of supply. Determination of demand and supply, effect of a shift in demand and supply.

UNIT 2:	PRODUCER AND CONSUMER BEHAVIOR	12 hours

● Theory of Production-Factors of Production, Production Function, Law of Variable Proportions, Returns to Scale, Producers' Equilibrium.

● Theory of Cost- Short Run and Long Run Average, Marginal and Total Cost Curves.

● Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of Equi- Marginal Utility, Indifference Curves, Budget Lines and Consumer Equilibrium.Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behavior, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behavior, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional vs. Experiential Marketing's View of Customer.

UNIT 3:	ANALYSIS OF MARKET	12 hours

● Concept of Market and Main Forms of Market.

● Price and Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition, and oligopoly.

UNIT 4:	NATIONAL INCOME	12 hours

● Circular Flow of Income. Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income.

UNIT 5:	VARIOUS INDIAN ECONOMY CHALLENGES	12 hours

● A Brief Introduction of Indian Economy - Pre-and Post-Independence.

● Current Challenges Facing by Indian Economy- Human Capital Formation, Poverty, Dynamic ● Business Environment, Trade with Various Nations, Sustainable Economic Development.

Total 60 HOURS

Learning Outcomes:

At the end of the course students will be able to:

CO1. Understand basic concepts of microeconomics and solve the problem of reallocation and

CO 2. distribution of the scarce resources.

CO 3. To analyze the form and nature of the market and their pricing strategies.

CO 4. Understand the calculation of national income and true measure for increasing economic welfare.

CO 5. Understand various challenges associated with the Indian economy and help to balance the economy

Readings:

Text Books (Latest Editions):

Varian. H.R: Micro Economics A modern Approach

2. Mc Connell & Brue: Micro Economics Principal, problems & policies. McGraw Hills Professional Publication.

3. Ahuja, H.L. Advanced Economic theory

4. Jain K.P. Advanced Economic theory

5. Jhingan M.L. Modern Micro Economics

6. J. Shapiro: Macro Economic Theory and Policy

7. W.H. Bransin: Macro-Economic Analysis

8. M.L. Jhingan: Macro-Economic Theory and Policy

9. M.C. Vaishya: Macro-Economic Theory

10. Sunil Bhaduri: Macro Economic Analysis

11. H.L. Ahuja: Micro Economic Theory; Modern Publisher, Gulab Bhawan, 6, Bahadurshah Zafar Marg, New Delhi.

12. Samuelson & William D. Nordhaus: Economics; McGraw Hills.

13. A.N. Agarwal: Indian Economy.

14. M. Maria John Kennedy: Advanced Micro Economic Theory; Himalaya Publishing House, Delhi. 15. I.C. Dhingra & V.K. Garg: Economic Development & Planning in India.

16. D.M. Mithani: Macro Economics; Himalaya Publishing House.

17. Macroeconomics" by N. Gregory Mankiw

18. Macroeconomics: Principles, Applications, and Tools" by Arthur O'Sullivan, Steven Shiffrin, and Stephen Perez

19. Macroeconomics" by Olivier Blanchard

References

Pedagogy and Teachings Method (Teacher should use the following strategies to achieve various outcomes of the course):

Different methods of teaching and media to be used to attain classroom attention. ● Massive open online courses (MOOCs) may be used to teach various topics/sub topics.

● 15-20% of the topics which are relatively simpler of descriptive in nature should be given to the students for self-learning and assess the development of competency through classroom presentations.

● Micro-projects may be given to group of students for hand-on experiences.

● Encouraging students to visit to sites such as local or seasonal markets and research establishment around the institution.

SEMESTER III

24LTAM31	தமிழ்மொழிப்பாடம்-3	L	T	P	O	C
		2	0	0	1	2

பாடத்திட்ட நோக்கம்:

மாணவர்களின் இலக்கிய நாட்டத்தை மேம்படுத்துதல், பக்தி இலக்கியத்தை மாணவர்களுக்கு அறிமுகப்படுத்தி, அதன்வழி தமிழர்தம் பக்தி உணர்வையும் அதன் மேன்மையையும், கலைத்திறனையும் வெளிப்படுத்துதல், காப்பியம், புதினம் என்ற இலக்கிய வகைமைகளை அறிமுகப்படுத்துதல், மாணவர்களின் மொழித்திறனை மேம்படுத்தும் வகையில் மொழிபெயர்ப்பு, இலக்கணக் குறிப்பு என்பனவற்றை அறியச் செய்தல், மேற்கண்டவழி மாணவர்களைப் போட்டித்தேர்வுகளுக்குத் தயார் செய்தல் இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

அலகு 1:	சிற்றிலக்கியம்	8 மணி நேரம்

1. நந்திக்கலம்பகம் - உரைவரம் பிகந்த உயர்புகழ்ப்
   வானுறுமதியை அடைந்தது உன்வதனம்
2. தமிழ்விடு தூது – 10 கண்ணிகள்
3. திருக்குற்றாலக் குறவஞ்சி – மலைவளம் கூறுதல் – முதல் 5 பாடல்கள்
4. கலிங்கத்துப் பரணி – பாலை பாடியது – முதல் 5 பாடல்கள்

அலகு 2:	சிறுகதை	7 மணி நேரம்

1. அறிஞர் அண்ணா - செவ்வாழை
2. புதுமைப்பித்தன் - கடவுளும் கந்தசாமிப் பிள்ளையும்
3. கி.ராஜநாராயணன் - கதவு

அலகு 3	எழுதுதிறன்	7மணி நேரம்

கலைச்சொல்லாக்கம் - தேவைகள் - கலைச்சொற்களின் பண்புகள் - கலைச்சொல்லாக்கத்தில் தவிர்க்க வேண்டியவை - அறிவியல் கலைச்சொற்கள்.

கடிதம் - வகைகள் - அலுவலகக் கடிதங்கள் - பயிற்சி - அறிஞர்களின் கடிதங்கள் - கடிதங்களின் வழி கற்பித்தல் - சில அறிஞர்களின் கடிதங்கள் - நேரு...,

அலகு 4	பேச்சுக் கலை	8 மணி நேரம்

பேச்சுத் திறன் – விளக்கம் – பேச்சுத்திறனின் அடிப்படைகள் – வகைகள் – மேடைப்பேச்சு – உடையாடல் – பயிற்சிகள்

மொத்தம்: 30 மணி நேரம்

COURSE OUTCOMES:

Students will able to	
CO1	Utilizing fundemendal tami grammer in their practical life.
CO2	Improve their oratorical skill after studying of concept of oratory.
CO3	Develop their own style of Terminology afer studying the Nomenclature.
CO4	Translate english passage to Tamil.
CO5	Apply their knowledge into journals, articles writings.

TEXT BOOKS (LATEST EDITION):

பார்வை நூல்கள்

8. **தமிழர் நாகரிகமும் பண்பாடும்,** டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம், 2001.
9. **தவறின்றித் தமிழ் எழுதுவோம்**, மா. நன்னன், ஏகம் பதிப்பகம், 1999.
10. **தவறின்றித் தமிழ் எழுத** - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2003.
11. **தமிழ் இலக்கிய வரலாறு**, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காதெமி, 2002.
12. **புதிய தமிழ் இலக்கிய வரலாறு**, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அகாடெமி, 2007.
13. **செம்மொழி தமிழின் சிறப்பியல்புகள்** - முனைவர் மறைமலை இலக்குவனார்; https://www.youtube.com/watch?v=HHZnmJb4jSY
14. **பாடநூல் தேடலுக்கான இணையம் -** https://archive.org/

24LHIN31	HINDI -III	L	T	P	O	C
		2	0	0	1	2

Course Objectives :

- To enrich the knowledge of students about through Thirukkural
- To enable them to learn life values through ancient and medievial poems of Hindi Literature
- To develop translation and advertisements skills in Hindi

UNIT I : ततरुवल्लुवि क्ृत ततरुक्कु िल – 5, अमीि खसिो क्ृत पहेतलयाँ - 5
'Thirukkural'- 5 Kural-by Thiruvalluvar & 6hrs.
Amir Khusro-5 Paheliyan

UNIT II: कबीि के दोहे – 5
Kabir Ke Dohe -5 6hrs.

UNIT III: तुलसीदास के पद – 2 & सूिदास के पद – 2
Tulsidas Ke Pad-2 & SurdasKe Pad-2 6hrs.

UNIT IV: व्यावहारिक हहन्दी 1 – अनुवाद का परिचय (अि, परिभाि व प्रकाि) & 5 - अभ्यास अनुच्छेद
Functional Hindi 1 - Introduction to Translation 6hrs.
(Meaning, Definition &Types) & Exercise passages – 5

UNIT V: व्यावहारिक हहन्दी 2 - ववज्ञापन का परिचय (अि, परिभाि व प्रकाि) & 4 – नमूना ववज्ञापन 6hrs.
Advertisement –Introduction (Meaning, Definition &
Types) & Model Advertisement - 4

Total:30hrs

Course Outcome:
At the end of this course Students will
CO1 Know the valuable messages in social responsibilities
CO2 & CO3 Know the life values
CO4 Gain knowledge of translation in functional Hindi
CO5 Gain knowledge about advertisement skills in Hindi

Text Book:
Thirukkural, Bharatiya Gyanpeet, 2014.
Amir Khusro Ki Paheliyan, Prakrit Bharati Academy, 2006.
Amar Prakash, Kahir Dohavali, Mahamaya Publication, 2020.
Tulsidas, Dohavali, Geeta Press, Gorakhpur.
Vagdev, Surdas Ke Padavali, Prabhat Prakashan, 2011.

Reference book:
Rachana Vyas, Amir Khusro Ki Paheliyan, Lokoday Prakashan Pvt. Ltd., 2022.
Kendriya Hindi Sansthan, Banking Hindi Patyakram, 2012.
Kendriya Hindi Prashikshan Sansthan, Parangat, Bharat Sarkar, 2015.

Weblinks:
Thirukkural hindi translation by Venkata Krishnan
Ameer khusro ki paheliyan - https://www.hktbharat.com
Kabir ke Dohe - Kabir granthavali , Surhranthavali-http://kavitakosh.org
Tulsidas ke pad - http://kavitakosh.org

24LFRE31	FRENCH-III	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

The lessons are being chosen:

1) To express certainty and uncertainty
2) To express one's desire to do something
3) To express one's willingness and unwillingness to do something
4) To express one's joy and sorrow
5) To express one's fear, concern and astonishment
6) To express one's anger and regrets

UNIT I	**Très drôle**	**6 HOURS**
● le passe recent, passe compose et l'imparfait		
UNIT II	**Vous avez dit culture**	**5 HOURS**
● l'interrogation et le subjonctif		
UNIT III	**Envie d'ailleurs**	**4 HOURS**
● les verbes aller/ retourner, venir/ revenir, ne...pas...ni, ne…ni…ni.		
UNIT IV	**Voila l'été**	**4 HOURS**
● le comparatif, superlatif et l'accord du participe passe avec avoir.		
UNIT V	**Terre inconnue**	**5 HOURS**
● le plus-que parfait		
UNIT VI	**Vivement Dimanche**	**6 HOURS**
● le pronom en et y, le subjonctif et les conjugaisons irrégulières.		
		TOTAL 30 HOURS

COURSE OUTCOMES:

1) The students would be able to express certainty and uncertainty
2) The students would be able to express one's desire to do something
3) The students would be able to express one's willingness and unwillingness to do something
4) The students would be able to express one's joy and sorrow
5) The students would be able to express one's fear, concern and astonishment
6) The students would be able to express one's anger and regrets

REFRENCES:

1. LATITUDES 1 (A1/A2) MÉTHODE DE FRANÇAIS - Régine Mérieux and Yves Loiseau
2. SAISON A1 - MÉTHODE DE FRANÇAIS - Marie-Noëlle Cocton, Élodie Heu, Catherine Houssa, Émilie Kasazian

24LENG31	ENGLISH III	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

CO1: To enhance reading comprehension skills for understanding complex texts in competitive exams.

CO2: To develop vocabulary and language proficiency to tackle verbal reasoning sections effectively.

CO3: To improve grammar and writing skills for precise and coherent expression in written exams.

CO4: To practice critical thinking and analytical reasoning abilities required for exam questions.

CO5: To familiarise students with exam formats, strategies, and time management techniques for success in competitive exams.

UNIT I	VOCABULARY	6 HOURS

Homophones, Homonyms, Note-taking, Paraphrasing

UNIT II	COMPREHENSION	6 HOURS

Reading comprehension, Critical reading, Cloze test

UNIT III	GRAMMER	6 HOURS

- Idioms and Phrases, Question tag, Verbal phrases, Prepositions

UNIT IV	GRAMMER	6 HOURS

- Voices, Direct & Indirect speech, Simple, Compound, Complex

UNIT V	ACADEMIC WRITING	6 HOURS
● Precis writing, Report writing		
		TOTAL 30 HOURS

COURSE OUTCOMES:

CO1:Students imbibe the rules of language unconsciously and tune in to deduce language structure and usage.

CO2:Students develop their abilities as critical readers and writers.

CO3:Students decipher the mechanism of language and use it for success in competitive examinations and job-related speaking and writing tasks.

TEXT BOOKS (LATEST EDITION):

- General English for competitive examinations by V. Rajagopalan (McGraw Hill Education) -2010.

REFERENCES:

- Technical Communication – Principles and Practices By Meenakshi Raman & Sangeeta K. Sharma, Oxford Univ. Press, 2016, New Delhi.

24CBBA31	COST AND MANAGEMENT ACCOUNTING	L	T	P	O	C
		3	1	0	2	4

COURSE OBJECTIVES:

1. To familiarize the learners with the basic concepts and processes used to determine product costs and ascertain Material, Labour and Overhead cost.
2. To enrich the knowledge of the learners in knowing and applying various tools like ratio analysis, cash flow statement, marginal costing for analysing the financial statements for managerial information
3. To provide with the basic understanding of budgetary control
4. To develop the knowledge of the learners to understand and prepare a management report.

UNIT I	INTRODUCTION TO COST AND MANAGEMENT ACCOUNTING	12 HOURS

Definitions, features, objectives, functions, scope, advantages and limitations. Relationship and differences between Cost accounting, Management accounting and Financial Accounting. Cost Concepts-Cost classification – Elements of cost - Preparation of cost sheet and quotation. Material cost- direct and indirect material cost, Inventory control techniques-stock levels, EOQ, ABC analysis. Issue of materials to production- pricing methods-FIFO, LIFO and Average methods. Labor cost: direct and indirect labour cost-methods of payment of wages including incentive plans -Halsey and Rowan plans, Tailors Piece Rate method. Overheads: features, classification, methods of allocation and apportionment of overheads, primary and secondary distributions.

UNIT II	MARGINAL COSTING AND BUDGETORY CONTROL	12 HOURS

Marginal Costing-Meaning - Importance - Marginal Cost Equation - Difference between Marginal costing and Absorption costing - Break Even Analysis-Meaning and Importance - Break even chart- P/V ratio - Cost Volume Profit Analysis- Margin of Safety-Angle of Incidence- Problems in Marginal costing. Budgets - Meaning and importance - Budgetary Control-Meaning and Importance-Types of Budgets, practical problems - Flexible Budget and cash Budget.

UNIT III	FINANCIAL STATEMENT ANALYSIS	12 HOURS

Comparative Income Statements and Balance Sheets- Common Size Income Statementsand Balance Sheet analysis- Trend Analysis. Ratio Analysis – Introduction, Classification & Interpretation of Ratios-Liquidity ratios, Solvency ratios, Proprietary ratios, Profitability ratios, Leverage ratios and Turnover ratios.

UNIT IV	CASH FLOW STATEMENT	12 HOURS

Introduction- Concept of Cash- Sources of cash flow Cash from operation- cash from Financing and cash from investment- Inflow and outflow of cash- Preparation of cash flow statements with adjustments.

UNIT V	MANAGEMENT REPORTING	12 HOURS

Management Reporting – Meaning and Definitions of reports- Objectives and Purpose- Reports to top level management – Reports to lower level management- Sample Reports

TOTAL 60 HOURS

COURSE OUTCOMES:

1. Interpret the relevant theories of cost and management accounting and prepare Costsheet and quotations.
2. Ascertain Material and Labor cost, allocation and apportionment of overheads.
3. Interpret the financial statements for managerial decision making
4. To prepare and interpret cash flow statement
5. To understand the preparation ofmanagement reports

TEXT BOOKS (LATEST EDITION):

- Arora, M. N. Cost and Management Accounting, New Delhi: Himalaya PublishingHouse.
- Jain, S.P., & Narang, K.L. Cost Accounting. Principles and Practice, New Delhi: Kalyani Publishers.

REFERENCES:

- Kishor, R.M. Cost and Management Accounting. New Delhi: Taxman Allied Services.
- Pillai, R.S.N, Bagavathi, V., Cost Accounting. New Delhi: Sultan Chand.
- Arora, M.N. Management Accounting, New Delhi: Himalaya Publishing House
- Lal, J. Srivastav, Seema., Singh, Manisha. Cost Accounting: Test, Problems andCases, New Delhi: Tata McGraw Hill Education

24CBBA32	LEGAL AND EITHICAL ISSUES IN BUSINESS	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

1. The course aims to provide students with the understanding of key legal and ethical issues in the business context of India
2. The course will help students analyze ethical dilemmas in business decisions
3. The course will help the students understand the legal and regulatory aspects of business ethics that concern the financial, competitive and charitable responsibilities of organisatons.
4. The course will help the students gain knowledge about the ways in which organizational and individual factors impact business ethics

UNIT I	INTRODUCTION TO BUSINESS LAW	12 HOURS

Business law – definition, scope, importance of understanding the role of law inbusiness; Elements of a contract – offer and acceptance, consideration, contractual capacity; Essentials of a valid contract; Types of contracts; Performance obligations; Types of contract breaches and remedies; Product liability and consumer protection laws; Business torts; Employment law.

UNIT II	SALES AND LEASSES	12 HOURS

Formation of Sales Contract: Contracts for Leasing Goods, Title and Risk of loss, Performance and remedies, Warranties and Product liability;

.

UNIT III	NEGOTIABLE INSTRUMENTS ACT	12 HOURS

Introduction to Negotiable Instruments, Negotiability, Negotiation and Holders in due course; Liability and discharge, Bank customer Relations/Electronic Fund Transfers

UNIT IV	INTRODUCTION TO BUSINESS ETHICS	12 HOURS

The definition and importance of business ethics, business ethics in the Indian context; Institutionalization of Business Ethics in the organization, benefits of Ethical Conduct in Business, Ethical Issues and Stakeholder Concerns; Social Responsibility and Regulatory Framework: Corporate social responsibility; Environment & business; Issues related to Business Ethics in marketing, finance & human resource functions. Ethical responsibilities of multinational corporations; Ethical dilemmas facing businesses globally including issues related to discrimination, human rights, environmental impact, and intellectual property.

UNIT V	THE ETHICAL DECISION-MAKING PROCESS	12 HOURS

Philosophical approaches to ethical decision making; Ethics & Religious approaches; Moral & Legal aspects of ethical decision making: Ethical aspects in Bhagvat Gita; Kautaliya's Arthshastra; Swami Vivekanand on Ethics; Swami Vivekanand's message to the youth of India; Ethical Decision Making in Organizations: Individual and Organizational Factors Influencing Ethical Decisions; Karmyog, Indian philosophy of work ethics; Kautilya's Arthshastra; Introduction to Integral Humanism; Ethical Decision-Making Frameworks to Improve Decision-Making Outcomes; Corporate Governance and its Impact on Ethical Decision-Making; Whistleblowing; Conflict Resolution.

TOTAL 60 HOURS

COURSE OUTCOMES:

1. Recall major laws and regulations and ethical principles that guide business conduct.
2. Analyze case studies to identify legal and ethical challenges within business operations.
3. To understand the usage of negotiable instruments
4. Evaluate the effectiveness of existing legal frameworks in governing business practices
5. Propose solutions to ethical dilemmas based on ethical theories and principles that align with corporate social responsibility.

TEXT BOOKS (LATEST EDITION):

1. Tulsian, P. C. Business and Corporate Laws. S. Chand Publishing.
2. Fernando, A.C. Business Ethics and Corporate Governance. Pearson
3. Bayern, S. Business Law Beyond Business. J. Corp. L., 46, 521.

4. Vivekanand, S. To the Youth of India. Advaita Ashrama.

REFERENCES:

1. Ratan Tata: Ethical Leadership| By: Ashok K. Dua, Sumita Rai| Ivey Publishing| https://hbsp.harvard.edu/product/W17258-PDF-ENG
2. www.https://scroll.in/tag/competition-commission-of-India
3. Mascarenhas, A. J. O. et al. (2019). J.R.D. Tata: Orations on Business Ethics. RupaPublications India
4. Holloway, J. E. (2023). The Foundation of the Theory of Law and Business. Am. U. Bus. L. Rev., 12, 51.
5. Vivekanand, S. (2022) Karam Yoga: The Yoga of action. Sanage Publishing House LLP
6. Vivekanand, S. (2015): Lectures on Bhagavad Gita. CreateSpace Independent Publishing Platform
7. Laasch, O. (2022). Principles of Management. Sage Textbook

REFLECTIVE EXERCISES AND CASES:

Suggested Exercises and Cases Unit 1

Cases:

1.Salomon Vs. Salomon & Co. Ltd

2.Balfour Vs. Balfour

3.Durga Prasad Vs. Baldeo

Unit 2

Cases:

1.Mool Chand Ram Bhagat v. Harish Chandra

2.Coop. Cane Unions Federations v. West U.P. Sugar Mills Assn. (2004).

Unit 3

1..State of Maharashtra v. Champalal (1971).

2 .Union of India v. Martin Lottery Agencies Ltd. (2009).

3. Camera House, Bombay v. State of Maharashtra (1969)

Unit 4

1.Reflective exercise on ethics and morality in the context of Mahabharata.

2.Reflective exercise on integral humanism as given by Indian thought leaders.

Cases:

1.Corporate America and Sarbanes-Oxley Act: Costs Vs. Benefits

2.Apple: Privacy vs. Safety (A)| By: Henry W. McGee, Nien-he Hsieh, Sarah McAra, Christian Godwin| Harvard Business School| 321004-PDF-ENG https://hbsp.harvard.edu/product/321004-PDF-ENG

3.Quick Case: Is Legal Compliance Good Enough? By: Bonnie Peter| Harvard Business Publishing| https://hbsp.harvard.edu/product/8268-HTM-ENG

Unit 5

Reflective and review Exercise: Karam Yog (Bhagvad Gita): lessons in ethics and self- leadership

Cases:

1.CEO Compensation and Corporate Governance at NYSE

2.ICICI Bank: Restoring Faith in Corporate Governance

https://hbsp.harvard.edu/product/W19323-PDF-ENG

3.The Dance of Dharma: On the Difficulty of Being Good

https://hbsp.harvard.edu/product/821058-PDF-ENG

4.Blind Spots: The Roots of Unethical Behaviour in Life and Work | Max H. Bazerman, Ann E. Tenbrunsel | Rotman Management | ROT140-PDF-ENG

| https://hbsp.harvard.edu/product/ROT140-PDF-ENG

5.Leadership Simulation: Patient Zero https://hbsp.harvard.edu/product/7215-HTM- ENG

6.Eliot Spitzer: A Crusader of Corporate Reform

7.Sterlite copper plant shutdown

8.Facebook–Cambridge Analytica data scandal

24CBBA33	HUMAN RESOURCE MANAGEMENT	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

1. The course will enable students to understand how HR plays a functional role, needed for organizational effectiveness and management.
2. Understand the difference between functional and strategic role of HR
3. Students will analyse the need for HR planning, Innovation, use of technology, and sector specific HR needs
4. Understand the innovation in HRM and best practices

UNIT I	THE NATURE OF HRM	12 HOURS

Human Resource Management—An Introduction; Human Resource Business Partnership HRM; HRM policies, HRM in globally competitive environment; Functional HRM; strategic human resource management.

UNIT II	PLAN, ACQUIRE, DEVELOP, CAREER MANAGEMENT	12 HOURS

Employee life cycle approach, Human Resource Planning; Recruitment and Selection; Training and Development; Competency Management; Career Management Talent Management, Managing the GIG employees and Virtual employees and team.

UNIT III	ENGAGEMENT, PERFORMANCE, COMPENSATION MANAGEMENT, INDUSTRIAL RELATIONS, COMPLIANCE, EMPLOYMENT RELATIONS	12 HOURS

Changing nature of Employee Engagement; Performance Management; Compensation and Benefits; Compensation for Special Groups, Industrial Relations; Workplace Laws and Regulations; Employment Relations.

UNIT IV	TECHNOLOGY AND HR ANALYTICS	12 HOURS

Human Resource Information and Analytics; Human Resource Management Innovations; Human Resource Management in Small and Medium Enterprises; Human Resource Management in the Service Sector.

UNIT V	INNOVATION IN HR	12 HOURS

Organization Transformation and the Human Resource Leadership; Diversity, Equity and Inclusion; WorkplaceWellness, sustainability goals and HRM , Green HRM and challenges.

TOTAL 60 HOURS

COURSE OUTCOMES:

1. Explain how Functional HRM contributes in organizational management.
2. Analyze all HR Functions like recruitment selection, performance management, compensation benefit, Training and Development and Career Management/Talent Management
3. Apply HR analytics,
4. Create sustainable goals with diversity, Inclusion and wellness
5. Apply HR with innovation.

TEXT BOOKS (LATEST EDITION):

1. DeNisi, A.S. ,Griffin,R.W and Sarkar,Anita Human Resource Management, Cengage Learning
2. Sengupta Amitabha, Human Resource Management: Concepts, Practices, andNew Paradigms
3. Cascio, Wayne F., Managing Human Resources, Tata McGraw Hill, New Delhi
4. DeCenzo, David A, and Stephan P. Robbins, Fundamentals of Human ResourceManagement, Wiley India, New Delhi
5. Bhattacharyya, Dipak Kumar, Human Resource Management, Excel Books, New Delhi

REFERENCES:

1. Innovations in People Management, Bhatnagar, J, Bajaj, Ghosh Somanth, Lakshmi Publications, New Delhi (book of cases)
2. relevant cases-*1. Prabhjot, Kaur and Bhatnagar, Jyotsna (2022) The Happy Turtle: Womanpreneur and Talent in a Circular Economy, published, Richard Ivey School Case collection, Product Number Product# W25373
3. Bohra, Rakesh and Bhatnagar, Jyotsna, (2022) One Employee Went Freelance. Now Everyone Wants the Same Deal, Harvard Business Review, March, 2022, (ABDC/A / FT 50)
4. Mukherjee A, and Bhatnagar J(2022) - Conceptualizing and theorizing green human resource management: a narrative review--International Journal of Manpower, Jul 2022;(ABDC/A)

REFLECTIVE EXERCISES AND CASES:

1. Innovations In People Management, Bhatnagar, J, Bajaj, Ghosh Somanth, Lakshmi Publications, New Delhi (book of cases)
2. Mukherjee A, and Bhatnagar J(2022) - Conceptualizing and theorizing green human resource management: a narrative review--International Journal of Manpower, Jul 2022;(ABDC/A)

SEMESTER IV

24LTAM41	தமிழ்மொழிப்பாடம்-4	L T P O C 2 0 0 1 2

பாடத்திட்ட நோக்கம்

தமிழர்தம் தொன்மைச் சிறப்பையும், பண்பாட்டுச் செழுமையையும் உலகிற்குப் பறைசாற்றும் சங்க இலக்கியங்களான எட்டுத்தொகை, பத்துப்பாட்டு நூல்களை அறியச் செய்தல், அதன்வழி பண்டைத் தமிழரின் விழுமியங்களை எடுத்துரைத்தல், இலக்கால இலக்கிய வகைமையான நாடக இலக்கியத்தை அறியச் செய்தல், ஊடகங்களில் தமிழின் பயன்பாடு, கணினியில் தமிழ்ப்பயன்பாடு என்பனவற்றை மாணவர்களுக்கு கற்றுக்கொடுத்தல், மாணவர்களை ஆளுமை மிக்கவர்களாக உருவாக்கி, போட்டித்தேர்வுகளுக்குத் தயார் செய்தல் என்பன இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

அலகு 1:	மரபுக்கவிதை	8 மணி நேரம்

பாரதியார் - பாரத தேசம் என்னும் தலைப்பில் ஆறு பாடல்கள்.
(பாடல் எண்கள் 1, 6, 7, 9, 12, 13)

1. பாரதிதாசன் – தமிழுக்கும் அமுதென்று பேர் என்னும் தலைப்பிலான கவிதை.
2. தேசிக விநாயகம் பிள்ளை - உடல் நலம் பேணல் என்னும் தலைப்பிலான கவிதை

முடியரசன் - காவியப் பாவை – “புண்படுமா” என்னும் கவிதை

அலகு 2:	புதுக்கவிதை	8 மணி நேரம்

நா. காமராசன் - *கறுப்பு மலர்கள்* தொகுப்பில் *காகிதப்பூக்கள்* என்னும் தலைப்பிலான கவிதை.

1. அப்துல் ரகுமான் - *ஆலாபனை* தொகுப்பில் *போட்டி* என்னும் தலைப்பிலான கவிதை
2. ஆண்டாள் பிரியதர்ஷினி – *முத்தங்கள் தீர்ந்துவிட்டன* தொகுப்பில் *’இங்கே வரும் போது’* என்னும் தலைப்பிலான கவிதை

அலகு 3 :	**ஊடகத் தமிழ்**	**7** மணி நேரம்

இதழியல் - ஊடக வகைகள் - தலையங்கம்- நிகழ்ச்சியை செய்தியாக மாற்றுதல்- கருத்துப் பரிமாற்றம் நாடகம், திரைப்படம்,- வானொலி- தொலைக்காட்சி- மொழி நடையின் தன்மை -

அலகு 4	: **கணினித் தமிழ்**	**7** மணி நேரம்

கணினித் தமிழ்: கணினித் தமிழின் அடிப்படையும் பயன்பாடும் -கணிப்பொறியின் வரலாறும் வளர்ச்சியும், கணினியும் தமிழும், விசைப்பலகை (Keyboard) - எழுத்துருக்கள் (Fonts) - தமிழைத் தட்டச்சு செய்ய உதவும் மென்பொருள்கள், தமிழைத் தட்டச்சு செய்யும் முறைகள் - தமிழ்த் தட்டச்சுப் பயிற்சி - இணையமும் தமிழ்ப் பயன்பாடும் - தேடுபொறி (Search) - வலைப்பூ (Blog), மின்னூலகம் (Online e-Library), - மின்னகராதி(e-Dictionary), - மின் செய்தித்தாள் - e-Paper, - இணையவழித் தமிழ்க் கற்றலும்-கற்பித்தலும் - மின்வழிக் கற்றல் - e Learning.

மொத்தம்: 30 மணி நேரம்

COURSE OUTCOMES:

Students will able to	
CO1	Re-Construct Tamil culture and civilization in the aspect of life style of ancient Tamils.
CO2	Formulated their new methods of fine arts through the sprite of ancient art of Tamils.
CO3	Find out the solutions for the problems of life throgh the philosophical ideology of Tamil religions.
CO4	Aquire the Knowledge and understanding theories of political system.
CO5	Formlate the art of life through Tamil traditional scientific approach.

பார்வை நூல்கள்

1. **தமிழர் நாகரிகமும் பண்பாடும்,** டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம், 2001.
2. **தவறின்றித் தமிழ் எழுதுவோம்**, மா. நன்னன், ஏகம் பதிப்பகம், 1999.
3. **தவறின்றித் தமிழ் எழுத** - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2003.
4. **தமிழ் இலக்கிய வரலாறு**, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காதெமி, 2002.
5. **புதிய தமிழ் இலக்கிய வரலாறு**, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அகாடெமி, 2007.
6. **செம்மொழி தமிழின் சிறப்பியல்புகள்** - முனைவர் மறைமலை இலக்குவனார்; https://www.youtube.com/watch?v=HHZnmJb4jSY
7. **பாடநூல் தேடலுக்கான இணையம்** - https://archive.org/

24LTAM41	HINDI-IV	L	T	P	O	C
		2	0	0	1	2

Course Objectives :

- To develop interest in various style of Modern and Contemporary Hindi Poetry
- To enable them to know about the Official Language Hindi
- To enable them to converse in Hindi

UNIT I : भारतेन्दु हरिश्चंद्र की मुखरियाँ – 4
Bharatendu Harishchandra ki Mukhariyan-4. 6hrs.

UNIT II : सुमित्रानंदन पंत कृत 'भारतमाता ग्रामवासी' (कविता)
'Bharatmata Gramavasi' (Kavita) by Sumitranand Pant 6hrs.

UNIT III: ज्ञानेन्द्रपति कृत 'बीज व्यथा' (कविता)
'Beej Vyatha' (Kavita) by Gyanendrapati 6hrs.

UNIT IV: राजभाषा हिन्दी का परिचय, अनुच्छेद से प्रश्न तैयार करना
Introduction to Official Language Hindi, framing questions from passages 6hrs.

UNIT V : मंच संचालन (साक्षात्कार) का परिचय
Introduction to Stage Management(Interview) 6hrs.

Total: 30hrs

Course Outcome:

At the end of this course Students will

CO1 CO2 & CO3 Familiar with the different poetic expressions of Modern & Contemporary Hindi Poetry

CO4 Know the importance of official language Hindi

CO5 Become conversant in Hindi

TextBook:

Bhartendu Harishchandra, Ed Ramji Yadav, Bharatendu Sanchayan, Bharatiya Pustak Parishad, 2011.
Sumitranandan Pant, Gramya, Lokbharti Prakashan, 2017.
Gyanedrapati, Gyanendrapati, Prabhakar Publication, 2022.
Bhatia Kailashchandra, Rajbhasha Hindi, Vani Prakashan,2018.

Reference Book:

Mahesh Sharma, Bhashan Kala, Prabhat Prakashan, 2019.
Raghavan T.E.S. Rajbhasha Hindi Amarkosh

Weblinks:

-http://kavitakosh.org
Bharatendu Harishchandra
https://www.amarujala.com/kavya/kavya-charcha/bhartendu-harishchandra-poems-naye-jamane-ki-mukariyan?page=5
Sumitranandan Pant- http://kavitakosh.org
https://www.hindiadda.com/beej-vyatha-gyanendrapati/
Hindi Rajbhasha: https://navodaya.gov.in

24LFRE41	FRENCH-IV	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

The lessons are being chosen:

1) To propose to do something and respond to a proposal
2) To respond to a request
3) To accuse, to blame
4) To complain, to protest
5) To express cause and consequence
6) To express opinion about facts

UNIT I	Entreprendre	6 HOURS

- Les pronoms démonstratifs, les pronoms interrogatifs

UNIT II	Vous avez gagne	5 HOURS

- Les pronoms en et y, les formation des adverbes en-ment

UNIT III	Ne quittez pas	4 HOURS

- La mise en relief (c'est ..... qui, c'est …….que).

UNIT IV	Argent trop cher	4 HOURS

- l'opposition- toujours/ne…jamais.

UNIT V	Le pétrole fou	5 HOURS

- la cause et la consequence

UNIT VI	Parlez-moi d'amour	6 HOURS

- le conditionnel present, le gérondif.

		TOTAL 30 HOURS

COURSE OUTCOMES:

1) The students would be able to propose to do something and respond to a proposal
2) The students would be able to respond to a request
3) The students would be able to accuse, to blame
4) The students would be able to complain, to protest
5) The students would be able to express cause and consequence
6) The students would be able to express opinion about facts

REFERENCES:

1. LATITUDES 1 (A1/A2) MÉTHODE DE FRANÇAIS - Régine Mérieux and Yves Loiseau
2. SAISON A1 - MÉTHODE DE FRANÇAIS - Marie-Noëlle Cocton, Élodie Heu, Catherine Houssa, Émilie Kasaz

24LENG41	ENGLISH IV	

L	T	P	O	C
2	0	0	1	2

COURSE OBJECTIVES:

CO1: To develop effective oral communication skills for professional contexts such as presentations and meetings.
CO2: To enhance written communication abilities, including business correspondence and reports.
CO3: To improve professional vocabulary and language usage appropriate for various fields and industries.
CO4: To practice critical thinking and problem-solving skills through case studies and discussions.
CO5: To prepare students for job interviews, networking, and career advancement through professional English proficiency

UNIT I	TECHNICAL WRITING	6 HOURS

- Spelling, Punctuation, Spot the error
- Hints development,
- Cliches, Redundancies
- Modifiers.

UNIT II	CREATIVE WRITING	6 HOURS

- Instructions and recommendations
- Interpretation of graphs, charts and pictures

UNIT III	PROFESSIONAL WRITING	6 HOURS

- Agenda
- Minutes of the meeting
- Review
- Circular

UNIT IV	ORGANIZATION OF WRITING	6 HOURS

- Paragraph Writing
- Essay writing
- Proposal Writing

UNIT V	SPEECH WRITING	6 HOURS

- Welcome address
- Vote of thanks.
- Oral presentation
- E-mail and SMS text.

TOTAL 30 HOURS

COURSE OUTCOMES:

CO1: Demonstrate proficiency in language use.

CO2: Master the nuances of Spoken and Written Communication skills in professionalcontexts.

CO3: Develop confidence and clarity in Professional English usage.

CO4: To write proposal

CO5: To exhibit Email Writing

TEXT BOOKS (LATEST EDITION):

1. Professional English by Meenakshi Raman and Sangeetha Sharma -2018.

REFERENCES:

1. General English for all competitive examinations by S.C. Gupta -2016.

24CBBA41	FINANCIAL MANAGEMENT	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

1. To apply the knowledge in taking finance decisions
2. To develop analytical skills to identify financial management problems and solve them.
3. To analyse the relationship among capital structure, cost of capital, dividend decisions,and value of the business.
4. To assess a firm's requirement for long-term assets by applying capital budgeting techniques.

UNIT I	INTRODUCTION TO FINANCIAL MANAGEMENT	12 HOURS

Meaning of finance and financial management, Types of finance, Objective and Scope of financial management– profit maximization and wealth maximization - merits and criticisms- Financial decisions, Internal relation of financial decisions, Factors influencing financial decisions, Functional areas of financial management, Functions of a finance manager, Agency Cost, Definition of ethics and the importance of ethics in Finance, Sources of Finance: Ownership securities – Equity shares, Preference shares, Deferred shares, No par stock/shares, Shares with differential rights, Sweat Equity Creditorship securities – Debentures – Zero coupon bonds, Zero interest bonds, Callable bonds, Deep discount bonds Internal financing or ploughing back of profit – short term and long term sources. Startup finance-Bootstrapping, Series Funding.

UNIT II	CAPITAL STRUCTURE & CAPITALIZATION	12 HOURS

Meaning of capitalization – Theories of capitalization – cost theory and earnings theory. Over capitalization and under capitalization (Theory) – causes – effects and remedies, Watered stock, Over trading and under trading. Meaning of capital structure and financial structure, principles of capital structure, Optimum Capital Structure, Determinants of capital structure, capital gearing-Theories of Capital structure, Effect of capital structure on EPS, EBIT-EPS Analysis, Point of indifference-Practical Problems

UNIT III	COST OF CAPITAL, LEVERAGES AND MANAGING WORKING CAPITAL	12 HOURS

Meaning of cost of capital, significance of cost of capital, components of cost of capital – Computation of Cost of capital and Weighted Average Cost of Capital, CAPM-Practical Problems. Meaning of Leverage, Types of Leverages – operating, financial and combinedleverage, risk and leverage – practical problems.

UNIT IV	CAPITAL BUDGETING	12 HOURS

Meaning of Capital Budgeting, Importance, Need, Time value of money-Present and Future Value (Simple Problems), Capital budgeting process, project appraisal by using traditional methods and modern methods, Practical problems on Payback Period, Net Present Value, Profitability Index, IRR and MIRR methods.

UNIT V	DIVIDEND POLICY	12 HOURS

Dividend policy-Meaning, Kinds, Theories of dividend decisions, determinants of dividend policy decisions, Companies Act, 2013 and SEBI Guidelines on Dividend Distribution.

TOTAL 60 HOURS

COURSE OUTCOMES:

1. Summarize the motives behind financial decision making.
2. Interpret the relevant theories and concepts of various practices of financialmanagement and ethics in Finance.
3. Analyze the relationship among capital structure, cost of capital, dividenddecisions, and value of the business.
4. Evaluate projects for profitability.
5. To know the dividend distribution.

TEXT BOOKS (LATEST EDITION):

1. Khan, M, Y, & Jain, P, K . Financial Management. Tata Mc Graw Hill.
2. Chandra, P. Financial Management. New Delhi, India. Tata McGraw Hill Book Co.
3. Pandey,I.M. Financial Management. New Delhi, India. Vikas Publishing House.

REFERENCES:

1. Kumar, A. Financial Management, Khanna Publishing House.
2. Gupta, S, K., Sharma, R.K. & Gupta, N . Financial Management. Kalyani Publishers.
3. Khan, M, Y, & Jain, P, K . Financial Management. Tata Mc Graw Hill.
4. Brigham and Houston. Fundamentals of Financial Management, Cengage Learning.

24CBBA42	BUSINESS ENVIRONMENT AND PUBLIC POLICY	

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVES:

The objective of this course is to give an orientation to the students with various aspects of economic, social, political and cultural environment of India. This will help them ingaining a deeper understanding of the environmental factors influencing Indian business organizations. Additionally, delving into public policies will give students a grasp of the regulatory framework and government initiatives shaping the business landscape in India.

UNIT I	FRAMEWORK OF BUSINESS ENVIRONMENT	12 HOURS

Theoretical Framework of Business Environment: Concept, Significance and Nature of Business Environment. Micro and Macro Dimensions of Business Environment, Changing Dimensions of Business Environment. Problems and Challenges of IndianBusiness Environment.

UNIT II	GLOBAL SCENARIO	12 HOURS

Global Framework: EPRG Framework, Liberalization, Privatization & Globalization concept & its impact on Indian Economy. Significance of FDI & FII, IMF & WTO, RegionalEconomic Integrations in the development of the Nations.

UNIT III	PUBLIC POLICY	12 HOURS

Public Policies: Background, Meaning and Importance of Public Policy. Significance of Industrial Policy, Fiscal Policy, Monetary Policy, Foreign Trade Policy, FERA & FEMA. Structural Adjustment Programs and Banking Sector Reforms in India.

UNIT IV	ECONOMICAL PROBLEMS	12 HOURS

Problems and Challenges of Growth of Economy: Unemployment, Poverty, RegionalImbalance. Social Injustice, Inflation, Parallel economy, Lack of technical knowledge andinformation. Remedies to solve these problems, Challenges & Opportunities of Indian Business Environment.

UNIT V	RECENT TRENDS	12 HOURS

Emerging Trends in Business: Concepts, Advantages and Limitations-Franchising, Aggregators, Business Process Outsourcing (BPO) & Knowledge Process Outsourcing (KPO); E-Commerce, Digital Economy. Technological Growth and MNC's.

TOTAL 60 HOURS

COURSE OUTCOMES:

1. Understand relationship between environment and business, different concepts &its implementation.
2. Integration of business environment principles and strategies into domestic and international business.
3. In-depth knowledge of public policies and reforms since independence.
4. To understand the problems of economy.
5. Apply the knowledge to analyse the current situations and take prudent decisions.

TEXT BOOKS (LATEST EDITION):

1. K. Aswathappa: Essentials of Business Environment, Himalaya Publishing House.
2. Francis Cherunilam: Business Environment, Himalaya Publishing House.
3. A. C. Fernando: Business Environment, Pearson.

REFERENCES:

1. Dr. S Sankaran: Business Environment, Margham Publications.
2. Dr V Murali Krishna: Business Environment, Spectrum Publications.
3. Namitha Gopal: Business Environment, McGraw Hill.

SEMESTER V

24CBBA51	BUSINESS RESEARCH METHODOLOGY	

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVES:

1. To grasp the fundamentals of research methodology and apply them in various research or project works.

2. To identify and utilize appropriate research methods aligned with research objectives.

3. To master the techniques of data collection, editing, and analysis to prepare foradvanced studies and professional requirements.

4. To learn the intricacies of interpreting data and writing comprehensive research reports.

UNIT I	INTRODUCTION TO RESEARCH	12 HOURS

This unit explores the definition, history, evolution, and types of scientific inquiry and research. It addresses the ethical considerations in research, the process of research, and the characteristics and components of good research work.

UNIT II	FORMULATING THE RESEARCH PROBLEM	12 HOURS

Students will learn how to identify and formulate research problems, conduct literature reviews, and develop research questions and objectives. This unit also covers the processof creating effective research designs.

UNIT III	MEASUREMENT	12 HOURS

This unit focuses on measurement and scaling, discussing different types of data, sources of measurement error, and scale construction techniques.

UNIT IV	DATA COLLECTION	12 HOURS

It covers variousdata collection methods, including questionnaires, interviews, and observations.

UNIT V	DATA ANALYSIS AND INTERPRETATION	12 HOURS

Topics include sampling methods, data preparation (editing and coding), and hypothesistesting using parametric and non-parametric tests. This unit also discusses the tools and techniques for data visualization like charts, tables, and box plots.

TOTAL 60 HOURS

COURSE OUTCOMES:

1. Prepare a detailed research plan covering all essential aspects of a research project.
2. Construct and administer effective research instruments like questionnaires.
3. Execute data collection strategically to gather relevant information.
4. Apply advanced statistical techniques for data interpretation.
5. Draft comprehensive research reports tailored to specific audience needs.

TEXT BOOKS (LATEST EDITION):

1. Malhotra, N. K., Nunan, D., & Birks, D. F. , Marketing research. Pearson UK.
2. Research Methodology by Ranjit Kumar.

REFERENCES:

1. Research Methods for Business by Uma Sekaran.
2. Methodology of Research by C.R. Kothari.

24CBBA52	STRATEGIC MANAGEMENT	L T P O C 4 0 0 2 4

COURSE OBJECTIVES:

1. To enhance the ability to do the job of a general manager responsible for strategicperformance. Specifically, to integrate the different functional areas of business (e.g. accounting, finance, human resources, information systems, marketing, operations management, etc.) into a cohesive whole.
2. Analyse the competitive situation and evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry,and cultural differences.

UNIT I	INTRODUCTION TO STRATEGY	12 HOURS

The objectives of this topic is to understand concept of "strategy", and discuss the most common elements of strategy; the topic also undertakes the evolution of strategic management thinking over the decades; the topic covers the importance of strategic thinking and gives insight into how the firms build and sustain competitive advantage.

Strategy – concept, relevance, role and benefits; Importance of Strategic Management; Strategic Management Process, Levels of Strategy; Approaches to Strategic Decision Making; Strategic Intent – Vision, Mission, Goals and Objectives; Strategy and Corporate Governance, Social Responsibility and Ethics in Strategic Management

UNIT II	STRATEGIC ANALYSIS	12 HOURS

The objective of the unit are to evaluate the value-capturing ability of incumbents in an industry using the industry analysis tools, to forecast industry profitability from shifts inunderlying conditions and forces; to understand the industry for strategy formulation.

Environmental appraisal- Scanning the Environment ,Technological, Social, Cultural,Demographic, Political, Legal; Evaluating Company's External Environment: Components of External Environment; Analysis of the general environment; Nature, Characteristics, Types and Approaches of External environment, Key External Forces, Industry Analysis – Analysis of the competitive environment ; Analysis of the Internal environment: Strategic capability, Nature, Characteristics, Types and Approaches to internal environment; Value chain analysis , Experience Curve, SWOT analysis, BCG Matrix, GE- Cell Matrix.

UNIT III	STRATEGY FORMULATION	12 HOURS

The objectives of the Unit are to review corporate strategy for a diversified firm and identify the sources of corporate advantage; to understand the mechanism of diversification leading to value creation. It also helps to develop understanding about the different corporate strategies which are crucial for the survival, growth and expansion of the business.Business Strategy Formulation: Generic strategies; Functional areas and link between business strategy and functional strategy; Corporate Strategy Formulation: Creating value and diversification; Strategic alliances; International expansion strategies; Introduction to strategies of growth, stability and renewal, types of growth strategies concentrated growth, product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures); Types of renewal strategies retrenchment and turnaround. Strategic fundamentals of merger & acquisitions

UNIT IV	STRATEGY IMPLEMENTATION	12 HOURS

The objectives of this topic are to understand the importance of internal alignment and learn to leverage temporary opportunities into sustainable advantages; the topic also dwells in Value Innovation, Business Delivery System Innovation and Eco System Innovation for sustainable business performances.

UNIT V	EVALUATION AND CONTROL	12 HOURS

Structural Implementation; Functional and Operational Implementation; Behavioural Implementation; Strategy Evaluation and Control; Strategic leadership; Strategic control and corporate governance; Issues in Strategy Implementation; Creating effective organizational designs; Strategy and society; Managing innovation and fostering corporate entrepreneurship; Integration of Functional Plans and Policies- Strategy Evaluation and Control - Operational Control - Overview of Management Control.

TOTAL 60 HOURS

COURSE OUTCOMES:

CO1.To understand the basic concepts of strategy.

CO2. To analyse various strategies.

CO3. To know the formulation of strategy

CO4. To identify the strategy implementation

CO5. To Evaluate the strategy

TEXT BOOKS (LATEST EDITION):

Thomas L Wheelen, J David Hunger, Alan N Hoffman, Charles E Bamford and Purva Kansal . Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability, 15th Edition, Pearson.

Frank T Rothaermel . Strategic Management – 5th Edition (Indian), McGraw Hill.

REFERENCES:

1. Arthur A Thompson, Margaret A Peteraf, John E Gamble, AJ Strickland III, Thomas Joseph (2021). Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts & Cases, 22nd Edition, McGraw Hill.

2. Krishna G. Palepu, Tarun Khanna. (2010). Winning in Emerging Markets: A Roadmap for Strategy and Execution, Harvard Business Press.

3. Porter, M.E., Competitive Advantage: Creating and Sustaining Superior Performance, Free Press, New York.

4. Pankaj Ghemawat, "Strategy and the Business Landscape" Pearson Education

5. Porter, M. E. (1989). *From competitive advantage to corporate strategy* (pp. 234-255). Macmillan Education UK

24CBBA53	BUSINESS TAXATION	

L	T	P	O	C
4	0	0	2	4

COURSE OBJECTIVES:

1. Analyse the legal provisions governing GST and Customs Duty to comprehend their scope and application in business transactions.
2. Examine the tax implications of GST and Customs Duty on different business activities.
3. Explain procedures and methods to calculate GST liabilities and Customs Duty obligations accurately, ensuring compliance with relevant laws and regulations.
4. Orient with the practical application of GST and Customs Duty in business decision-making processes.
5. Provide knowledge of latest amendments and changes in GST and Customs Duty laws to adapt business strategies and practices accordingly.

UNIT I	GOODS AND SERVICES TAX – AN OVERVIEW	12 HOURS

Fundamentals of GST, Constitution {101st Amendment} Act 2016, Tax Structure in India, Types of Taxes – Direct and Indirect Taxes. Introduction to GST – need for GST, origin, Constitutional amendment for bringing GST, one nation one tax, objectives, structure, GST council, tax rates, GST vis-à-vis earlier tax laws, advantages, disadvantages.

Introduction to Central Goods and services Tax 2017 (CGST), State Goods and Service Tax Act 2017 (SGST), Union Territory Goods and Services Tax Act 2017 (UTGST), Integrated Goods and Services Taz Act 2017, Goods and Service Tax Network (GSTN), GST Council. Dual Model of GST – GSTN. Process of registration, compulsory registration, exemption from registration, liability for registration, deemed registration, cancellation of registration and revocation of registration. GST Unique Identification Number (GSTIN).

UNIT II	LEVY, COLLECTION AND INPUT TAX CREDIT	12 HOURS

Meaning of Supply, scope of supply, types of Supplies – Composite and Mixed Supplies. Levy and Composition, Composition of Levy. Persons liable to pay GST, Time of Supplyand Value of Supply. Input Tax Credit – eligible and ineligible tax credit. Availability ofTax Credit under special circumstances- Transfer of Input Tax Credit – Input Service Distributor- Tax Invoice - Bill of Supply- Credit Note -Debit Note - Receipt Voucher - Payment Voucher - Revised Invoice - Transportation of goods without issue of Invoice - Delivery Challan. Payment of Tax -Modes of Payment - Electronic Liability Register - Electronic Credit Ledger - Electronic Cash Ledger- Time line for Payment of Tax - Challan Reconciliation - Interest on Late Payment - Set off of Input Tax Credit - Refunds- Application for Refund of Tax, Interest, Penalty, Fees or any Other Amount.

UNIT III	FILING OF GST RETURN	12 HOURS

Overview of GSTR 1- GSTR 3B - GSTR 4 GSTR 5- GSTR6- GSTR7-GSTR8- GSTR – 9 - GSTR10 - GSTR11.

Practical's on online GST Registration Process and Payment of Tax; Enabling GST and Defining Tax Details - Tally ERP; Defining Tax Rates at Master and Transaction Levels; Defining GST Rates at Stock Group Level; Defining GST Rate at Transaction Level; Accounting of GST Transactions; Creation of GST Duty ledgers; GST Reports; GeneratingGSTR; Exporting GSTR; Uploading of GSTR on GST portal.

UNIT IV	GST AUDIT	12 HOURS

Audit by tax authority's U/s 65 – Special Audit U/s 66- Audit by department- Power of Departmental Audit – Returns- Authorization to Audit – Audit Procedure – Duration of Audit- Audit Findings-Reply to Audit Findings - Period of Limitation to issue Show Cause Notice - Assessment under Chapter XII-Assessment & Audit Rules (no 98 to 102) - Demands and Recovery.

UNIT V	CUSTOMS DUTY	12 HOURS

Introduction- Basic Concepts - Territorial Waters - High Seas – Types of Customs Duties-Basic customs duty - Protective duties - Safeguard duty – Countervailing Duty on subsidized articles - Anti-dumping duty – Baggage - Valuation - Baggage Rules and Exemptions. Procedure (including warehousing) - Export Procedure - Deemed Exports -Duty drawback - Customs (Import of Goods at Concessional Rate of Duty) Rules, 2017 - Valuation of Imported Goods -Valuation of Export Goods.

TOTAL 60 HOURS

COURSE OUTCOMES:

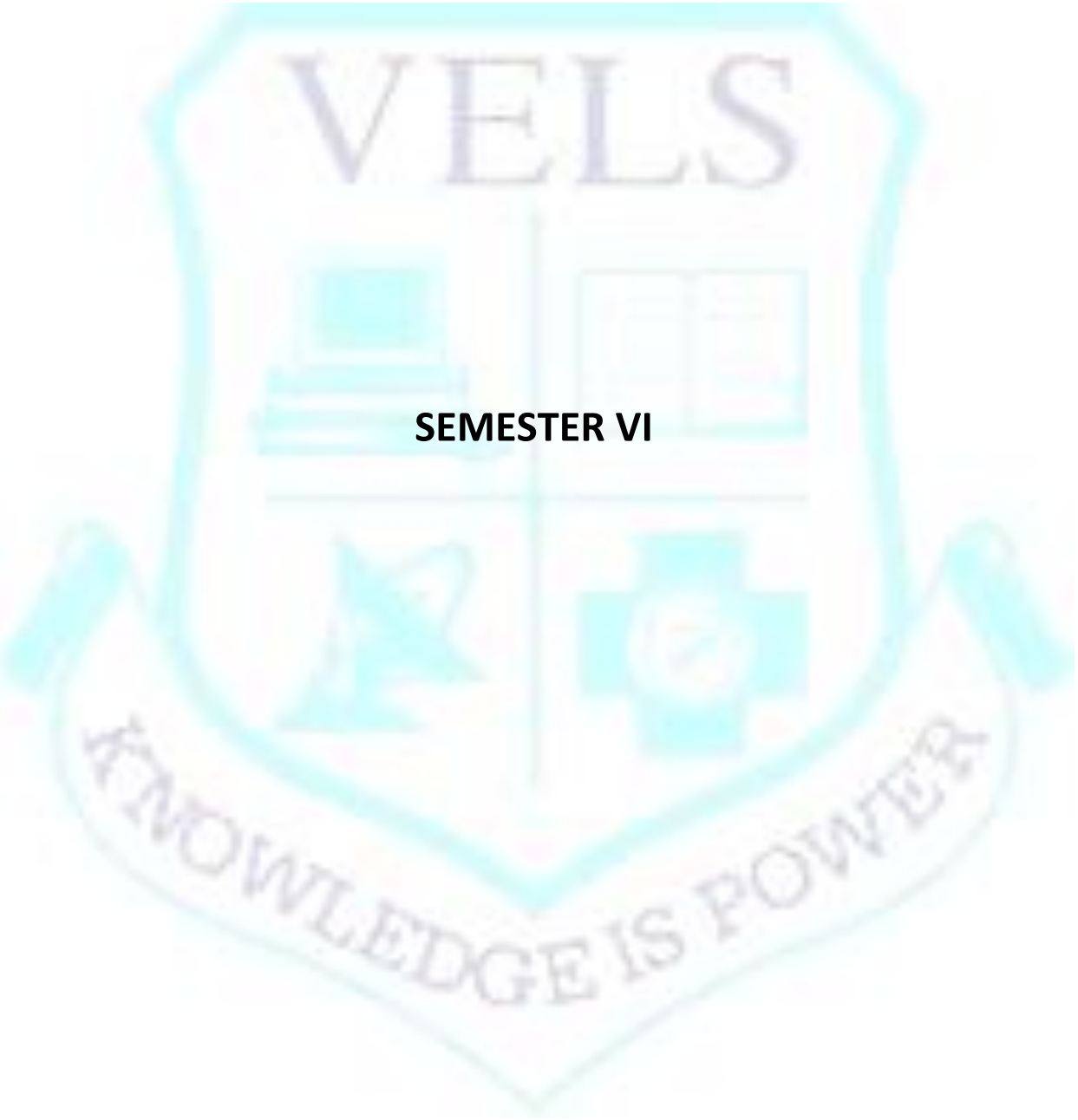
1. Describe the legal framework of GST and Customs Duty, including key provisions, regulations thereby explaining the tax implications on various business transactions.
2. Interpret tax laws and regulations to assess the impact of GST and Customs Duty on business operations and compliance requirements.
3. Calculate GST liabilities and Customs Duty obligations for different business scenarios and solve practical taxation problems related to the two.
4. Analyse the implications of GST and Customs Duty on business decisions, considering factors such as cost, risk, and compliance for effective planning thereby minimizing tax liabilities.
5. Create compliance frameworks for businesses to ensure adherence to GST and Customs Duty regulations.

TEXT BOOKS (LATEST EDITION):

1. Datey, V. S.; Indirect Taxes. Taxmann Publications Pvt. Ltd.
2. Balachandran, V. ; Indirect Tax Laws. Sultan Chand & Sons.
3. Datey, V. S.; GST and Customs Law. Taxmann Publications Pvt. Ltd.

REFERENCES:

1. Singhania, V. K., & Singhania, K.; Indirect Taxation. Taxmann Publications Pvt. Ltd.
2. Sahay, B. S., & Ranjan, R. ; Goods and Services Tax (GST). Cengage Learning India.
3. Sury, M. M.; Indirect Taxes. New Century Publications.



SEMESTER VI

24CBBA61	DIGITAL MARKETING	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

1. Develop a foundational understanding of how Digital Marketing.
2. Be able to develop or critique the business models of firms that are engaged in digital marketing.
3. Applying skills and capabilities to address DM problems in the real world.

UNIT I	INTRODUCTION TO DIGITAL MARKETING	12 HOURS

Evolution of Digital Marketing, Traditional Marketing vs. Digital Marketing; Digital Marketing Framework, Digital Marketing Business Models;.

UNIT II	DIGITAL MARKETING STRATEGY DEVELOPMENT	12 HOURS

Digital Marketing Assessment Phase; Elements, Digital Marketing Internal Assessment, Objective Planning, Digital Marketing Strategy; Groundwork, Digital Marketing Mix, Skills in Digital Marketing

UNIT III	DIGITAL MARKETING PLANNING	12 HOURS

Digital Marketing Communication and Channel Mix; Display, Search Engine, Social Media, Facebook, LinkedIn Advertsing, etc.; Designing the Communication. Mix, Digital Marketing Campaign Management; Content Management; Web Design, Optimization of Websites, Web Analytics, Search Engine Optimization, Data Interpretation in Marketing Decision.

UNIT IV	DIGITAL MARKETING EXECUTION ELEMENTS	12 HOURS

Digital Marketing Execution Elements; Managing Digital Marketing Revenue, Managing Service Delivery and Payment, Role of Artificial Intelligence, Virtual Reality & Augmented Reality in Digital Marketing, Managing Digital Implementation Challenges, Digital Ethics – Data Privacy and Ethical Marketing

UNIT V	DIGITAL CONSUMER BEHAVIOUR	12 HOURS
Digital Consumers;Consumer Behavior on Digital Channels, Managing Consumer Demand, Digital Decision Journey, POEM Framework		
		TOTAL 60 HOURS

COURSE OUTCOMES:

CO1: To know the evolution of digital marketing.

CO2: To understand digital marketing strategy

CO3: To elaborate the digital marketing channels

CO4: To describe the digital marketing execution

CO5:To identify the digital marketing customers.

TEXT BOOKS (LATEST EDITION):

1. Bhatia, Puneet Singh. Fundamentals of Digital Marketing.2ed., 2023, Pearson.
2. Ahuja, Vandana. Digital Marketing. 2015, Oxford University Press
3. Kingsnorth, Simon (2022), Digital Marketing Strategy: An Integrated Approach to Online Marketing. New Delhi: Kogan Page.

REFERENCES:

1. Gupta, Seema (2022), Digital Marketing. Noida, UP: McGraw Hill Education(India) Pvt. Ltd.
2. Hafiz, Adnan (2024), Fundamentals of Digital Marketing: Text and Cases, NewDelhi: Book Rivers.

24CBBA62	PROJECT MANAGEMENT	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

1. To provide a comprehensive understanding of the project management lifecycle from inception to closure.
2. To enhance skills in using project management tools such as Microsoft Project for managing complex projects.
3. To explore effective stakeholder management and communication strategies critical for project success.

To analyze risk management strategies and their application to ensure project success under varying circumstances.

UNIT I	Fundamentals of Project Management	12 HOURS

This unit covers the core concepts of project management, including the project life cycle, the role of the project manager, and the organizational context of projects. Students will learn about the stages of a project from initiation to closure and the key responsibilitiesof a project manager in driving project success.

UNIT II	PROJECT PLANNING AND TOOLS	12 HOURS

Focusing on the planning phase of project management, this unit explores setting project scope and objectives, developing a Work Breakdown Structure (WBS), and managing time through scheduling techniques such as Gantt charts and PERT/CPM. Practical application includes using Microsoft Project to create and manage schedules, emphasizing the integration of project management tools to streamline project planning.

UNIT III	EXECUTING AND MONITORING PROJECTS	12 HOURS

This unit delves into resource allocation, budgeting, and quality control within project execution. Students will also learn about risk management processes includingidentification, analysis, and response strategies. Practical exercises will include resourcemanagement and performance tracking using Microsoft Project, highlighting effective control measures to ensure project alignment with planned objectives.

UNIT IV	CONCLUDING PROJECTS	12 HOURS

This unit discusses the closing phase of projects, including performance measurement, stakeholder communication, and post-project evaluation.

UNIT V	**AGILE METHODOLOGIES**	12 HOURS

To introduces Agile project management principles and the Scrum framework, comparing Agile with traditional project management methods to provide students witha broader understanding of managing projects in dynamic environments.

TOTAL 60 HOURS

COURSE OUTCOMES:

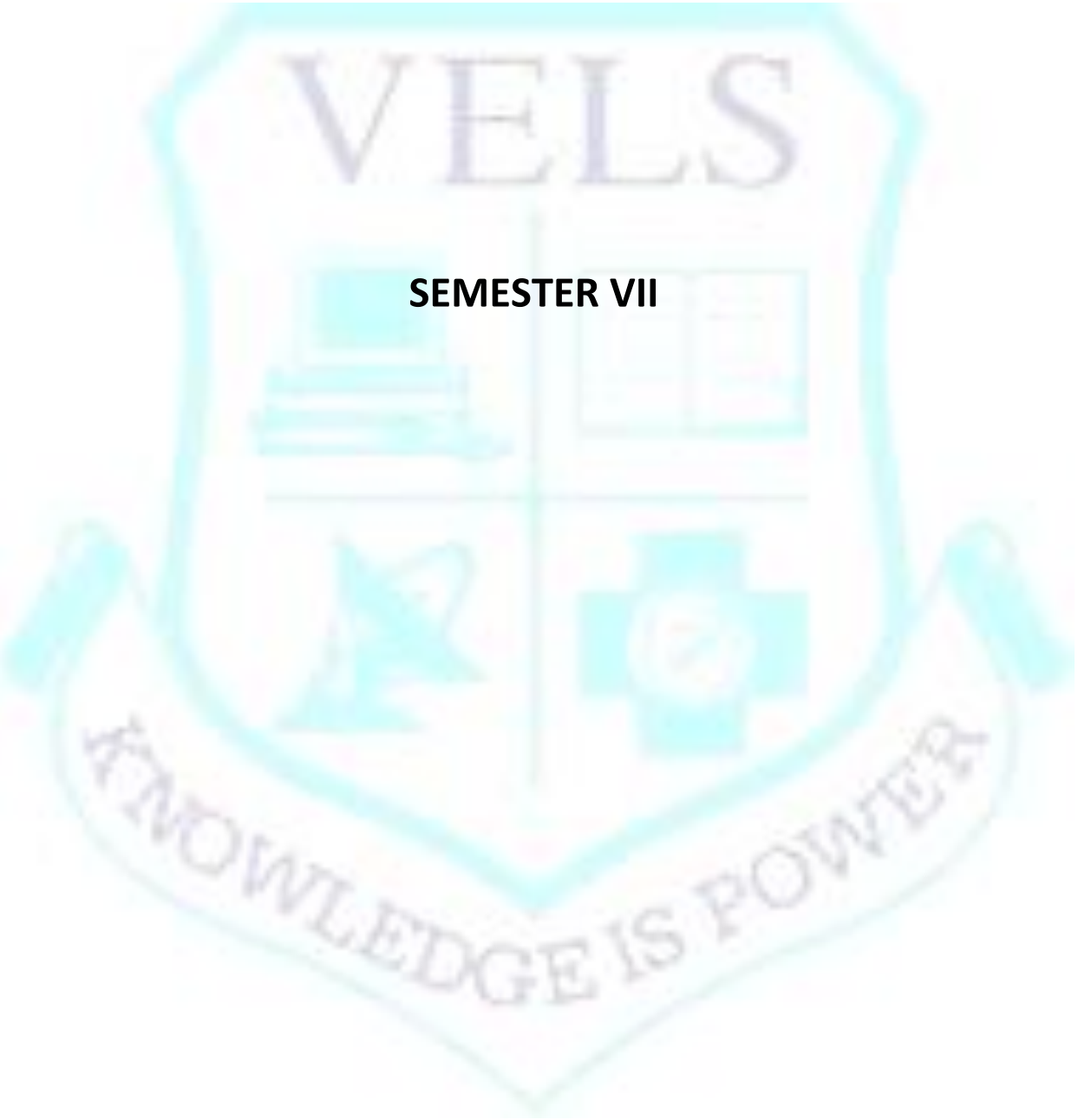
1. Understand and apply the key principles of project management to various project environments.
2. Gain proficiency in using Microsoft Project for project planning, execution, monitoring, and closing.
3. Develop skills in stakeholder management and communication strategies essential for project success.
4. Explore and apply risk management techniques to mitigate potential project issues.
5. To explore the agile project management techniques.

TEXT BOOKS (LATEST EDITION):

1. *Information Technology Project Management*, by Kathy Schwalbe, CengageLearning.
2. *Project Management: A Managerial Approach*, by Jack R. Meredith and Samuel J.Mantel Jr., Wiley.

REFERENCES:

Orieno, O. H., Ndubuisi, N. L., Eyo-Udo, N. L., Ilojianya, V. I., & Biu, P. W. (2024). Sustainability in project management: A comprehensive review. World Journal of Advanced Research and Reviews, 21(1), 656-677.



SEMESTER VII

24CBBA71	ENTREPRENEURIAL LEADERSHIP	L	T	P	O	C
		4	0	0	2	4

COURSE OBJECTIVES:

This course is designed to equip students with the knowledge and skills required to become effective entrepreneurial leaders. It emphasizes the unique characteristics and challenges of entrepreneurial leadership and provides practical insights into how to lead and manage startups and innovative ventures. The course covers key areas such as leadership theory, entrepreneurial mindset, strategic decision-making, and the development of a sustainable business model.

UNIT I	FOUNDATIONS OF ENTREPRENEURIAL LEADERSHIP	12 HOURS

1. Introduction to Leadership and Entrepreneurship
2. Definitions and Concepts of Leadership
3. Social, Managerial and Entrepreneurial Leadership
4. Theories and Models of Leadership

5.Trait Theory, Behavioral Theories, Contingency Theories, Transformational and Transactional Leadership.

UNIT II	LEADING WITH THE ENTREPRENEURIAL MINDSET	12 HOURS

1. Creativity and Innovation in Entrepreneurship
2. Techniques for Fostering Creativity.
3. Overview of Innovation Management and role of Founders
4. Building Culture of innovation and entrepreneurial mindset
5. Leading through Innovation: Venture strategies and role of the leader. Process and Resources
6. The virtual work and organization; Leadership and the future of work in the venture leadership context.

UNIT III	LEADERSHIP CHALLENGES AND STRATEGIES IN ENTREPRENEURIAL CONTEXT	12 HOURS

1. Leadership Challenges in Entrepreneurial Venture Development
2. Case Studies of Prominent Entrepreneurial Leaders
3. Analysis of elements of leadership desirable in different stages of venture creation and development
4. Designing organsational structure and managing people performance

5.	Building teams; Managing Growth, Change, Conflicts and Transition.	
UNIT IV	**ETHICAL ENTREPRENEURSHIP**	12 HOURS
1.	Ethics And Social Responsibility In Entrepreneurship	
2.	Ethical Decision-Making Frameworks	
3.	Building the Right Culture and Values: Role of leader	
4.	Corporate Social Responsibility (CSR)	
UNIT V	**SUSTAINABLE ENTREPRENEURSHIP**	12 HOURS
1.	Sustainable Business Practices and managing change	
2.	Leadership and shaping Sustainability In Business Models.	
		TOTAL 60 HOURS

COURSE OUTCOMES:

1. Understand and apply leadership theories and principles in an entrepreneurial context.
2. Develop further the entrepreneurial mindset and to recognize opportunities for innovation and value creation.
3. Formulate entrepreneurial vision and engage, motivate and lead stakeholders for implementing effective strategies for leading and managing entrepreneurial ventures.
4. Analyze and inculcate the ethical and social responsibilities of entrepreneurial leaders.
5. To analyze the sustainable business practices.

TEXT BOOKS (LATEST EDITION):

1. Robbins, S. P., & Judge, T. A. Essentials of organizational behavior. Pearson.
2. Northouse, P. G. Leadership: Theory and practice. Sage publications.
3. Christensen, C. M., Raynor, M. E., Dyer, J., & Gregersen, H. Disruptive Innovation: The Christensen Collection (The Innovator's Dilemma, The Innovator's Solution, The Innovator's DNA)

REFERENCES:

1. Christensen, C. M., " How Will You Measure Your Life?", Harvard Business Review
2. Ries, E. The lean startup: How today's entrepreneurs use continuous innovation to create radically successful

businesses. Crown Currency.

3. Vugt, M. van, & Ronay, R. The evolutionary psychology of leadership: Theory, review, and roadmap. Organizational Psychology Review, 4(1), 74-95.

4. Alexander Fries, Nadine Kammerlander, Max Leitterstorf, “Leadership Styles and Leadership Behaviors in Family Firms: A Systematic Literature Review,” Journal of Family Business Strategy, Volume 12, Issue 1, 100374.

ABILITY ENHANCEMENT COURSE (AEC)

24EVS041	ENVIRONMENTAL STUDIES AND SUSTAINABILITY	L	T	P	O	C
		3	0	0	2	3

COURSE OBJECTIVES:

1. This course aims to familiarize students with basic environmental concepts, theirrelevance to business operations, and forthcoming sustainability challenges.
2. This course will equip students to make decisions that consider environmentalconsequences.
3. This course will enable future business graduates to become environmentallysensitive and responsible managers.

UNIT I	UNDERSTANDING ENVIRONMENT, NATURAL RESOURCES, AND SUSTAINABILITY	9 HOURS

Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environmentrelationship, and historical environmental movements. Concept of sustainability; Classification of natural resources, issues related to their overutilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues. The conservation and equitable use of resources, considering both intergenerational and intergenerational equity, and the importance of public awareness and education.

UNIT II	ECOSYSTEMS, BIODIVERSITY, AND SUSTAINABLE PRACTICES	9 HOURS

Various natural ecosystems, learning about their structure, functions, and ecological characteristics. The importance of biodiversity, the threats it faces, andthe methods used for its conservation. Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management.Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.

UNIT III	ENVIRONMENTAL POLLUTION, WASTE MANAGEMENT, AND SUSTAINABLE DEVELOPMENT	9 HOURS

Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India. Importance of adopting cleaner technologies; Solid waste management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.

UNIT IV	SOCIAL ISSUES	9 HOURS

Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics. Role of businesses in achieving sustainable development goals and promoting responsibleconsumption.

UNIT V	LEGISLATION AND PRACTICAL APPLICATIONS	9 HOURS

Overview of key environmental legislation and the judiciary's rolein environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; Ecological economics, human population growth, and demographic changes in India.

TOTAL 45 HOURS

COURSE OUTCOMES:

1. Explore the basic environmental concepts and issues relevant to the business and management field.
2. Recognize the interdependence between environmental processes and socio-economic dynamics.
3. Determine the role of business decisions, policies, and actions in minimizingenvironmental degradation.
4. Identify possible solutions to curb environmental problems caused by managerialactions.
5. Develop skills to address immediate environmental concerns through changes inbusiness operations, policies, and decisions.

TEXT BOOKS (LATEST EDITION):

- Poonia, M.P. Environmental Studies , Khanna Book Publishing Co.
- Bharucha, E. Textbook of Environmental Studies, Orient Blackswan Private Ltd.
- Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd.
- Rajagopalan, R. Environmental studies: from crisis to cure , Oxford University Press.

- Miller, G.T. & Spoolman S. Living in the Environment. Cengage.
- Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press.
- Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books.
- Pritwani, KS. ustainability of business in the context of environmental management. CRC Press.
- Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future

(13th ed,). Pearson.

REFERENCES:

- https://www.ourplanet.com
- https://www.undp.org/content/undp/en/home/sustainable-development- goals.html
- www.myfootprint.org
- https://www.globalchange.umich.edu/globalchange1/current/lectures/kling/ecosystem/ecosystem.html

MULTI DISCIPLINARY COURSE (MDC)

24MBBA11	MEDIA LITERACY AND CRITICAL THINKING	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

- Develop critical thinking skills to analyse various media forms effectively and identify underlying biases.
- Foster media literacy principles for navigating digital media landscapes and evaluating credibility. 3. Explore media production dynamics and ownership structures in the Indian context. 4. Address ethical and regulatory considerations in media practices.
- Enhance digital media literacy for responsible online engagement and combating misinformation.

UNIT I	**Foundations of Media Literacy and Critical Thinking**	**6 HOURS**

Core principles of media literacy and critical thinking; Definition and significance of media literacy, its historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviors.

UNIT II	Deconstructing Media Texts	**6 HOURS**

Forms of media texts, including print, broadcast, digital, and social media; Textual analysis and the deconstruction of visual media using semiotics; The impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.

UNIT III	Media Consumption and Production Dynamics	**6 HOURS**

Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content; Techniques for critically evaluating media content and analysing audience consumption patterns

UNIT IV	**ETHICS, REGULATION**	**6 HOURS**

Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, the regulatory framework governing media content, and the role of self regulatory bodies in upholding ethical standards

UNIT V	**DIGITAL MEDIA LITERACY**	**6 HOURS**

Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship.

TOTAL 30 HOURS

COURSE OUTCOMES:

CO1. Demonstrate proficiency in analysing media texts and identifying implicit messages andideologies.

CO2. Apply media literacy principles to make informed decisions about media consumption andproduction.

CO3. Understand the complexities of media production, distribution, and audience behavior. 4. Adhere to ethical standards in media content creation and consumption.

CO4. Promote responsible digital citizenship by navigating online information critically and combating misinformation

CO5: To promote digital citizenship.

TEXT BOOKS (LATEST EDITION):

9. Potter, W. J. Media literacy (8th ed.). SAGE Publications.

10. Hobbs, R. Media literacy in the digital age. Routledge.

11. Halpern, D. F. Thought & knowledge: An introduction to critical thinking (5th ed.).Psychology Press.

12. Kahneman, D. Thinking, fast and slow. Farrar, Straus and Giroux.

13. Baran, S. J., & Davis, D. K. Mass communication theory: Foundations, ferment, and future(8th ed.). Cengage Learning.

14. Kahne, J., & Bowyer, B. Media literacy education in action: Theoretical and pedagogicalperspectives. Routledge.

15. .Barbour, K., & Marshall, J. The media literacy handbook. ASCD.

16. Bhaskar, N. K. Media laws and ethics in India. Lexis Nexis.

17. West, R., & Turner, L. H. Understanding intercultural communication: Negotiating a grammarof culture (2nd ed.). Routledge.

18. Aufderheide, P., & Jaszi, P. Reclaiming fair use: How to put balance back in copyright (2nded.). University of Chicago Press.

SUGGESTED CASES:

- Fildes, R., & Goodwin, P. (2007). Against your better judgment? How organizations canimprove their use of management judgment in forecasting. Interfaces, 37(6), 570-576.

- Stanovich, K. E., & West, R. F. (2000). Individual differences in reasoning: Implications forthe rationality debate? Behavioral and Brain Sciences, 23(5), 645-665

24MBBA21	INDIAN SYSTEM OF HEALTH AND WELLNESS	

L	T	P	O	C
3	0	0	2	3

COURSE OBJECTIVES:

To apply the emerging concepts in health and wellness, and its relevance in daily life.

To understand the relation between the mind body and its relevance.

To design the hygiene promotion and education programmes for development.

To understand about the stress management in day to day life.

UNIT I	INTRODUCTION TO HEALTH & WELLNESS	09HOURS

Definition of health and wellness - Importance of health and wellness in everyday life, - Components of health- physical, social, mental, spiritual and its relevance - Determinants of health behaviors.

UNIT II	INDIAN HEALTH CARE SYSTEM	09HOURS

Traditional Health care System: Indigenous healthcare traditions include Ayurveda, Siddha, Unani, Homeopathy, Naturopathy, and Yoga - Modern (Allopathic) Healthcare Systems in India

UNIT III	NUTRITION FOR HEALTH AND WELLNESS	09HOURS

Essential components of balanced diet for healthy life style - Malnutrition, under nutrition and over nutrition - Processed foods and unhealthy eating habits.

UNIT IV	MANAGEMENT OF HEALTH AND WELLNESS	09HOURS

Modern lifestyle and hypo-kinetic diseases; prevention and management through exercise - Postural deformities and corrective measures - Spirituality and mental health - Role of Yoga, asana and meditation in maintaining health and wellness - Role of sleep in maintenance of physical and mental health - Body systems and common diseases - Sedentary lifestyle and its risk of disease.- Stress, anxiety, and depression. Factors affecting mental health - Substance abuse (Drugs, Cigarette, Alcohol), de-addiction, counselling and rehabilitation.

UNIT V	HEALTH HYGIENE PROMOTION & EDUCATION	09HOURS

Hygiene Behavior promotion & education- concept and its importance - Hygiene promotion & education in children & adolescence - Government initiatives & policies in rural & urban area
TOTAL 45 HOURS
COURSE OUTCOMES:
Upon completion of this course, the students will be able to Co – 1: Learn the Components of health- physical, social, mental, spiritual and its relevance Co – 2: Explain the Traditional Health care System Co – 3: Evaluate the components of balanced diet for healthy life style Co – 4: To analyse the Modern lifestyle and hypo. Role of sleep in maintenance of physical and mental health Co – 5: To develop a plan Hygiene Behavior promotion & education
TEXT BOOKS:
1. Physical Activity and Health by Claude Bouchard, Steven N. Blair, William L. Haskell. 2. Mental Health Workbook by Emily Attached & Marzia Fernandez, 2021. 3. Mental Health Workbook for Women: Exercises to Transform Negative Thoughts and Improve WellBeing by Nashay Lorick, 2022
REFERENCES:
1.Health Care System in India. Brijesh C. Purohit, 2009, Gayathri Publications. 2.Lifestyle Diseases: Lifestyle Disease Management, by C. Nyambichu & Jeff Lumiri, 2018. 3.Physical Activity and Mental Health by Angela Clow & Sarah Edmunds, 2013. 4.Snyder, C.R., &Lopez, S.J.(2007). Positive psychology: The scientific and practical explorations of human strengths. Thousand Oaks, CA: Sage.
WEB SITE LINKS:
1. https://testbook.com/ias-preparation/health-care-delivery-system-in-india 2. https://egyankosh.ac.in/bitstream/123456789/17268/1/Unit-4.pdf 3. https://ncert.nic.in/textbook/pdf/kehe103.pdf 4. https://egyankosh.ac.in/bitstream/123456789/17262/1/Unit-1.pdf 5. https://wedc-knowledge.lboro.ac.uk/resources/pubs/Hygiene_promotion_evidence_and_practice.pdf

MULTI DISCIPLINARY ELECTIVE

24MBBA31	INDIAN KNOWLEDGE SYSTEM	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

- To Gain an understanding of Indian Knowledge System.
- To Develop an ability to apply the Indian Knowledge System to societal challenges faced today in areas such asholistic health, governance, public administration and sustainable living.
- To Promote the youths to do research in the various fields of Indian knowledge system.

UNIT I	AN OVERVIEW OF INDIAN KNOWLEDGE SYSTEM	6 HOURS

Introduction- Organization of Indian Knowledge System- The IKS corpus- A Classification framework- Historicity of Indian Knowledge System -Some salient aspects of Indian Knowledge System

UNIT II	PHILOSOPHICAL SYSTEM	6 HOURS

Introduction to Philosophy- Development of Indian Philosophical system - Unique features of Indian Philosophical system- Introduction to Yoga.

UNIT III	GOVERNANCE AND PUBLIC ADMINISTRATION	6 HOURS

Introduction - Understanding Governance from ancient to modern times- Relevance of Arthashastra- Glimpses of Nitishastra- Vidura Niti

UNIT IV	WISDOM THROUGH THE AGES	6 HOURS

Gateways of ancestral wisdoms-Introduction to Purāṇa- The Purāṇic repository- Issues of interest in Purāṇas- Introduction to Itihāsas- Key messages in Itihāsa-Wisdom through Nīti-śāstra.

UNIT V	MATHEMATICS	6 HOURS

Introduction to Indian Mathematics- Unique aspects of Indian Mathematics- Indian Mathematicians and their Contributions.

TOTAL 30 HOURS

COURSE OUTCOMES:

CO1 Classify the key concepts of Indian Knowledge System and discuss the multi-faceted nature of knowledgecontained in the Traditional Systems of India.

CO2 Identify the rich heritage of governance in Indian Knowledge System.

CO3 Recognize the relevance of Arthashastra in public administration.

CO4 Identify the Wisdom through Ages through Ithihasas.

CO5 Knowledge of Indian Mathematicians and their contributions.

TEXT BOOKS (LATEST EDITION):

1. Mahadevan B., Bhat V R, Nagendra Pavana R.N., Indian Knowledge System Concepts andApplication, PHI Learning Pvt. Ltd., 2022.

2. Kapoor Kapil, and Singh Avadesh Kumar, Indian Knowledge System Vol.1, DK Print World,Ltd., 2005.

REFERENCES:

1. Textbook on The Knowledge System of Bhārata by Bhag Chand Chauhan.

2. Histrory of Science in India Volume-1, Part-I, Part-II, Volume VIII, by Sibaji Raha, et al. National Academy of Sciences, India and The Ramkrishan Mission Institute of Culture, Kolkata

3. https://onlinecourses.swayam2.ac.in/imb23_mg54/preview

4. https://digest.iimb.ac.in/2022/04/book-indian-knowledge-systems-co-authored-dr-b-mahadevan/

5. https://www.summarize.tech/www.youtube.com/watch?v=jcV0LIp570A

VALUE ADDED COURSE (VAC)

24DVAC11	COMMUNICATION SKILLS	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

- To develop effective verbal and non-verbal communication techniques for variouscontexts.
- To enhance listening skills for better comprehension and engagement inconversations.
- To improve written communication abilities, focusing on clarity, coherence, andstyle.
- To build confidence in public speaking through practice and constructive feedback.
- To cultivate interpersonal skills for successful collaboration and professional interactions.

UNIT I	INTRODUCTION TO COMMUNICATION SKILLS	6 HOURS

- Fundamentals of Communications
- Elements of Communication, Types of Communication

UNIT II	PRACTICAL ENGLISH	6 HOURS

- Importance of the language - Word Usage and Jargon
- Tenses and the effectiveness - Basics of grammar (Noun/Verb/Adverb/Conjunction)

UNIT III	EFFECTIVE COMMUNICATION
	6 hours

LSRW (Listening, Speaking, Reading & Writing)

- Pronunciation - Vocabulary Building
- Intonations & its importance

Unit IV - Workplace Communication 6 HOURS

- Basics of telephone etiquette
- E-Mail writing
- Presentation Skills
- Interpersonal Skills
- Business English

Unit V - Quantitative Ability 6 HOURS

- Verbal Ability - Verbal Analogy
- Debating Skills - Public Speaking

Total 30 Hours

Course Outcomes:

At the end of this course, the students would have learnt to

CO1	enhance participants' business communication skills
CO2	enhance LSRW Skills (LSRW – Listening, Speaking, Reading & Writing)
CO3	express opinions at free will in social/ personal gathering
CO4	impact leadership qualities among participants
CO5	engage in conversation with others to exchange ideas

References:

- Basic communication skills for Technology, Andreja. J. Ruther Ford, 2nd Edition,Pearson Education, 2011
- Personality development and soft skills, Barun K Mitra, 1 stEdition, Oxford Press,2011
- Elizabeth Harren, 7 April 2022, last updated: 16 November, 2023
- Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler (McGraw-Hill)
- Ethan Beute and Stephen Pacinelli (Greenleaf)
- Soft skills and professional communication, Francis Peters SJ, 1stEdition, McGraw Hill Education, 2011

24DVAC21	UNIVERSAL HUMAN VALUES	L	T	P	O	C
		1	0	0	1	1

COURSE OBJECTIVES:

The candidates will be able to appreciate the complementarity between the values and skills for sustained happiness and prosperity. To influence the students to approach the life and profession with a holistic perspective towards a value-based living in a natural way. To highlight plausible implications of holistic understanding of ethical human conduct.

UNIT I	INTRODUCTION TO VALUE EDUCATION	5 HOURS

Living a fulfilling life. Value education. Skill education. Complementarity of Values and Skills. Development of a holistic perspective. Right understanding, relationship and physical facility. Understanding the happiness and prosperity.

UNIT II	HARMONY IN THE HUMAN BEING	5 HOURS

Human being as co-existence of the self and the human body. Understanding harmony in the self. Harmony in the family and understanding values in human-human relationships. Harmony in the society and understanding universal human order. Harmony in nature and understanding the interconnectedness, self-regulation and mutual fulfillment. Harmony in existence and understanding co-existence at various levels.

UNIT III	IMPLICATIONS OF THE RIGHT UNDERSTANDING	5 HOURS

Ethical human conduct. Implications of value-based living. Right understanding of professional ethics. Humanistic education. Holistic technologies, production systems and management models. Strategies for transition towards value-based life and profession.

TOTAL: 15 HOURS

COURSE OUTCOMES:

CO1: Develop qualities like responsibility and the ability to handle problems with sustainable solutions.

CO2: Appraise human values and the harmony at various levels.

CO3: Perceive a better critical ability.

CO4: Develop qualities pertaining to value-based living.

CO5: Apply what they have learnt to their own self in real life settings.

TEXT BOOKS:

1. R.R. Gaur, R. Asthana, G.P. Bagaria. (2023). A Foundation Course in Human Values and Professional Ethics. 3rd Revised Edition. Excel Books, New Delhi.

REFERENCES:

1. A. Nagaraj, Jeevan Vidya Prakashan, Amar Kantak. Jeevan Vidya (1999), Ek Parichaya
2. Rakesh Gupta. Jeevan Vidya (2008), An Introduction (Introductory Book to Madhyasth Darshan-Coexistentialism). English Version.
3. A. N. Tripathi (2004), Human Values. First Edition. New Age International Publishers, New Delhi.

24DVAC41	YOGA EDUCATION	L T P O C 1 0 0 1 1

COURSE OBJECTIVES:

i. Understand yoga's significance and its practical applications for holistic well-being.

ii. Explore subtle energy systems and their role in enhancing health through yogicpractices.

iii. Examine various paths of yoga to foster self-realization and spiritual growth.

iv. Master the Eight Limbs of Yoga for physical, mental, and spiritual harmony.

v. Apply yogic principles to manage psycho-somatic ailments and promote resilience.

UNIT I	INTRODUCTION TO YOGA	03 Hours

Yoga: Meaning and definition

- Importance of yoga in 21st century
- Introduction to Yogic Anatomy and Physiology
- Yoga & sports, Yoga for healthy lifestyle
- Types of Yoga: - Hatha yaga, laya yoga, mantra yoga,
- bhakti yoga, karma yoga, jnana yoga, raj yoga
- Study of Chakras, Koshas, Pranas, Nadis, Gunas, Vayus and its application in Yogic practices.
- Ashtang Yoga: - Yama, niyama, asana, pranayama, Pratyahar, dharna, dhyan, Samadhi : Benefits, Utilities & their psychological impact on body and mind. According to yoga concept of normality in modern psychology, concept of personality & its development, yogic management of

psycho-somatic ailments: frustration, anxiety, depression

UNIT II	PHYSICAL FITNESS	03 Hours

- Sports for Physical Fitness: Meaning and definition
- Physical Activity – Concept, Benefits of Participation in Physical Activities
- Components and Significance of Physical Fitness -Health, Skill and CosmeticFitness
- Types of Physical Activities – Walking, Jogging, Running, Calisthenics, RopeSkipping, Cycling, Swimming, Circuit Training, Weight training, Adventure Sports

- Principles of Physical Fitness, Warming Up, Conditioning, Cooling Down, Methodsto Develop and Measure Health and Skill related components of Physical Fitness
- Measurement of Health Related Physical Fitness (HRPF)

UNIT III	PHYSICAL WELLNESS	03 Hours

- Physical Wellness: Concept, Components
- Types of wellness: psychological, social, emotional, and spiritual.
- Significance with reference to Positive Lifestyle 2.2
- Concepts of Quality of Life and Body Image
- Factors affecting Wellness
- Wellness Programmes.

UNIT IV	NUTRITION	03 Hours

and Weight Management

- Concept of Nutrients, Nutrition, Balanced Diet, Dietary Aids and Gimmicks
- Energy and Activity- Calorie Intake, Energy Balance Equation
-

UNIT V	WEIGHT MANAGEMENT	03 Hours

- Obesity - Concept, Causes, Obesity Related Health Problems
- Weight Management through Behavioural Modifications

COURSE OUTCOMES:

1. Gain a comprehensive understanding of yoga and its modern applications forholistic well-being.
2. Demonstrate proficiency in yogic anatomy and physiology, enhancing yogapractice and promoting physical and energetic balance.
3. Master the Eight Limbs of Yoga and comprehend their psychological impact,fostering personal growth and self-realization.
4. Integrate yoga principles into sports and physical fitness activities to enhanceperformance and prevent injuries.
5. Develop skills in wellness management and nutrition

TEXT BOOKS:

- Anand O P. Yog Dawra Kaya Kalp. Sewasth Sahitya Perkashan. Kanpur.
- Brown, J.E. Nutrition Now Thomson-Wadsworth.
- Corbin et.al.Fitness & Wellness-Concepts. McGraw Hill. Publishers. New York.U.S.A
- Corbin, C. B., G. J. Welk, W. R Corbin, K. A. Welk, Concepts of Physical Fitness: Active Lifestyle for Wellness. McGraw Hill, New York, USA.
- Hoeger, W W K and S.A. Hoeger. Principles and Labs for Fitness and Wellness, Thomson

Wadsworth, California, USA.

- Hoeger, W.W. & S. Hoeger Fitness and Wellness. 7th Ed. Thomson Wadsworth, Boston, USA.
- Kamlesh, M. L. & Singh, M. K., Physical Education (Naveen Publications).
- Kansal, D.K. Text book of Applied Measurement, Evaluation & Sports Selection. Sports & Spiritual Science Publications, New Delhi.
- Kumari, Sheela, S., Rana, Amita, and Kaushik, Seema,, Fitness, Aerobics and Gym Operations, Khel Sahitya, New Delhi
- Lumpkin, A. Introduction to Physical Education, Exercise Science and Sports Studies, McGraw Hill, New York, U.S.A.
- Sarin N) Yoga Dawara Rogon Ka Upchhar.Khel Sahitya Kendra
- Savard, M. and C. Svec The Body Shape Solution to Weight Loss and Wellness: The Apples & Pears Approach to Losing Weight, Living Longer, and Feeling Healthier. Atria Books, Sydney, Australia.
- Siedentop, D. Introduction to Physical Education, Fitness and Sport, McGraw Hill Companies Inc., New York, USA.
- Sri Swami Ramas. Breathing. Sadhana Mandir Trust.Rishikesh.
- Swami Ram Yoga & Married Life Sadhana Mandir Trust. Rishikesh

24DVAC51	DISASTER MANAGEMENT	L T P O C 1 0 2 1 2

COURSE OBJECTIVES:

To Provide and Understanding of the Concepts and Practices of effective disaster management.

UNIT I	INTRODUCTION TO DISASTERS	06 Hours

Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks) – Introduction to National Disaster Management Authority (NDMA) - State Disaster Management Authority (SDMA), Function, roles and responsibility – Role of Red-cross

UNIT II	DISASTERS: CLASSIFICATION CAUSES, IMPACTS	06 Hours

(Including social, economic, political, environmental, health, psychosocial etc.). Differential impacts - in termsof caste, class, gender, age, location, disability Global trends in disasters: urban disasters, pandemics, complex emergencies, Climate change

UNIT III	APPROACHES TO DISASTERS RISK REDUCTION	06 Hours

Disaster cycle – its analysis, Phases, Culture of safety, prevention, mitigation and preparedness, community based DRR, Structural – non-structural measures, roles and responsibilities of community, Panchayat Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre and other
stake-holders

UNIT IV	INTER-RELATIONSHIP BETWEEN DISASTERS ANDDEVELOPMENT	06 Hours

Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources.

UNIT V	DISASTER RISK MANAGEMENT IN INDIA	06 Hours

Hazard and Vulnerability profile of India - Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation).

COURSE OUTCOMES:

After the course the students are expected to be able to

CO-1: Students can understand the concepts of Disaster management and its impact.

CO-2: Students can analyse the Disaster management causes, types and its changes.

CO-3: To approach and learn the concepts of approaches to disaster management risk reductions. CO-4: To describe the inter-relationship between disaster and developments concepts

CO-5: To improve the knowledge relevant ot disaster risk management in India and to understand the components of disaster reliefs.

TEXT BOOKS:

1. Alexander David, "Introduction in 'Confronting Catastrophe'", Oxford University Press, 5th edition,2000.
2. Andharia J. "Vulnerability in Disaster Discourse", JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008.
3. Blaikie, P, Cannon T, Davis I, Wisner B. "At Risk Natural Hazards, Peoples' Vulnerability and Disasters", Routledge, 1997.

REFERENCE BOOKS:

1. Coppola P Damon, "Introduction to International Disaster Management", Bullock &Haddow LLC, Third edition,2007.
2. Carter, Nick, "Disaster Management: A Disaster Manager's Handbook. Asian Development Bank", Manila Philippines, Ist edition, 1991.

WEB LINKS:

1. https://www.slideshare.net/brissomathewarackal/disaster-preparedness-brisso
2. https://www.slideshare.net/pramodgpramod/disaster-management-system-in-india.

SKILL ENHANCEMENT COURSE (SEC)

24SSKU11	SOFT SKILLS –I	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

- To learn and apply basic etiquette for personal and professional interactions.
- To develop effective stress management techniques for maintaining mental and emotional well-being.
- To enhance self-awareness for personal growth and informed decision-making.
- To gain an overview of essential 21st-century skills necessary for success in a rapidly changing world.

To foster creativity and critical thinking skills for innovative problem-solving and adaptability.

UNIT I	INTRODUCTION TO SOFTSKILLS	6 HOURS

- Soft Skills vs Hard Skills
- 15 important Soft Skills

Communication Skills, TimeManagement, Leadership Skills

UNIT II	OVERVIEW OF 21ST CENTURYSKILLS.	6 HOURS

- Lateral Thinking – Left Brain/Right Brain Functionality
- Problem solving skills

UNIT III	SELF AWARENESS	6 HOURS

- Human Values
- Mindfulness
- SWOT Analysis
- PDCA Approach

UNIT IV	CREATIVITY/CRITICAL THINKING	6 HOURS
• Six Thinking Traits • Creative writing exercises • Open mindedness		
UNIT V	**PERSONAL HYGIENE AND STRESS MANAGEMENT**	**6 HOURS**
• Basic Etiquettes • Health and Personal Grooming • Stress-meaning and nature, Eustress, Distress • Stress management strategies		
TOTAL 30 HOURS		

COURSE OUTCOMES:

Upon completion of this course, the students will be able to

CO1	Demonstrate basic etiquette in various personal and professional settings.
CO2	Effectively manage stress using learned techniques.
CO3	Show increased self-awareness and make informed decisions.
CO4	Understand and articulate key 21st-century skills.
CO5	Apply creativity and critical thinking to solve problems innovatively.

REFERENCES:

1. Alex, Dr. K. (2014). Soft Skills (1st edition) S Chand & Company
2. Taylor. Grant English Conversation Practice. Tata McGraw Hill Education Pvt. Ltd 2005
3. Tiko, Champa& Jaya Sasikumar. Writing with a purpose. OUP New Delhi 1979
4. Nelson-Jones, R. (1992). Life skills, a handbook, Trowbridge, Wilts: Detesios Ltd.
5. Tuhovsky, Ian (2019). Communication Skills Training (2nd edition) Rupa Publication India.

24SSKU21	SOFT SKILLS -II	

L	T	P	O	C
2	0	0	1	2

COURSE OBJECTIVES:

- To enable participants' social skills
- To enable participants' Etiquettes
- To impact leadership, Decision-making, Behaviour and team bonding skills.

UNIT I	PROFESSIONAL BEHAVIOUR	6 HOURS

- Team Building – Team Bonding
- Inter-Personal Relationship– Intra-Personal Relationship

UNIT II	PERSONALITY DEVELOPMENT.	6 HOURS

- Types of Personality
- Self-Confidence - Confidence Building
- Attitude (Positive/Negative)

UNIT III	TELEPHONE ETIQUETTE	6 HOURS

- Basics of telephone etiquette
- Giving clear and concise information
- Tone & rate of speech
- Intonations & its Importance
- Whatsapp Communications

UNIT IV	DECISION MAKING	6 HOURS

- Types of Decisions – planned-unplanned, individual-group, major-minor
- Types of Leadership styles – Autocratic, democratic, lesse-faire, participative, bureaucratic.

UNIT V	PROFESSIONAL ETIQUETTE	6 HOURS

- Respect – Salutations
- Official Behaviour

TOTAL 30 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able to

CO1 Enhance participants business communication skills

CO2 Enhance LSRW Skills (LSRW – Listening, Speaking, Reading & Writing)

CO3 Express opinions at free will in social/ personal gathering

CO4 Impact leadership qualities among participants

CO5 Engage in conversation with others to exchange ideas

REFERENCES:

1. Language Service, University at Oberta de Catalunya
2. Taylor. Grant English Conversation Practice. Tata McGraw Hill Education Pvt. Ltd 2005
3. Tiko, Champa& Jaya Sasikumar. Writing with a purpose. OUP New Delhi 1979

24SSKU31	SOFT SKILLS –III	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

CO1 :To hone the creative and critical faculties of learners.

CO2: To enhance descriptive and narrative skills through short story creation.

CO3: To acquire professional reports and review writing skills for various mediums**.**

CO4: To gain practical writing skills for television, radio, magazines, and the web, emphasizing freelance opportunities

UNIT I	CREATIVE WRITING	6 HOURS

Meaning and Significance of Creative Writing,

Refining Vocabulary, Word order, Developing Hints

UNIT II	WRITING SKILLS	6 HOURS

- Genres of Writing
- Descriptive Passages, Short Stories, Narration of incidents

UNIT III	ACADEMIC WRITING	6 HOURS

- Report Writing, Writing of book reviews and film reviews.

UNIT IV	WRITING FOR MEDIA	6 HOURS

- Writing for TV, Radio and Magazine, Freelance Writing, Preparation of Web Content

UNIT V	ADVERTISEMENT WRITING	6 HOURS
		TOTAL 30 HOURS

COURSE OUTCOMES:

CO1 craft rhymes, free verse, jokes, and articles proficiently

CO2 create descriptive passages and short stories to exhibit their creative writing prowess.

CO3 write informative reviews and structured reports for diverse media.

CO4 create compelling content for various platforms,

CO5 adhering to ethical standards in advertising and marketing principles.

TEXT BOOKS (LATEST EDITION):

- Creative Writing Log by Swan, published by Emerald in 2009.
- Creative Writing by Isabelle Krishnan, published by Fairfield in 2013.

REFERENCES:

- The Practice of Writing by David Lodge, published by Vintage in 2011.

24SBAM51	ENTREPRENEURIAL DEVELOPMENT	L T P O C 2 0 0 1 2

COURSE OBJECTIVES:

- To develop and strengthen entrepreneurial quality and motivation in students
- To impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.
- To understand the concept and process of entrepreneurship and its contribution in and role in thegrowth and development of individual and the nation.

UNIT I	ENTREPRENEURSHIP	6 Hours

Entrepreneur – Personality characteristics of successful entrepreneur– Types of Entrepreneurs – Knowledge and skills required for an entrepreneur –Difference between Entrepreneur and Intrapreneur

UNIT II	BUSINESS	6 Hours

Definition, Classification – Characteristics, Ownership Structures – Project Formulation – Steps involved insetting up a Business –Market Survey and Research–Techno Economic Feasibility Assessment

UNIT III	BUSINESS PLAN PREPARATION	6 Hours

Sources of product for business – Pre-feasibility study – Criteria for selection of product– Ownership
– Capital – Budgeting project profile preparation – Matching entrepreneur with the project – Feasibility report preparation and evaluation criteria.

UNIT IV	SUPPORT TO ENTREPRENEURS	6 Hours

Sickness in small Business – Concept, Magnitude, Causes and Consequences, Corrective Measures – Business Incubators – Government Policy for Small Scale Enterprises – Growth Strategies in small industry.

UNIT V	ENTPRENEURSHIP DEVELOPMENT PROGRAMME	6 Hours

Meaning, Objectives–Phases of EDP– steps in EDP–Strategies for Entrepreneurship development– Institutions in aid of Entrepreneurship Development Programme–Use of IT enabled services in entrepreneurship - E Licensing, E filing.

TOTAL 30 HOURS

COURSE OUTCOME:
CO1: To know the meaning entrepreneurship. CO2: To understand the types of business CO3: To prepare business plan **CO4: To know the governmental support for the business** **CO5: To know the licensing and filing procedure.**
TEXT BOOKS:
Entreneueurship Development, R.k.Singhal and Sruthi Singhal, Katson Books, India.

24PBBA61	MINI PROJECT	L T P O C 0 0 4 1 2

COURSE OBJECTIVES:

The mini project is designed to help students to develop practical ability and knowledge with the practical tools/techniques for solving real life problems related to the industry, academic institutions and computer science research. The course Mini Project is one that involves practical work for understanding and solving problems in the field of Commerce.

UNIT I	INSTRUCTIONS FOR PREPARATION OF MINI-PROJECT REPORTS	6 HOURS

The Mini-Project should be written in standard scientific paper format. Title page: Authors name, Supervisosr Name and Designation Abstract: 250 words = 1 page.

Introduction: ~500-750 words = 2-3 pages Materials and Methods: ~1500 words = 6 pages Results: ~1500 words = 6 pages

This should provide a concise account of the results obtained, in a logical order that hopefully tells a story. This will not necessarily be the order in which you carried out the experiments! Make maximum use of figures / tables - remember a picture often replaces a thousand words. A standard scientific paper in most journals will contain ~6 (maximum 8) figures or tables.

Discussion :1500 words = 6 pages

This is valuable inclusion in a project report where the student may not have sufficient time to complete the work and it contains constant ideas of further work.

Reference :1250words = 5 pages

Standard format should be followed and include all the details, Including the full reference in the list maximum of 30 reference is adequate.

TOTAL 30 HOURS



SUMMER INTERNSHIP(SI)

24IBAAM31	INTERNSHIP I	L T P O C 0 0 2 1 1

COURSE OBJECTIVES:

This internship capstone course aims to provide students with an integrative learning experience that combines professional work in a real-world organisation with rigorous academic research. Students will develop and apply theoretical knowledge to practical challenges through an action research project, enhancing their problem-solving, critical thinking, and communication skills. This course aims to bridge the gap between academic study and professional practice, preparing students for successful careers in their chosen fields.

UNIT I	ORIENTATION SESSION	3 HOURS

The orientation session for the internship/capstone project is designed to provide students with a comprehensive overview of what to expect and how to succeed in their upcoming professional experience. The session aims to bridge the gap between academic learning and practical application in a real-world setting.

UNIT II	IDENTIFY AN INTERNSHIP	3 HOURS

Students research opportunities that align with their career goals and academic background. They explore various platforms, such as online job boards, networking events, and professional associations, to find positions that offer relevant hands-on experience and skills in their chosen field.

UNIT III	INTERNSHIP AGREEMENT FORM	3 HOURS

The Student, Mentor, and internship Coordinator in the Industry will complete the internship agreement form.

UNIT IV	START OF INTERNSHIP	3 HOURS

The internship lasts eight weeks. Interns are expected to commit to 20 hours per week, allowing for a balanced integration of work and learning. The internship mentor will

arrange specific schedules. This structure ensures that interns gain substantial experience while accommodating any academic commitments. Regularcheck-ins and progress reviews will be conducted to support intern development and address any challenges, providing a productive and enriching internship experience.		
UNIT V	**SUBMISSION OF REPORT**	**3 HOURS**
Front Page: Student Name, Course, Internship Company, Duration, Mentor Internship Agreement Form Internship Certificate Introduction & background of the CompanyRoles & responsibilities as an Intern Weekly work allotment & completion reportChallenges & Solutions Learning from the internshipConclusion		
		TOTAL 15 HOURS

COURSE OUTCOMES:

1. Application of theoretical knowledge to real-world scenarios.
2. Development of professional skills and networking opportunities.
3. I understand workplace culture and dynamics.
4. Hands-on experience in a chosen field
5. Preparation of report.

24IBAAM51	INTERNSHIP II	L	T	P	O	C
		0	0	2	1	1

COURSE OBJECTIVES:

This internship capstone course aims to provide students with an integrative learning experience that combines professional work in a real-world organisation with rigorous academic research. Students will develop and apply theoretical knowledge to practical challenges through an action research project, enhancing their problem-solving, critical thinking, and communication skills. This course aims to bridge the gap between academic study and professional practice, preparing students for successful careers in their chosen fields.

UNIT I	ORIENTATION SESSION	3 HOURS

The orientation session for the internship/capstone project is designed to provide students with a comprehensive overview of what to expect and how to succeed in their upcoming professional experience. The session aims to bridge the gap between academic learning and practical application in a real-world setting.

UNIT II	IDENTIFY AN INTERNSHIP	3 HOURS

Students research opportunities that align with their career goals and academic background. They explore various platforms, such as online job boards, networking events, and professional associations, to find positions that offer relevant hands-on experience and skills in their chosen field.

UNIT III	INTERNSHIP AGREEMENT FORM	3 HOURS

The Student, Mentor, and internship Coordinator in the Industry will complete the internship agreement form.

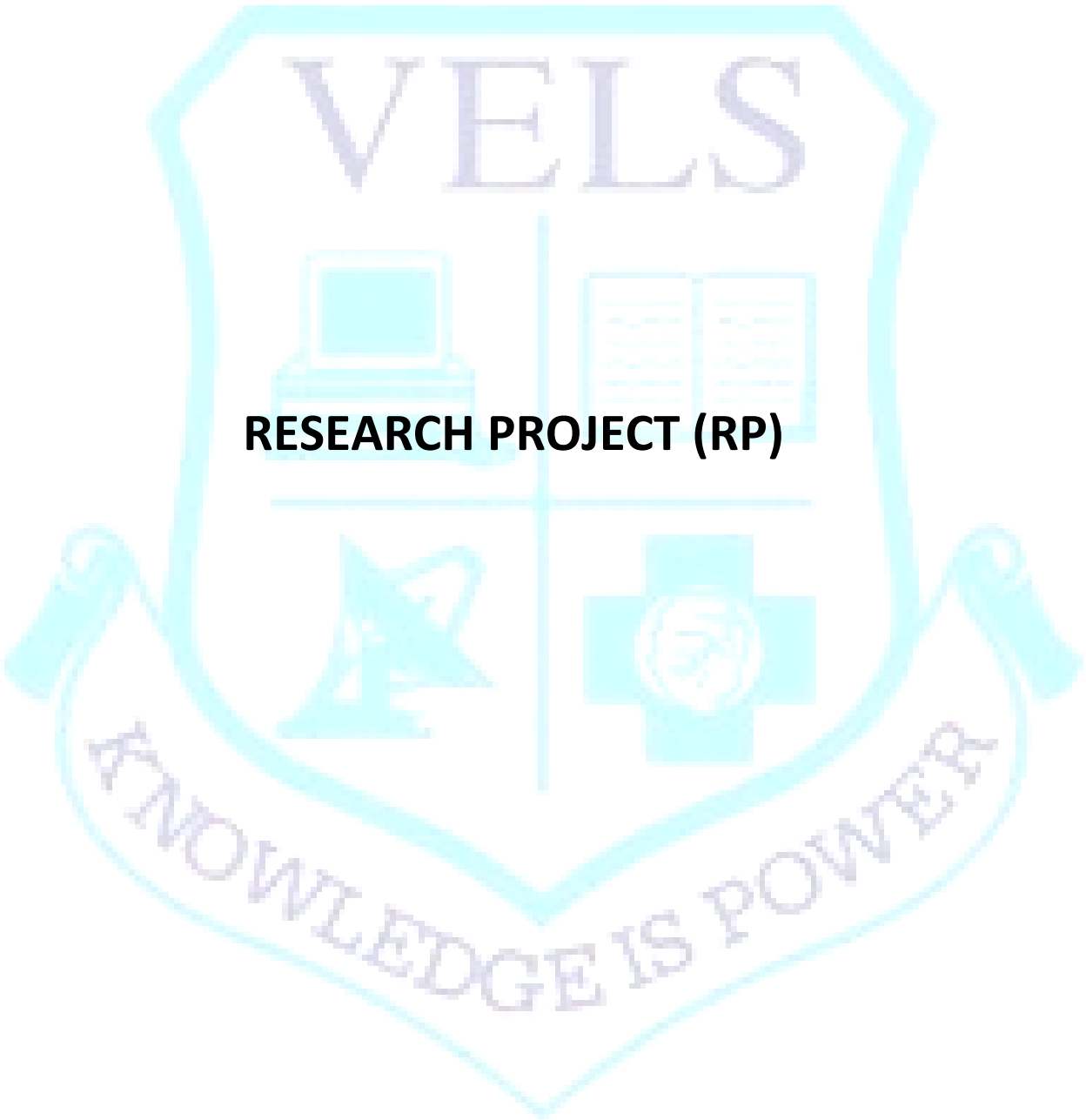
UNIT IV	START OF INTERNSHIP	3 HOURS

The internship lasts eight weeks. Interns are expected to commit to 20 hours per week, allowing for a balanced integration of work and learning. The internship mentor will arrange specific schedules. This structure ensures that interns gain substantial experience while accommodating any academic commitments. Regularcheck-ins and progress reviews

will be conducted to support intern development and address any challenges, providing a productive and enriching internship experience.		
UNIT V	**SUBMISSION OF REPORT**	**3 HOURS**
Front Page: Student Name, Course, Internship Company, Duration, Mentor Internship Agreement Form Internship Certificate Introduction & background of the CompanyRoles & responsibilities as an Intern Weekly work allotment & completion reportChallenges & Solutions Learning from the internshipConclusion		
		TOTAL 15 HOURS

COURSE OUTCOMES:

6. Application of theoretical knowledge to real-world scenarios.
7. Development of professional skills and networking opportunities.
8. I understand workplace culture and dynamics.
9. Hands-on experience in a chosen field
10. Preparation of report.



RESEARCH PROJECT (RP)

24RBBA71	RESEARCH PROJECT I	

L	T	P	O	C
0	0	12	2	6

COURSE OBJECTIVES:

- Identify and discuss the role and importance of research in the social sciences.
- Identify and discuss the issues and concepts salient to the research process.
- Identify and discuss the complex issues inherent in selecting a researchproblem, choosing an appropriate research design, and implementing a research project.
- Identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting.

UNIT I	GENERAL REGULATIONS	3 HOURS

The Project report should be submitted before the student sits for the final university examinations in seme

The student shall work under the guidance of a project supervisor (s) appointed by the Institute's director.

Once the students have completed the proposal and the supervisor has approved it, the proposal shall be defended in panels formed by the project coordinator on a day set aside by the Institute.

The students should submit at least two copies of the proposal to the Project Coordinator at least two weeks before the final examination in semester V.

The students shall present a proposal at the panels and be awarded marks. They will also be given corrections, which they will work on and present to their supervisors for approval to continue with the project work.

The student will then complete chapters 4 and 5 of the project.

Once the student has completed the project and the supervisor has approved it, the project shall be submitted to the project coordinator, who will arrange for the final defence and VIVA VOCE.

The marks obtained will be added to the proposal defence marks and compiled.

The students should then submit two copies of the project report to the Institute 2 weeks before the final examination in semester VI.

If the student is unsuccessful, the resubmission regulations will apply as stipulated in the academic policy.

CHOOSING A PROJECT TITLE

- The project's title should be clear and specific to a real problem.
- Similar topics between students should be avoided.
- The project should be new and original, not replicating another person's work.
- At the proposal level, the appointed supervisor MUST approve the project title.
- The research committee must ratify all the topics.

FORMATTING GUIDELINES

- Font Size-12 in the body text, except for the topics and titles, which should be font size 14
- Font Type- Times New Roman
- Spacing- The project should be 1.5 lines spacing
- Highlighting- Topics and subtopics should be bolded and NOT be underlined
- Print Quality- The final document should be of good print quality
- Margins- Margins of the report should be 1 inch on the top, bottom and right-hand side. The left-hand-side margin should be 1.25 inches to allow for binding.
- Tables- Larger tables may be typed in smaller font sizes (10-11) to maintain standard margins
- Numbers and Percentages-must do not begin with a sentence.
- Tables and Figures - When presenting the table or figure, there must be a finding and analysis section. Avoid using 'table above, or table below.' Instead, indicate as 'Table 4.1 shows that ….'
- Final Binding - Presented as Hard Copy (Blue Color), preferably Xerox hardcover book binding.
- Pagination: Bottom of page and centred.

EVALUATION

Evaluation will be done based on the project completed, presentation of the proposal and Viva Voce.

TOTAL HOURS

COURSE OUTCOMES:

11. Application of theoretical knowledge to real-world scenarios.
12. Development of professional skills and networking opportunities.
13. I understand workplace culture and dynamics.
14. Hands-on experience in a chosen field
15. Preparation of report.

DISCIPLINE ELECTIVE COURSES (DEC)

24DBBA11	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	L	T	P	O	C
		3	0	0	2	3

COURSE OBJECTIVES:

The course focuses to educate students about the various options available for investment decisions and portfolio management in organizations.

UNIT I	INTRODUCTION TO INVESTMENT ENVIRONMENT	9 HOURS

Introduction to Investment Environment: Introduction, Investment Process, Criteria for Investment, Types of Investors, Investment V/s Speculation V/s Gambling, Investment Avenues, Factors Influencing Selection of Investment Alternatives

UNIT II	RISK AND PORTFOLIO	9HOURS

Risk & Return: Meaning of Risk & Return, Types of Risk, Risk & Return of a Single Asset, Risk & Return of Portfolio – Portfolio Selection.

UNIT III	SECURITY ANALYSIS	9 HOURS

Fundamental Analysis, Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis – Basic Principles of Technical Analysis, Uses of Charts: Line Chart, Bar Chart.

UNIT IV	POROTFOLO ANALYSIS AND THEORIES	9 HOURS

Dow Jones Theory, Elliott Wave Theory, Efficient Market Theory. Portfolio Analysis: The Returns & Risk from Investing, Markowitz Portfolio Theory.

UNIT V	BOND ANALYSIS AND MUTUAL FUND	9 HOURS

Types of Bonds, Interest Rate, Terms Structure of Interest Rates, Measuring Bond Yields – Bond Theorems. Mutual Funds: Types of Mutual Fund Schemes, Structure, NAV

TOTAL 45 HOURS

COURSE OUTCOMES:

CO1: To recognize Investment and elements of investment decisions like factors influencing, risks involved etc.

CO2: To examine different Types of investors and types of speculators

CO3: To develop the Knowledge and Skills about Stock exchanges in India

CO4: To analyze investment options like derivatives, Futures, forward and swaps

CO5: To illustrate Regulatory frame work of capital markets in India

TEXT BOOKS (LATEST EDITION):

1. V.K. Bhalla, Investment management, S. Chand, New Delhi, 2018

2 Dr.S. Kevin, Portfolio Management, Prentice Hall of India Pvt Ltd.

3. Rustagi RP, Investment Analysis and Portfolio Management, Sultan Chand & sons, New Delhi

REFERENCES:

1. Gupta Shashi K., Joshi Rosy Fundamentals of Investment Management, 1st 2015 Rept. 2017, Kalyani Publishers

2. Rajwinder Kaur, Jaspreet Kaur Investment Management BBA 1st 2013 Kalyani Publishers

3. Avadhani V A Security Analysis and Portfolio Management, Himalaya Publishing House

4. Donald E Fisher and Ronald J Jordan, Security Analysis and Portfolio Management.

5. Prasana Chandra, Investment analysis and portfolio management, Tata Mc. Graw hill, New Delhi 2021.

REFLECTIVE EXERCISES AND CASES:

https://www.nseindia.com/

https://www.sebi.gov.in/

https://www.investopedia.com/

https://www.morningstar.com/

https://seekingalpha.com/

https://www.valuewalk.com/

https://kanchiuniv.ac.in/coursematerials/IM%20UNIT-%20I%20(2).pdf

https://mu.ac.in/wp-content/uploads/2022/01/Investment-Management.pdf

https://josephscollege.ac.in/lms/Uploads/pdf/material/IAPM.pdf

https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7002.pdf

24DBBA12	FINANCIAL ANALYTICS	L	T	P	O	C
		3	0	0	2	3

COURSE OBJECTIVES:

To impart knowledge on the financial and non-financial performance by continuous iterative examination of large data sets pertaining to past financial and non-financial information and events.

UNIT I	INTRODUCTION TO ANALYTICS	9 HOURS

Business intelligence, Business Analytics, Managerial spread sheet analysis and modelling, Applications and Challenges in Business analytics, Marketing and Financial analytics; Organization/sources of data, importance of data quality, dealing with missing or incomplete data, data classification, data presentation/summarization, data mining –process.

UNIT II	FINANCIAL ANALYTICS AND DEVELOPMENT	9HOURS

Excel Integration- Basic Spreadsheet Interaction- Scripting Excel with Python- Object Orientation and Graphical User Interfaces- Object Orientation- Basics of Python Classes Simple Short Rate Class- Cash Flow Series Class- Graphical User Interfaces- Short Rate Class with GUI- Updating of Values- Cash Flow Series Class with GUI- Web Integration Web Basics- Web Plotting- Static Plots- Interactive Plots- Real-Time Plots- Rapid Web Applications- Web Services.

UNIT III	PREDICTIVE ANALYTICS	9 HOURS

Predictive Analytics – Simple linear regression multiple linear regression, logistic and multinomial regression, forecasting techniques application of predictive analytics in retail , direct marketing, financial services, insurance, supply chain, etc.

UNIT IV	STOCHASTIC ANALYTICS	9 HOURS

. Stochastic Analytics – Introduction to stochastic models , Markov models, Renewal theory, Markov decision process and applications in sequential decision making

UNIT V	CLUSTERING	9 HOURS

Partial based clustering, hierarchical clustering, intensity based clustering, Neural Network: Single layer perception, multi-layer perception, back propagation algorithm applying neural network on financial market data .

TOTAL 45 HOURS

COURSE OUTCOMES:

Co – 1: To learn problem solving using analytics

Co – 2: To understand role and impact of business analytics for accounting, reporting and decision making.

Co – 3: To Apply data analysis methods using spreadsheets and other tools

Co – 4: To learn various analytics tools used in financial services.

Co – 5: To understand the recent happenings in financial technology space

TEXT BOOKS (LATEST EDITION):

1) Pitabas Mohanty, 2023 Financial Analytics, Wiley Publications.

2) Sanjay Taneja, Ercan ozen , Pawan Kumar, Sanjeet Kumar. Global Financial Analytics and Business Forecasting. Nova Science Publishers

REFERENCES:

1. Sanjay Phadke (2020), Fintech Future: The Digital DNA of Finance, SAGE Publications

2. Richard Hayen, FinTech: The Impact and Influence of Financial Technology on Banking and the Finance Industry, Create space Independent Pub

3. Camm, J., Cochran, J., Fry, M., Ohlmann, J., & Anderson, D. (2014). Essentials of Business Analytics (Book Only). Nelson Education

4. Susanne Chishti and Janos Barberis (2016), The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries, Wiley

REFLECTIVE EXERCISES AND CASES:

https://dynamics.microsoft.com/en-us/finance/what-is-financial-analytics/

https://www.teradata.com/glossary/what-is-finance-analytics

24DBBA13	SOCIAL MEDIA MARKETING	L T P O C 4 0 0 2 4

COURSE OBJECTIVES:

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To study the basics like understanding your audience, creating engaging content, choosing the right platforms, and measuring success. By the end, you will know how to use social media to boost brand presence, engage customers, and achieve marketing goals in today's digital world.

UNIT I	INTRODUCTION	12 HOURS

Introduction to Social Media , What is Social Media? - How Social Media developed, Managing Information – Aggregators, Google Alerts, Blogs. Getting your company ready for Social Media Content Management - Touchpoint analysis, Scheduling, Creating content, Managing content programs, Planning Worksheets

UNIT II	SOCIAL MEDIA MARKETING	12 HOURS

A words, ORM, Search Engine Marketing, PPC and Online Advertising, Social Media Marketing, Social Media Strategy & Customer Engagement

UNIT III	AFFILIATE MARKETING	12 HOURS

Affiliate Marketing & Strategic Partnerships, Affiliate Marketing Networks, Promoting the Affiliate Products, Social Affiliate, Email Marketing, Content Strategies

UNIT IV	ANALYTICS	12 HOURS

CRM & CX in Digital Marketing-Digital Marketing, Data and Analytics-Social Listenig- Web Analytics.

UNIT V	INTEGRATING DIGITAL & SOCIAL MEDIA	12 HOURS
Media Analytics – Mobile Marketing – Integrating Digital and Social Media Strategies		
		TOTAL 60 HOURS

COURSE OUTCOMES

CO1: Explain the Evolution and Landscape of Social Media.

CO2: Analyze the Social Media development & Worksheets

CO3: Interpret the Affiliate Strategies.

CO4: Evaluate the CRM & Analytics

CO5: Use social media analytics and integrative media strategies.

TEXT BOOKS (LATEST EDITION):

1. Michael Solomon and Tracy Tuten, Social Media Marketing, Pearson,2013

2. Social Media Marketing for Beginners: Create Successful Campaigns, Gain more Fans and boost sales from any social network by F.R. Midea, 2/e, June 2014

REFERENCES:

1. Jan Zimmerman and Deborah Ng. Social Media Marketing All in one for Dummies, 2012

2. Douglas A. Norman, The Design of Everyday Things, Apr, 2011

3. Jack Z. Scissors and Roger B. Baron Advertising Media Planning, 2010

4. Bhatia Punit, Fundamentals of Digital Marketing, Pearson, 2017

5. Ian Doodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaign, Wiley, 2016

REFLECTIVE EXERCISES AND CASES:
1.https://www.lpude.in/SLMs/Master%20of%20Computer%20Applications/Sem_4/DEMKT505_DIGITAL_AND_SOCIAL_MEDIA_MARKETING.pdf 2. https://nibmehub.com/opac-service/pdf/read/Social%20Media%20Marketing.pdf 3. http://www.ccsfmarketing.com/uploads/7/0/1/5/7015552/chapter_1_introduction_to_smm.pdf 4. https://ebooks.lpude.in/new-scheme/computer_application/mca/sem_4/DEMKT505_DIGITAL_AND_SOCIAL_MEDIA_MARKETING.pdf 5.https://library.uniteddiversity.coop/Media_and_Free_Culture/The_Social_Media_Marketing_Book.pdf

24DBBA14	RETAIL MARKETING	L	T	P	O	C
		4	0	0	2	4

Course Objectives:

➢To understand the concept, process and management of retail business

➢ To develop an understanding of the retail strategy and planning process, and

➢To have an understanding of merchandise process

UNIT I	AN OVERVIEW OF RETAILING	12 HOURS

Types of stores - Product Retailing vs. Service Retailing - Non store Retailing - Retail strategy - Achieving competitive advantage and positioning Retailing environment - Legal, Social, Economic, Technological, issues - Trends in the Indian Retailing Industry.

UNIT II	RETAIL STORE LOCATION AND LAYOUT	12 HOURS

Country/Region analysis - Trade area analysis - Site evaluation and selection - Store design and layout - Comprehensive store planning - Exterior design and layout - Interior store design and layout - Interior design elements.

UNIT III	PLANNING MERCHANDISE NEEDS AND MERCHANDISE BUDGETS	12 HOURS

Methods for determining inventory evaluation - Assortment planning, buying and vendr relations - Merchandise pricing - Price strategies - Psychological pricing - Mark-up and markdown strategies.

UNIT IV	COMMUNICATING WITH THE RETAIL CUSTOMER	12HOURS

Retail promotion mix Advertising - Sales promotion - Publicity - Retail selling process - Retail

database- In-store customer service.		
UNIT V	**GLOBALIZATION AND CHANGING RETAIL FORMATS**	**12 HOURS**
Online retailing - International Retailing – Opportunities and Challenges - Market entry formulas - New customized formats (customized stores, portable stores, merchandise depots, retail theater, service malls, customer-made stores, interactive kiosk 'shopping arcades)		
		TOTAL 60 HOURS

COURSE OUTCOMES:

CO1: Explain the Retailing environment.

CO2: Analyze the design and layout.

CO3: Interpret the Retail selling process.

CO4: Evaluate the Sales promotion and Publici

CO5: Use of Online retailing

TEXT BOOKS (LATEST EDITION):

1. Chetan Bajaj, Tuli & Srivastava, RETAIL MANAGEMENT, Oxford University Press, New Delhi.2010

2. Fernie, PRINCIPLES OF RETAILING, Elsevier Publishing, 2010

3. Giridhar Joshi, INFORMATION TECHNOLOGY FOR RETAIL, Oxford University Press, New Delhi.2009 Ron Hasty and James

4. Reardon, RETAIL MANAGEMENT. Mc Graw Hill Publication, International Edition. S

5. Wapna Pradhan, RETAIL MANAGEMENT, TEXT & CASES, Tata McGraw-Hill Publishing Co, New Delhi, 2008

REFERENCES:

1.https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA3Semester/Marketing/5RetailMarketing.pdf

24DBBA15	INDUSTRIAL RELATIONS	L	T	P	O	C
		4	0	0	2	4

Course Objectives:

. Understanding of the legal framework is important for the efficient decision-Making relating to management and industrial relations. The course aims to provide an understanding, application and interpretation of the various labor laws and their implications for industrial relations and labor issues with Latest Case Laws

UNIT I	INTRODUCTION	12 HOURS

Overview of Industrial Relations: Concept of Industrial Relations; Nature of Industrial Relations; Objectives of IR; Evolution of IR in India – ILO in.

UNIT II	TRADEUNION & amp; INDUSTRIAL CONFLICTS	12HOURS

Trade Unionism: Trade Union: origin and growth, unions after independence, unions in the era of liberalization; concept, objectives, functions and role of Trade Unions in collective bargaining; problems of Trade Unions. Labor problems: Discipline and misconduct; Grievance Handling Procedure; Labor turnover; Absenteeism; Workers‟ participation in management.

UNIT III	LABOUR WELFARE	12HOURS

Concept–Objectives–Scope–Need–VoluntaryWelfareMeasures–StatutoryWelfareMeasures–Labour–Welfare Funds –Education and Training Schemes

UNIT IV	**INDUSTRIAL SAFETY**	**12HOURS**
Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene –Importance –Problems– Occupational Hazards– Diseases –Psychological problems–Counseling– Statutory Provisions.		
UNIT V	**WELFARE OFSPECIALCATEGORIESOFLABOUR**	**12 HOURS**
ChildLabour–FemaleLabour–ContractLabour–ConstructionLabour–AgriculturalLabour –Differently abled Labor-Social Assistance–Social Security–Implications		
		TOTAL 60 HOURS

COURSE OUTCOMES:

CO-1: To understand and explain the main theoretical approaches to the study of employee relations.

CO2: To identify and analyze the institutions, actors, and characteristics of employee relations in India with respect to political, economic, social and legal contexts.

CO-3: To evaluate various skills, processes and outcomes of employee relations including handling disciplines, grievances, labor disputes, negotiation, and employee communication and involvement.

CO-4: To integrate the learned principles so as to make recommendations to organizations todevelopeffectiveandethicalemployeerelationspoliciesandpractices.

CO-5: To learn the legal issues relating to labor laws, Industrial disputes.

TEXT BOOKS (LATEST EDITION):

1. Malhotra, O.P. The Law of Industrial Disputes Vol I and II. Bombay, N.M. Tripathi, 5th edition 1999.

2. Malik. P. L. Handbook of Industrial Law, Lucknow, EasternBook.2ndedition1995.

3. Saini, Debris Labor Judiciary, Adjudication and Industrial Justice, New Delhi Oxford,4th edition 1995.

4. Saini, Debi S. Redressal of Labor Grievances, Claims and Disputes. New Delhi Oxford & IBH, 2nd edition 1994.

5. Seth, DD Industrial Dispute Act, 1947.VolI&amp ; II Bombay, NMTripathi,3rdedition,1995

6. Sri vastavas Industrial RelationsandLabourLaw.NewDelhi,Vikas,1stedition,1999

7. C.B. Gupta, Human Resource Management–Sultan Chand & amp; Sons,2ndedition,1994.

REFERENCES:

1. C.B. Manoria , Personnel Management, Himalaya Publishing House.2ndedition,1995

2. L. Natrajan – Human Resource Management Margam Publications, 2ndedition, 1994

3. S.M. Shaw-HumanResourceManagementHimalayaPublishingHouse.4thEdition 2013.

4. K.K. Ahuja Personnel Management and Industrial Relations–, Kalyani Publishers,4th edition, 2004

5. P.C. Tripathi, Personnel Management and Industrial Relations Sultan Chand & amp ; Sons,2nd edition,1994

6. S.S. Khanka-HumanResourceManagementHimalayapublishingHouse,2ndedition, 1995

REFLECTIVE EXERCISES AND CASES:

1. https://blog.ipleaders.in/industrial-disputes/

2. https://www.osti.gov/servlets/purl/7278484Weblinks

1. https://www.slideshare.net/rajworship/trade-union-8870861

2. https://www.slideshare.net/kiran2512/employee-welfare-27876586

24DBBA16	E-HRM	L T P O C 4 0 0 2 4

Course Objectives:

Success in today's competitive business environment is increasingly the function of effective management of its resources, particularly, employee. Hence the students must aware of basic aspects of e-human resource management to understand the functioning of e-human resource management in an organizational setting. Therefore, this introductory course on E-Human Resource Management is designed to introduce the basic concepts, functions and processes of e-human resource management to students and to create an awareness of the role, functions and functioning of human resource department of the organizations.

UNIT I	INTRODUCTION	12 HOURS

Introduction: Meaning, Definition, Nature, Types and Goals of e-HRM, Human Resource Information Systems (HRIS); e-HRM Functions, Challenges of e-HRM; Emerging trends in e-HRM- Activities of e-HRM

UNIT II	E-Human Resource Planning	12 HOURS

E-HRP practices; E-Recruitment, Meaning, Definition, Types and Benefits of E-recruitment- Process of E-Recruitment; e-recruitment strategies, Future of e-recruitment, E-Selection- Meaning, Definition, Process of e-selection, Benefits of e-selection, Merits and Demerits of e-selection.

UNIT III	E-Training and Development	12 HOURS

Orientation; E-Training and Development; the Steps in e- training process, Types of e-training, Advantages and Disadvantages of e-training, seven effectives uses of Gamifications in e-learning, e-learning development process		
UNIT IV	**E-Compensation Management**	**12 HOURS**
E-Compensation Introduction: Meaning, Objectives of Compensation; Components of e-Compensation System; Compensation Management Process; e-compensation system, Roles of Compensation management, Pay related benefits.		
UNIT V	**E-Performance Appraisal**	**12 HOURS**
Meaning, Definition, e-performance management, Methods of e-Performance Appraisal; e-Problems in Performance Appraisal; e-appraisal management software		
		TOTAL 60 HOURS

COURSE OUTCOMES:

CO – 1: To understand the Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions.

CO -2: To Design a training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results.

CO-3: To analyze the properly interpret salary survey data and design a pay structure with appropriate pay grades and pay ranges.

CO-4: To evaluate a company's implementation of a performance-based pay system.

CO-5: To demonstrate knowledge of employee benefit concepts, plan design, administrative considerations and regulations governing employee benefit practices.

TEXT BOOKS (LATEST EDITION):

1) V. P. Michael, Human Resource Management & Human Relations, Vikas Publishing House, 2nd edition, 2007

2) P. C. Pardeshi, Human Resource Management. NiraliPrakashan pub, 3rd edition, 2013

3) C. B. Mamoria , Personnel Management, Himalaya Publishing, 2nd edition, 2005

4) Rao, V.S.P, Human Resource Management- Text and Cases, Excel Books, 1st edition, 2001

5) Teresa Torres & Mario Arias, E-human resources management: Managing knowledge people, Idea group of publications, 2nd edition, 2004.

REFERENCES:

1. Monappa & amp; Saiyadin : Personnel Management, McGraw Hill, 2nd edition, 2011

2. Dessler. G: Human Resource Management, Pearson publisher, 3rd edition,2005

3. R. Wayne Mondy & amp ; Rober M . Noe: Human Resource Management, Pearson publisher, 2nd edition, 2001

4. L. M. Prasad , Human Resource Management., sultan chat, 2 nd edition, 2005

5. Mohan e-HRM Digital approaches, Directions & applications, Routledge Publishing limited, 1st edition, 2019.

REFLECTIVE EXERCISES AND CASES:

1. https://www.hrzone.com/hr-glossary/what-is-e-recruitment

2. https://www.appvizer.com/magazine/hr/recruiting/e-recruitment

24DBBA17	BANKING AND INSURANCE	L T P O C 4 0 0 2 4

Course Objectives:

1. Develop understanding of fundamental principles and functioning of banking in India.
2. Explain concepts and general principles of insurance in relation with risk and itsmanagement.
3. Expand knowledge of various products & services and latest technologies used in bankingand insurance sector.
4. Equip students with techniques to analyse the financial performance of banks for thepurpose of risk management.

UNIT I	INTRODUCTION TO BANKING	12 HOURS

Evolution, structure, development of banking in India - Commercial (Public, Private and Foreign), Rural, Co-Operative bank. Significance and role of banks in economic development and growth. RBI - objectives, functions and role in development. Banking Products – Fee based and Fund based products. Types of Accounts, Deposits, Advances and Collaterals. Nature of Banks Investments -- Management of assets and liabilities of banks, Understanding commercial banks' balance sheet and income statement, CAMEL Rating and different banking ratios. Banking Regulations, Introduction to BASEL Norms. Capital Adequacy requirement, SLR, CRR, CAR requirements. Overview of Risk Management in Banks—Asset Liability Management. Non-Performing Assets – Problems and efforts to manage them.

UNIT II	EVOLUTION OF INSURANCE	12 HOURS

Evolution, structure, development of insurance in India. Definition of Insurance and Assurance. General Principles of Insurance, Insurance Terminology. Purpose and Need of Insurance--- Risk Meaning and definition, Risk and uncertainty, Chances of loss – Peril and Hazard - Classification of risks . Techniques of managing risk – Risk pooling-insurable risks vs. hedging – Risk Transfer Methods. Insurance Regulatory and Development Authority (IRDA) Duties, Powers and Functions of IRDA, The Banking Regulation (Amendment) Act, 2020.

UNIT III	RETAIL BANKING	12 HOURS
Account opening process and documentation of different types of accounts – KYC and AML. Retail Products Overview (Customer requirements and Products development). Description of Liability products, Description of Asset Products. Credit scoring and CIBIL. Retail Product Marketing Strategies-- Tie-up with Institutions for Personal loans/ Credit cards/ Educational loans/ Authorized Dealers for Auto/ Vehicle loans, and with Builders/ Developers for Home loans. Delivery Channels - Branch, Extension counters, Universal Banking, ATMs, POS, Internet Banking, M-Banking. Customer Relationship Management, stages in CRM process. Technology for Retail Banking - Static information, Account opening, basic loan origination data etc. Updated information like income details at different frequencies. Transaction information, disbursement and final settlement of the loan amount.		
UNIT IV	**LIFE INSURANCE**	**12 HOURS**
Fundamental principles of life insurance. Basic features of life insurance contracts. Life insurance products – Traditional and unit linked policies, Individual and group policies. With and without profit policies. Types of life insurance policies – Term insurance, Whole life insurance and its variants, Endowment insurance and its variants, Annuities and Pension Plans. Special Policies for children, females and handicapped. Mortality table, Different types of premiums, Premium payment options Premium calculations – Factors affecting premium. Assignment Nomination and Surrender of policy. Policy lapse and revival, Paid up value of policy. Insurance Application and Acceptance Procedure. Policy claims: Survival benefits, Death claims – Maturity claims, Early claims & non– early claims. Documents required for processing early claims. Death due to un-natural causes or accidents. Claims concession clause and extended claims concession clause – Presumption of death. Different channels for marketing of insurance, Bancassurance.		
UNIT V	**GENERAL INSURANCE.**	**12 HOURS**
Meaning, Evolution and Growth of General Insurance. Fundamentals of General Insurance. Fire Insurance: Fire Insurance coverage, Consequential loss (fire), Declaration policies. Marine Insurance: Marine Cargo policies, Hull policies, Institute cargo clauses, Institute hull clauses, Open policies. Motor Insurance: Types of policies, Third party Insurance, Comprehensive coverage, Conditions and Exclusions – premium. Health Insurance and Mediclaim policies, Personal Accident Insurance, Liability Insurance, Burglary Insurance, Rural Insurance covers, Agricultural Insurance Engineering Insurance and its Consequential loss covers, Aviation hull and Aviation liability other Miscellaneous Insurances. Underwriting and Premium Rating: Proposal forms, Cover notes, Certificates of Insurance, Endorsements, Premium Rating, Premium Loading. Settlement of Claims: Claim procedure, TPAs, Claim forms, Investigation / Assessment. Essential Claim Documents. Settlement Limitation, Arbitration, Loss Minimization and Salvage.		

TOTAL 60 HOURS

COURSE OUTCOMES:

On successful completion of the course students will be able to:

CO1 Explain the functioning of the Banking and Insurance sectors and relate their growthwith the economy as a whole.

CO2: Compare various products and services offered by Banking and Insurance sectors.

CO3:Evaluate product pricing, marketing, and distribution channels of Banking andInsurance sectors.

CO4: Equip with tools and techniques for financial performance analysis and riskmanagement in Banking and Insurance.

CO5: To be able to understand marine insurance terms.

TEXT BOOKS (LATEST EDITION):

1. Indian Institute of Banking and Finance; Risk Management. Macmillan India Ltd.
2. Koch, T. W., & MacDonald, S. S. ;Bank Management. Cengage Learning.
3. Rose, P. S., & Hudgins, S. C. Bank ;Management and Financial Services. McGraw Hill.
4. Indian Institute of Banking and Finance; Principles & Practices of Banking. MacmillanIndian Ltd.
5. Indian Institute of Banking and Finance; Banking Products & Services. TaxmanPublications Pvt. Ltd.
6. Trieschmann, J. S., Hoyt, R. E., & Sommer, D. W; Risk Management & Insurance.Cengage Learning.
7. Insurance Institute of India; Principles of Insurance. Mumbai.
8. Insurance Institute of India; Practice of Life Insurance. Mumbai.
9. Insurance Institute of India; Practice of General Insurance. Mumbai.

REFERENCES:

1.Reddy, Y. V. (2006). "Economic Policies and India's Reform Agenda: New Thinking". New Delhi: Orient BlackSwan.

2.Das, S. (2023). "Retail Credit Growth in India: Post-Pandemic Trends and Analysis." RBI Bulletin.

3.Patra, M. D. (2024). "Monetary Policy in India: Navigating Inflation and Growth." RBI Bulletin.

4.Gupta, S. (2023). "Evolution and Sustainability of Retail Credit in India." RBI Bulletin.

5.Ravi, S., & Bose, S. (2023). "Insurance and Economic Growth in India: A Critical Review." Journal of Risk and Insurance, 90(1), 123-145.

6.Sen, S., & Gupta, P. (2023). "Impact of Technology on the Insurance Sector in India." Insurance: Mathematics and Economics, 98, 45-59.

7.Roy, A., & Chakraborty, T. (2023). "Risk Management in Indian Insurance Companies." Journal of Financial Services Research, 57(2), 211-229.

24DBBA18	FINANCIAL PLANNING	L T P O C 4 0 0 2 4

Course Objectives:

1. Analyse the impact of socio-economic and political factors on goal based financialplanning and decisions.
2. Understand the fundamental concepts and importance of financial planning andidentify the steps involved in the financial planning process.
3. Evaluate various types of investments products and assess their risk and returncharacteristics
4. Understand the importance of retirement savings to develop retirement planningoptions and strategies.

UNIT I	INTRODUCTION TO FINANCIAL PLANNING	12 HOURS

Analysis of social, political and economic environment, assessment of psychological and financial needs-real v/s perceived, identifying financial goals, types of Goals, concept and benefits of saving, financial discipline. Definition, need and scope of financial planning. Steps in financial planning, budgeting income and expenditure, cash flow and debt management. Risk-Return analysis, concept of Time Value of Money. Components of a financial plan. Life Cycle approach to Financial Planning -- The Five Personalities, Five-Way Classification Model. Assessing individual risk taking level.

UNIT II	INVESTMENT PLANNING	12 HOURS

Investment definition, need for investment, investment v/s speculation v/s gambling. Objectives of investment. Principles of successful investing. Concept of measurement of risk and return. Popular investment avenues and their characteristics – Stocks, Bonds, Mutual Funds, Gold / Silver, Real Estate, ETFs, Commodities, banking products, Unit Linked Insurance Products (ULIPS), overseas investment avenues etc. Computing risk and return of investment avenues. Mapping investment avenues with the financial goals.Diversification and building an investment portfolio. Effect of cultural perspectives on investment behavior. Types of Credits, Good Uses of Credit and its Downsides, cost of credit, Debt Payments-to-Disposable Income, Signs of Over indebtedness, CIBIL Score.

UNIT III	RETIREMENT PLANNING	12 HOURS

Principles, stages and steps in retirement planning. Various retirement schemes – Employee Provident Fund, Public Provident Fund, Superannuation Fund, Gratuity, National Pension Scheme, Old Pension Scheme, Other Pension Plans. Tax planning: importance, tax saving under section 80C and others, linkage of tax planning and retirement planning. Effect of cultural perspectives on retirement planning.

UNIT IV	INSURANCE PLANNING	12 HOURS

Insurance Planning-Meaning- Risk Management -Risk Exposures- Role of Insurancecompany in advisor Selection-Various strategic solutions for Insurance Planning

UNIT V	ESTATE PLANNING	12 HOURS

-Estate Planning Terminology-Process of Estate Planning-Wealth Distribution Goals-Strategies for Estate Planning.Practical Orientation: Prepare a Financial Plan for a Person / Manager / Entrepreneur / Director / CEO of a Company / Bank / Insurance Agent, considering his / her current expense level, future needs of family, retirement age and contingency funds/ Time Valueof MoneY.

TOTAL 60 HOURS

COURSE OUTCOMES:

CO – 1: Describe the financial planning process and its steps.
CO2: Apply risk assessment concepts to develop suitable insurance plans for clients.
C03: Compare different retirement schemes based on individual's financial positions andfuture goals.

CO4:Assess various investment choices to formulate goal-based financial strategies.

CO5: To be able to plan for future.

TEXT BOOKS (LATEST EDITION):

1.Gitman, L. J., & Joehnk, M. D.; Personal financial planning. South-Western Cengage Learning.

2.Keown, A. J.; Personal finance: Turning money into wealth. Pearson.

3.Kapoor, J. R., Dlabay, L. R., Hughes, R. J., & Hart, M. M.; Focus on Personal Finance: An Active Approach to help you develop successful financial skills. McGraw-Hill Education.

4.Sullivan, M. K.; Financial Planning: A Practical Approach. Wiley.

5.Madura, J.; Personal finance. Pearson.

6.Cheng F. Lee and John Lee; Financial Analysis, Planning and Forecasting: Theory and Application. World Scientific Publisher, Singapore.

7.Indian Institute of Banking & Finance; Investment Planning Tax Planning and Estate Planning. Taxmann Publishing Private Limited, New Delhi

8.Indian Institute of Banking & Finance; Introduction to Financial Planning; Taxmann Publishing Private Limited,

REFERENCES:

1. Modigliani, F. (1966). The Life Cycle Hypothesis of Saving, The Demand for Wealthand the Supply of Capital. Social Research, 33(2), 160-217.

2. Ketchum, M. B., & Moreau, M. A. (2002). Managing your money in retirement. HarvardBusiness Review, 80(3), 70-79.

3. Ford, G. S., & Guth, W. D. (1994). Financial planning in turbulent times. HarvardBusiness Review, 72(5), 78-86.

4. Anthony, R. N., & Govindarajan, V. (1984). Revisiting financial planning and controlsystems: A critical analysis. Harvard Business Review, 62(2), 65-77.

5. Doe, J. (2023). Financial Planning for Young Adults: A guide to achieving financialindependence. Journal of Financial Planning, 36(2), 45-56.

24DBBA19	TOTAL QUALITY MANAGEMENT	L T P O C 4 0 0 2 4

UNIT I	INTRODUCTION	12 HOURS

Definition of Quality, Dimensions of Quality, Quality Planning, Quality costs - Analysis Techniques for Quality Costs, Basic concepts of Total Quality Management, Historical Review, P

rinciples of TQM, Leadership - Concepts, Role of Senior Management, Quality Council, Quality Statements, Strategic Planning, Deming Philosophy, Barriers to TQM Implementation.

UNIT II	TQM PRINCIPLES	12HOURS

Customer satisfaction - Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Employee Involvement - Motivation, Empowerment, Teams, Recognition and Reward, Performance Appraisal, Benefits, Continuous Process Improvement - Juran Trilogy, PDCA Cycle, 5S, Kaizen, Supplier Partnership - Partnering, sourcing, Supplier Selection, Supplier Rating, Relationship Development, Performance Measures - Basic Concepts, Strategy, Performance Measure.

UNIT III	STATISTICAL PROCESS CONTROL (SPC)	12HOURS

The seven tools of quality, Statistical Fundamentals - Measures of Central Tendency and Dispersion, Population and Sample, Normal Curve, Control Charts for variables and attributes, Process capability, Concept of Six Sigma, and New seven Management tools.

UNIT IV	TQM TOOLS	12HOURS

Benchmarking - Reasons to Benchmark, Benchmarking Process, Quality Function Deployment (QFD) - House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) - Concept, Improvement Needs, FMEA - Stages of FMEA.

UNIT V	**QUALITY SYSTEMS**	**12 HOURS**

Need for ISO 9000 and Other Quality Systems, ISO 9000:2000 Quality System - Elements, Implementation of Quality System, Documentation, Quality Auditing, TS 16949, ISO 14000 - Concept, Requirements and Benefits

TOTAL 60 HOURS

COURSE OUTCOMES:

CO1: Explain the different meanings of the quality concept and its influence.

CO2: Describe, distinguish and use the several techniques and quality management tools.

CO3: Explain the regulation and the phases of a quality system certification process.

CO4: Identify the elements that are part of the quality measuring process in the industry.

CO5: Predict the errors in the measuring process, distinguishing its nature and the root causes.

TEXT BOOKS (LATEST EDITION):

1. Dale H. Besterfiled , et al., Total Quality Management, Pearson Education, Inc. 2003. (Indian reprint 2004). ISBN 81-297-0260-6.

REFERENCES:

1. James R. Evans & William M. Lid say, The Management and Control of Quality, (5th Edition), South Western (Thomson Learning), 2002 (ISBN 0-324-06680-5).

2. Feigenbaum. A.V. & quote; Total Quality Management, McGraw Hill, 1991.

REFLECTIVE EXERCISES AND CASES:

1. https://archive.nptel.ac.in/courses/110/104/110104080/

2. https://archive.nptel.ac.in/courses/110/101/110101010/

3. https://archive.nptel.ac.in/courses/110/104/110104085/

4.https://kanchiuniv.ac.in/coursematerials/ECE_COURSE_MATERIAL_ODD%20SEMESTER/ECE_COURSE%20MATERIAL_ODD%20SEMESTER/Mrs.V.UMA_TOTAL%20QUALITY%20MANAGEMENT.pdf

24DBBA20	E-COMMERCE	L	T	P	O	C
		4	0	0	2	4

Course Objectives:

This course introduces E-Commerce, focusing on online buying and selling. You&# 39 ; ll explore its basics, benefits, and challenges, gaining insights into its role in modern business.

UNIT I	E-COMMERCE AND ITS TECHNOLOGICAL ASPECTS	12 HOURS

Overview of developments in Information Technology and Defining E-Commerce: The scope of E commerce, Electronic Market, Electronic Data Interchange, Internet Commerce, Benefits and limitations of E-Commerce, Produce a generic framework for E-Commerce, Architectural framework of Electronic Commerce, Web based E Commerce Architecture.

UNIT II	CONSUMER ORIENTED E COMMERCE	12 HOURS

E-Retailing: Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, Features of e retailing. E services: Categories of e-services, Web-enabled services, matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce

UNIT III	ELECTRONIC DATA INTERCHANGE	12 HOURS

Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System: Study and examine the use of Electronic Payment system and the protocols used, Study Electronic Fund Transfer and secure electronic transaction protocol for credit card payment. Digital economy: Identify the methods of payments on the net – Electronic Cash, cheques and credit cards on the Internet.

UNIT IV	SECURITY IN E COMMERCE	12 HOURS
Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server.		
UNIT V	**ISSUES IN E COMMERCE**	**12 HOURS**
Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E-Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.		
		TOTAL 60 HOURS

COURSE OUTCOMES:

Co: Explain the fundamental of E-commerce

Co: Understand the Concepts web contents

Co: Predict the demand of EDI and E transaction.

Co: Understand the Network Firewalls and Application Firewalls, Proxy Serve

Co: About Ethical issues and Problems.

TEXT BOOKS (LATEST EDITION):

1. Elias. M. Awad, & quote; Electronic Commerce & quote;, Prentice-Hall of India Pvt Ltd.

2. Ravi Kalakota Andrew B. Whinston , &quote ;Electronic Commerce-A Manager's guide & quote ;, Addison-Wesley.

3. Efraim Turban, Jae Lee, David King, H. Michael Chung, “Electronic Commerce–A Managerial Perspective & quote;, Addison-Wesley.

4. Elias M Award, “Electronic Commerce from Vision to Fulfilment”, 3rd Edition, PHI, Judy Strauss, Adel El-Ansary, Raymond Frost, “E-Marketing”, 3RDEdition, Pearson Education.

REFERENCES:

1. https://www.eiilmuniversity.co.in/downloads/E-Commerce.pdf

2.https://www.gasckovilpatti.com/studymaterial/commerce/II%20MCOM%20E%20COMMERCE%20pKCM33.pdf

3. https://backup.pondiuni.edu.in/storage/dde/dde_ug_pg_books/E-%20Commerce.pdf

4. https://oms.bdu.ac.in/ec/admin/contents/387_P16MCE4A_2020051801071611.pdf

5. https://www.drnishikantjha.com/booksCollection/E-Commerce%20.pdf

24DBBA21	INVENTORY MANAGEMENT	L T P O C 3 0 0 2 3

Course Objectives:

To impart Importance of Inventory and its control process and exposure on operation based theoretical concepts.

UNIT I	INTRODUCTION	9 HOURS

Introduction to Inventory Management, Different types of costs in inventory system, Selective inventory classification (VED, XML, FNSD, ABC) and its use in controlling inventory. Unit I: Introduction to Inventory Management, Different types of costs in inventory system, Selective inventory classification (VED, XML, FNSD, ABC) and its use in controlling inventory. Unit I: Introduction to Inventory Management, Different types of costs in inventory system, Selective inventory classification (VED, XML, FNSD, ABC) and its use in controlling inventory.

UNIT II	INVENTORY MANAGEMENT AND MATERIALS HANDLING SYSTEM	9 HOURS

Economic Order quantity and Economic Batch quantity without shortage situations (Numerical problems) – Selective inventory controlling techniques - Introduction -Elents of Material Handling System - Principles of Material Handling System, Unit Load Concept - Selection of Material Handling System - Types of Material Handling Equipment #00B0F0

UNIT III	INVENTORY POLICIES	9 HOURS

Inventory costs and its relevance for decision making - Inventory policies and control - Push Pull inventory methods - Risk pooling - Inventory management process - Inventory control system - Performance measurement in inventory management.

UNIT IV	**INVENTORY MODELS**	**9 HOURS**

Inventory management & control systems, Inventory classification, Different cost associated to Inventory, Economic Order Quantity, Type of Inventory models: Deterministic and Probabilistic. Information system for Inventory control: P system with uncertain demand, Q system with uncertain demand and lead time. The P system with uncertain demand, comparison between P and Q system.

UNIT V	**INVENTORY CONTROL AND PHYSICAL LOCATION**	**9 HOURS**

Inventory control systems-Common Locator Systems – Location Addresses and SK Identifiers: Significance – Keys to effectively tying together SKU's and Location Address – Basics of RFID – Barcode Verses RFID – RFID Advantages – Replenishment Costs – Types of Inventory Management – Inventory Objectives – Enterprise Resource Planning (ERP).

TOTAL 45 HOURS

COURSE OUTCOMES:

Co – 1: To Understand the role of a Inventory and warehouse manager.

Co – 2: To familiarize them with inventory management practices.

Co – 3: To understand the methods used by organizations to obtain the right quantities of stock or inventory,

Co – 4: To apply and extend inventory models to analyze real world system

Co – 5: Identifying importance of Inventory Control and its Physical Location.

TEXT BOOKS (LATEST EDITION):

1. Inventory management by Enrick N.L.

2. Essentials of Supply Chain Management – Jaico Publishing House – Dr. R. P. Mohanty and Dr. S.G. Deshmukh

3. Gopalakrishnan P. – Purchasing and Materials management – Tata McGraw Hill – 23rd Edition – 2008.
REFERENCES:
1. Inventory management in India by R. S. Chadda 2. Waters, D. (2003). Inventory control and management (2nd ed.). West Sussex: John Wiley & Sons Ltd. 3. Silver, E. A., Pyke, D. F., & Peterson, R. (1998). Inventory management and production planning and scheduling (3rd ed). New Jersey: John Wiley & Sons, Inc.
REFLECTIVE EXERCISES AND CASES:
https://www.ibm.com/topics/inventory-management https://www.netsuite.com/portal/resource/articles/inventory-management/inventory-management.shtml

24DBBA22	FINANCIAL AUDITING	L	T	P	O	C
		3	0	0	2	3

Course Objectives:

Introduce students to the fundamental concepts of auditing, including the role of auditors, audit objectives, and professional responsibilities

UNIT I	INTRODUCTION TO AUDITING	9 HOURS

Introduction to Auditing

Overview of auditing principles and practices - Role of auditors in financial reporting - Importance of ethical behavior in auditing

UNIT II	AUDIT PLANNING AND RISK ASSESSMENT	9 HOURS

o Audit Planning and Risk Assessment

o Understanding audit risk - Developing an audit plan - Assessing internal controls

UNIT III	AUDIT EVIDENCE AND PROCEDURES	9 HOURS

o Audit Evidence and Procedures 12 Hours

o Types of audit evidence - Audit sampling techniques - Performing substantive procedures

UNIT IV	AUDIT TESTING AND DOCUMENTATION	9 HOURS

o Audit Testing and Documentation 12 Hours

o Audit testing methods (e.g., substantive testing, tests of controls) o Proper documentation of audit work		
UNIT V	**AUDIT REPORTING AND COMMUNICATION**	**9 HOURS**
o Audit Reporting and Communication o Forming audit opinions - Writing audit reports o Communicating findings to stakeholders		
		TOTAL 45 HOURS

COURSE OUTCOMES:

CO1: To know the role of auditors

CO2: To develop an audit plan

CO3:To create audit Evidence

CO4:To create proper document

CO5: To report the outcome of auditing

TEXT BOOKS (LATEST EDITION):

Auditing: Principles and Practice & quote; by Ravinder Kumar and Virender SharmaTaxman Publications Pvt. Ltd

Practical Approach to Auditing & quote; by CA Pankaj Garg, Taxman Publications Pvt. Ltd

REFERENCES:

Handbook on Auditing Practices & quote ; by Dr. A.K. Gupta, Bharat Law House Pvt. Ltd.

REFLECTIVE EXERCISES AND CASES:

https://www.pcaobus.org/

https://www.pcaobus.org/

24DBBA23	INTERNATIONAL BUSINESS	L	T	P	O	C
		4	0	0	2	4

Course Objectives:

To discuss current conceptual and theoretical models, issues, and concerns in international business administration.

To describe current practices, issues, and concerns in international business administration.

To apply current business practices to the management of international businesses.

To summarize significant differences in business practices in different parts of the world and understand how these differences affect managing companies in various countries.

UNIT I	INTERNATIONAL BUSINESS ENVIRONMENT	12 HOURS

International Business Environment - Globalization - Forces, Meaning, dimensions and stages in Globalization – Kenchi Ohmae Model - Introduction to theories of International Trade by Adam Smith, Ricardo and Ohlin & Heckler - Trading Environment of International Trade - Tariff and Non-tariff Barriers - Trade Blocks - Rise of new economies like Japan, South East Asia and China

UNIT II	RISK ANALYSIS	12 HOURS

Country Risk Analysis - Political, Social and Economic - Cultural and Ethical practices - Responsibilities of International Business - Economic crisis of Brazil, Mexico, India, South East Asia and Argentina. Managing Multinational Enterprises - Problems and Potential - Multinational Service Organizations - Indian companies becoming multinationals - Potential,

Need and Problems.		
UNIT III	**INTRODUCTION TO INTERNATIONAL FINANCIAL MANAGEMENT**	**12 HOURS**
Introduction to International Financial Management - Balance of Trade and Balance of Payment - International Monetary Fund, Asian Development Bank and World Bank - Financial Markets and Instruments - Introduction to Export and Import Finance - Methods of payment in International Trade.		
UNIT IV	**TRADE LAWS**	**12HOURS**
Bilateral and Multilateral Trade Laws - General Agreement on Trade and Tariffs, (GATT), World Trade Organization - Seattle and Doha round of talks - Dispute settlement mechanism under WTO - Problems of Patent Laws - International convention on competitiveness.		
UNIT V	**INTERNATIONAL MARKETING**	**12 HOURS**
International Marketing - Entry strategies - Market selection – Barriers. Global sourcing and its impact on Indian Industry - Globalization and internal reform process - India&# 39; s competitive advantage in industries like IT, Textiles, Gems & amp ; Jewelry etc. - Potential and threats		
		TOTAL 60 HOURS
COURSE OUTCOMES:		
CO – 1: Define the concept of International Business environment. Evaluate the models & theories of international trade. CO – 2: Describe the concept of country risk analysis and responsibilities of International business. Analyze the economic crisis of developing countries. CO – 3: Explain the international finance management. Identify the various import and export procedures. CO – 4: Outline the trade laws of international business. Evaluate the functions of WTO,		

GATT and World banks.

CO – 5: Describe the International marketing strategies. Explain global sourcing and its impact on Indian industries.

TEXT BOOKS (LATEST EDITION):

1. Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata Mc Graw Hill, 2009.
2. John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, New Delhi, 13th edition, 2010.

REFERENCES:

1.K. Aswathappa, International Business, Tata Mc Graw Hill, 2008.

2. Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, International Business, Thomson, Bangalore, 8th edition, 2009.

3. Aravind V. Phatak, Rabi S. Bhagat and Roger J. Kashlak, International Management, Tata Mc Graw Hill, 2nd edition, 2008.

4. Oded Shenkar and Yaong Luo, International Business, John Wiley Inc, Noida, 2 nd edition, 2007.

REFLECTIVE EXERCISES AND CASES:

1. https://www.sscasc.in/wp-content/uploads/downloads/MCOM/International-Business.pdf
2. https://www.iitmanagement.com/images/Gallery/INTERNATIONAL%20BUSINESS.pdf
3. https://www.shobhituniversity.ac.in/pdf/econtent/International-Business-Unit-1-Dr-Neha-Yajurvedi.pdf
4. https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA4Semester/General/4InternationalBusiness.pdf
5. https://ncert.nic.in/textbook/pdf/kebs111.pdf
6. https://ebooks.lpude.in/management/mba/term_3/DMGT545_INTERNATIONAL_BUSINESS.pdf

24DBBA24	B2B MARKETING	L	T	P	O	C
		4	0	0	2	4

Course Objectives:

To Create awareness of Business to Business environments and stimulates and difference between Business to Business marketing and Consumer Marketing organizational buying behavior in very competitive stitution.to Provide knowledge about organizational buying behavior

UNIT I	INTRODUCTION TO B2B MARKETING	12 HOURS

Business marketing and Business market customers, Market structure, Environment and Characteristics of Business Marketing, Strategic role of marketing, Commercial enterprises, Commercial and institutional customers.

UNIT II	ORGANIZATIONAL BUYING AND BUYER BEHAVIOUR	12 HOURS

Organizational buyers' decision process - A Stepwise Model and A Process Flow Model, Organizational and business markets - Government as a customer - Commercial enterprises - Commercial and institutional customers

UNIT III	B2B MARKETING STRATEGY	12 HOURS

Strategy making and strategy management process, Industrial product strategy– Managing Products for Business Markets-Managing Services for Business Markets-Managing Business Market channels The Growth-Share Matrix, Multifactor Portfolio Matrix, The Balanced Scorecard.

UNIT IV	B2B MARKETING STP	12HOURS
Market Segmentation, basic framework of segmentation, choosing target segments and positioning-Pricing strategies for Business Markets, B2B Advertising, Competitive bidding, Relationship marketing and CRM		
UNIT V	**BUSINESS MARKETING COMMUNICATIONS AND CHANNELS**	**12 HOURS**
B2B Advertising, Digital marketing,- Trade shows, exhibitions, business meets - Managing the sales force - Deployment analysis -Business marketing channels and participants - Channel design and management decisions -B2B logistics management		
		TOTAL 60 HOURS

COURSE OUTCOMES:

CO-1: Ability to analyze B2B sales management principles: Students will be able to analyze the fundamental concepts of B2B sales management.

CO-2: Proficiency in designing and implementing B2B sales training programs: Students will be equipped with the skills to develop and conduct B2B sales training programs.

CO-3: Capability to manage B2B sales operations and performance: Students will be capable of organizing and managing B2B sales meetings and performance metrics.

CO-4: Understanding of B2B marketing channels and distribution: Students will gain a comprehensive understanding of B2B marketing channels and distribution strategies.

CO-5: Competence in leveraging information systems for B2B channel management: Students will be proficient in utilizing information systems to manage B2B marketing channels effectively.

TEXT BOOKS (LATEST EDITION):

1. Michael D. Hutt, Dheeraj Sharma, Thomas W. Speh, B2B Marketing: A South Asian Perspective Cengage 2014, 11th ed.

2. Sharad Sarin, Business Marketing: Concepts and Cases McGraw Hill 2013, 1st ed.

3. James C. Anderson, Das Narayandas, James A. Narus and D.V.R. Seshadri, Business Market Management (B2B): Understanding, Creating, and Delivering Value, Pearson 2010, 3rd ed.
REFERENCES:
1. Robert Vitale, Waldemar foertsch, Joseph Giglirano, Business to Business, Marketing, Pearson 2011

24DBBA25	INTERNATIONAL STANDARD ORGANIZATIONAL AUDITING	L	T	P	O	C
		4	0	0	2	4

Course Objectives:

Understand the fundamental principles and concepts of ISO auditing.

UNIT I	INTRODUCTION TO ISO AUDITING	12 HOURS

Introduction to ISO standards and their benefits - Principles and concepts of ISO auditing

ISO 19011: Guidelines for Quality and/or Environmental Management Systems Auditing

UNIT II	PLANNING FOR AN AUDIT	12 HOURS

Developing an audit plan based on risk assessment - Defining the scope and objectives of the audit - Preparing audit checklists and documentation.

UNIT III	ISO STANDARD MAPPING	12 HOURS

Specific requirements and clauses of the ISO 9001 - Mapping the standard's requirements to the audit process - Identifying key control points and audit trails

UNIT IV	CONDUCTING THE ISO AUDIT	12HOURS

Conducting opening and closing meetings - Leading effective audit interviews and gathering evidence - Utilizing observation and record review techniques.

UNIT V	REPORTING	12 HOURS

Preparing a clear and concise audit report - Reporting nonconformities and corrective action plans - Communicating audit findings to management.		
		TOTAL 60 HOURS

COURSE OUTCOMES:

CO1: To understand the concepts of ISO auditing

CO2: To be able to plan for the audit

CO3: To know the mapping

CO4: To discern the review techniques

CO5: Preparing the report

TEXT BOOKS (LATEST EDITION):

1. Ryan Leonard , ISO 9001:2015 Internal Auditing: Guidance for Nonconformity Identification and Corrective Action by.

REFERENCES:

The ASQ ISO 9001:2015 Auditor Handbook by Patricia Wheeler.

REFLECTIVE EXERCISES AND CASES:

1. https://www.iso.org/certification.ht

24DBBA26	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	L T P O C 4 0 0 2 4

Course Objectives:

To develop competencies and knowledge of students to become logistics professionals. To orient students in the field of Logistics and to help Students to understand Fundamentals of Logistics.

UNIT I	Introduction to logistics	12 HOURS

History of Logistics Need for logistics-Cost and Productivity, cost saving & Productivity improvement. Logistics Cost, reduction in logistics cost, benefits of efficient Logistics, Principles of Logistics, Technology & Logistics -Informatics, Logistics optimization. Listing of Sub-sectors of Logistics

UNIT II	Logistics and customer service	12 HOURS

Definition of Customer Service Elements of Customer Service-Phases in Customer Service Customer Retention -Procurement and Outsourcing -Definition of Procurement/Outsourcing - Benefits of Logistics Outsourcing -Critical Issues in Logistics Outsourcing

UNIT III	GLOBAL LOGISTICS	12 HOURS

Global Supply Chain -Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization -Modes of Transportation in Global Logistics Barriers to Global Logistics -Markets and Competition -Financial Issues in Logistics Performance -Integrated Logistics -Need for Integration -Activity Centers in Integrated Logistics. Role of 3PL&4PL

UNIT IV	DEVELOPMENT OF SCM	12HOURS

Concepts and Definitions – key decision areas – strategic. Supply Chain Management and Key components, External Drivers of Change. Dimensions of Logistics – The Macro perspective and the macro dimension – Logistic system analysis.		
UNIT V	**INVENTORY STRATEGY**	**12 HOURS**
Demand forecasting – inventory planning – planning of stocking facilities – warehouse location allocation. Warehouse design and operations – inventory norms. Channels of Distribution – Customer Service Strategy Identification of Service needs, cost of services – revenue Management.		
		TOTAL 60 HOURS

COURSE OUTCOMES:

CO-1: To explore the fundamental knowledge in logistics operation.

CO-2: Learners will know the impact of logistics and Critical Issues

CO-3: To explore the Global Logistics Barriers to Global Logistics

CO-4: Analyze how SCM developments, External Drivers of Change

CO-5: To know Customer Service Strategy.

TEXT BOOKS (LATEST EDITION):

1. Fundamentals of Logistics Management (The Irwin/ Mc Graw -Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, Mc Graw-hill/Irwin, First Edition, 1998.

2. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.

3, Ballou, Ronald H.; Supply Chain Management; Pearson Education

REFERENCES:

1. https://rccmindore.com/wp-content/uploads/2015/06/Supply-Chain-Management.pdf

2.https://www.mlritm.ac.in/assets/img/LOGISTICS%20SUPPLY%20CHAIN%20MANAGEMENT.pdf

3.https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA3Semester/Marketing/4LogisticsSupplyChain Mgt.pdf

4.https://ebooks.lpude.in/management/mba/term_4/DMGT523_LOGISTICS_AND_SUPPLY_CHAIN_MANAGEMENT.pdf

5. https://sjce.ac.in/wp-content/uploads/2021/10/jnu-Supply-Chain-Management.pdf

24DBBA27	ADVANCED RESEARCH METHODOLOGY	L	T	P	O	C
		4	0	0	2	4

Course Objectives:

1. Enhance understanding of advanced research designs and methodologies beyondthe foundational level.
2. Develop proficiency in qualitative and quantitative data analysis techniques usingadvanced software tools.
3. Explore contemporary issues and innovations in research methodology relevant tobusiness studies.

UNIT I	ADVANCED RESEARCH FRAMEWORKS	12 HOURS

This unit covers advanced research frameworks, examining research philosophy, inquiry, ontology, epistemology, and paradigms. It includes discussions on refining quantitative, qualitative, and mixed methods approaches and explores specialized research designs both experimental and non-experimental designs such as longitudinal, cross-sectional, and factorial design, latin square design, randomize group design providing a foundation for advanced research questions/inquiry.

UNIT II	ADVANCED DATA ANALYSIS TECHNIQUES T	12 HOURS

The focus of this unit is on advanced data analysis techniques. It encompasses qualitativemethods like ethnography and phenomenology, alongside advanced quantitative approaches including multivariate analysis and structural equation modelling. This unitalso introduces the use of sophisticated data analysis software such as computer enabledqualitative and context analysis (example NVivo and ATLAS.ti, PLSEM), enhancing students' analytical skills.

UNIT III	CONTEMPORARY ISSUES IN RESEARCH	12 HOURS

This unit engages students with contemporary issues in research, addressing the impact of big data and analytics, and the incorporation of artificial intelligence into research methodologies. It also covers the ethical considerations crucial to modern research practices and the transformative role of technologies like virtual reality and augmented reality in business research..		
UNIT IV	APPLICATION	**12HOURS**
, The unit guides students in preparing scholarly articles, grant proposals, and comprehensive research reports, emphasizing thepractical application of research skills and ethical considerations in documentation and reporting.;		
UNIT V	**ETHICS**	**12 HOURS**
In this unit, students apply research methods to real-world scenarios, exploring the ethical challenges in conducting research		
		TOTAL 60 HOURS

COURSE OUTCOMES:

CO1: Mastery of advanced research methodologies applicable in diverse businesscontexts.

CO2: Skilled in ethical application.

C03: Proficient in publishing research findings

CO4: critical analysis of research data

CO5: Drafting comprehensive grantproposals.

TEXT BOOKS (LATEST EDITION):

1. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, byCreswell, J. W. & Creswell, J. D.

REFERENCES:

1. *Multivariate Data Analysis*, by Hair, J. F., Black, W. C., Babin, B. J., & Anderson,R.E.

24DBBA28	ADVANCED DATA ANALYSIS TOOLS	L T P O C 4 0 0 2 4

Course Objectives:

1. To introduce advanced data analysis tools and techniques used in businessdecision-making.
2. To develop proficiency in using statistical software for comprehensive dataanalysis, including manipulation, interpretation, and visualization.
3. To explore the application of these tools in addressing real-world businesschallenges through hands-on exercises.

UNIT I	DATA HANDLING AND STATISTICAL FOUNDATIONS	12 HOURS

This unit introduces the fundamentals of data analysis, including an overview of statistical software tools, data handling, and basic operations. It covers data importing, cleaning, and initial data exploration techniques, setting a strong foundation for further analysis.

UNIT II	STATISTICAL ANALYSIS AND MODELING T	12 HOURS

Focuses on advanced statistical methods, including descriptive and inferential statistics, regression analysis, and forecasting techniques. Students will engage in hypothesis testing and time series analysis, using these methods to derive meaningful insights fromcomplex datasets.

UNIT III	MACHINE LEARNING AND ADVANCED ANALYTICAL TECHNIQUES	12 HOURS

Introduces basic and advanced machine learning algorithms relevant to business analytics. This unit covers decision trees, clustering, neural networks, and the fundamentals of deep learning, with a focus on their practical application in predictive analytics and data-driven decision-making.		
UNIT IV	**DATA VISUALIZATION AND REPORTING**	**12HOURS**
, , Emphasizes the importance of effective data presentation through visualizations and interactive dashboards using tools like Tableau and Power BI.		
UNIT V	**ETHICAL CONSIDERATIONS**	**12 HOURS**
This unit addresses the ethical considerations in data analysis and the preparation of comprehensive reports and presentations to communicate insights clearly to stakeholders.		
		TOTAL 60 HOURS

COURSE OUTCOMES:

CO1 Proficiency in using advanced statistical tools for data analysis.

CO2:Ability to apply comprehensive data analysis techniques.

CO3:Skills to effectively interpret and present data insights to stakeholders.

CO4:Awareness of ethical considerations in data analysis.

CO5: To enhance businessdecision-making.

TEXT BOOKS (LATEST EDITION):

1. *Discovering Statistics Using IBM SPSS Statistics* by Andy Field, 5th ed., Sage.
2. *An Introduction to Statistical Learning with Applications* by James, Witten, Hastie,& Tibshirani, 2nd ed., Springer.

Data Science with Artificial Intelligence, Machine Learning and Deep Learning byRajiv Chopra, Khanna Book Publishing.

REFERENCES:

Raji, M. A., Olodo, H. B., Oke, T. T., Addy, W. A., Ofodile, O. C., & Oyewole, A. T. (2024). Real-time data analytics in retail: A review of USA and global practices. GSC Advanced Research and Reviews, 18(3), 059-065.

24DBBA29	MARKETING OF SERVICES	L T P O C 4 0 0 2 4

Course Objectives:

The basic aim of this course is to explain why there is a need for special services marketing discipline, the challenges for services marketing, and how to deal with them. The course brings out the emerging service environment in India and theworld. It emphasises the distinctive aspects of Services Marketing. It aims at equipping students with concepts and techniques that help in taking decisions relating to various services marketing situations.

UNIT I	UNDERSTANDING SERVICES, SERVICE CONSUMERS AND MANAGING SERVICESQUALITY	12 HOURS

Difference between goods and services marketing; Challenges of Services Marketing; Role of internal and interactive marketing in services; Services Marketing Myopia, Expanded Services Marketing mix; Levels of service expectations; Factors influencing Consumers' perception of service; Different types of Service Quality; Determinants of Service Quality; Gap Model of Service Quality; Servqual instrument to measure service quality; Service quality research.

UNIT II	SERVICE AS PRODUCT, SERVICE DELIVERY PROCESS AND SERVICE PRICING	12 HOURS

Distinction between core, facilitating, and support services; Different levels of customer participations in the creation of service and the strategies to enhance the customer participation in service production and delivery; Service blueprinting and its benefits; Customer Service standards; Strategies to manage fluctuations of demand in the creation and delivery of services; Service delivery intermediaries; Setting up Service prices- costs, perceived value and competition; Revenue Management in specific service industries; Pricing concepts- price bundling, captive pricing, two-part pricing, loss-leadership pricing and result-based pricing;Price competition challenges.

UNIT III	SERVICE COMMUNICATION, BRANDING, PHYSICAL EVIDENCE IN SERVICE	12 HOURS

Challenges in designing communication programme for services; Service communication problems; Strategies for matching service promises with delivery; Services advertising; Role of promotion in marketing of services; Servicescape, theroles played by the servicescape, and its effects; Environmental dimensions of servicescape; High-contact and Low-contact ; Approaches for understanding servicescape effects..

UNIT IV	SERVICE FAILURES, RECOVERY STRATEGIES	12HOURS

Service failures; strategies and tactics of service recovery in the event of a service failure; service guarantee and its role in promoting and achieving service quality;

UNIT V	MANAGING PEOPLE AND CUSTOMERRELATIONSHIPS	12 HOURS

customer feedback system; human resource strategies for customer oriented service delivery; internal marketing in delivering the promise made to customers (through external marketing); interactive marketing (managing the moments of truth); guideline for people in service organizations ; service oriented organizational structure; customer loyalty; customer lifetime value ; customer equity; framework for building customer loyalty.

TOTAL 60 HOURS

COURSE OUTCOMES:

CO1: Understand the Concept of Services and intangible products
CO2: Discuss the relevance of the services Industry to Industry.
CO3; Examine the characteristics of the services industry.
CO4: Analyse the role and relevance of Quality in Services
CO5: Visualize future changes in the Services Industry

TEXT BOOKS (LATEST EDITION):

1.Services Marketing: V Zeithaml, Gremler, Bitner and Ajay Pandit, 7 th Edition TMH,2018

2.Services Marketing: Jochen Wirtz, Christopher H. Lovelock & Jayanta Chatterjee 9th Edition; Published by World Scientific, 2023

REFERENCES:

1. .Service Management: Operations, Strategy, Information Technology, Sanjeev Bordoloi, James Fitzsimmons and Mona Fitzsimmons 10th Edition ISBN10: 1264098359 | ISBN13: 9781264098354 © 2023

2..Services Marketing: Concepts, Strategies & Cases K. Douglas Hoffman | John

E.G. Bateson ISBN: 9789386858771 Edition: 5th © Year: 2017

24DBBA30	SALES AND DISTRIBUTION MANAGEMENT	L	T	P	O	C
		4	0	0	2	4

Course Objectives:

Understand the nature and scope of sales management within the broader context of marketing, Develop the ability to design and conduct comprehensive sales training programs to enhance the skills of sales personnel, Acquire skills in analyzing sales costs and conducting cost analysis to optimize resource allocation and profitability, Understand the role of information systems in channel management and how they facilitate efficient communication and coordination within marketing channels.

UNIT I	FUNDAMENTALS OF SALES MANAGEMENT AND PERSONAL SELLING	12 HOURS

Nature and Scope of Sales Management; Setting and Formulating Personal Selling Objectives; Recruiting and Selecting Sales Personnel.

UNIT II	SALES TRAINING, COMPENSATION, AND MOTIVATION	12 HOURS

Developing and Conducting Sales Training programs ; Designing and Administering Compensation Plans; Motivating Sales Personnel.

UNIT III	SALES OPERATIONS AND PERFORMANC MANAGEMENT	12 HOURS

Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Objectives and Quotas for Sales Personnel; Developing and Managing Sales Evaluation

Program; Sales Cost and Cost Analysis.		
UNIT IV	**MARKETING CHANNELS AND DISTRIBUTION MANAGEMENT**	**12HOURS**
An Overview of Marketing Channels, their Structure, Functions and Relationships; Channel Intermediaries -Wholesaling 'and Retailing; Logistics of Distribution; Channel Planning, Organizational Patterns in Marketing Channels; Managing Marketing Channels.		
UNIT V	**INFORMATION SYSTEMS AND GLOBAL CHANNEL MANAGEMENT**	**12 HOURS**
Information System and Channel Management; Assessing Performance of Marketing Channels; International Marketing Channels.		
		TOTAL 60 HOURS

COURSE OUTCOMES:

Understand the nature and scope of sales management within the broader context of marketing, Develop the ability to design and conduct comprehensive sales training programs to enhance the skills of sales personnel, Acquire skills in analyzing sales costs and conducting cost analysis to optimize resource allocation and profitability, Understand the role of information systems in channel management and how they facilitate efficient communication and coordination within marketing channels.

24DBBA31	BUSINESS COMMUNICATION	L T P O C 4 0 0 2 4

Course Objectives:

CO 1- To develop skills of effective written and oral communication.

CO 2- To help students acquaint themselves with applying communication skills in the business world.

CO 3- To create awareness of the soft skills required to plan and pursue a career in any form of business and to empower students with employability skills.

UNIT I	FUNDAMENTALS OF COMMUNICATION	12 HOURS

Communication forms and process- communication model, principles of effective communication, seven C's of communication, the importance of listening, and effective listening.

UNIT II	CORPORATE COMMUNICATION	12 HOURS

Interviews: meaning and importance, the art of conducting and giving interviews. Meetings: meaning and importance, meetings opening and closing, participating and conducting group discussions, brainstorming, e-meetings, agendas, minutes of meetings.

UNIT III	COMMUNICATION IN A MULTICULTURAL WORLD	12 HOURS

Corporate Social Responsibility – definition – nature – levels – phases and approaches, principles, Indian models – dimensions. Corporate social reporting - Objectives of Corporate Social Reporting and case studies.

UNIT IV	COMMUNICATION AND PERSONALITY	12 HOURS

Communication with clarity and confidence, Attitudes and communication, importance and principles of effective speech, elements of a presentation, presentation aids, making and delivering a powerful presentation.

UNIT V	**APPLICATION OF COMMUNICATION SKILLS**	**12 HOURS**

Group Decision-Making - Conflict and Negotiations - Presentation and Interviews - Speeches -

Customer Care/Customer Relations - press releases, corporate brand building & image management,

Public Relations (Concepts, Principles, Do's and Don'ts,).

TOTAL HOURS: 60 HOURS

REFERENCES:

1. R.C. Sharma & Krishna Mohan: Business Communications & report writing, TMH, New Delhi.

2. Ramesh & Pattanshetty :Effective Business English & Correspondence, R. Chand & Co.

3. Urmila Rai: Business Communication, Himalaya Publishing House.

4. A. Ashley: Oxford Handbook of Commercial Correspondence, (Indian Edition) Oxford University Press.

5. Sangeetha Magan: Business Communication, International Book House Pvt Ltd, IInd edition.

24DBBA32	NEGOTIATION SKILLS	L T P O C 4 0 0 2 4

Course Objectives:

1. To understand the negotiation process
2. To sensitize students to the psychology of negotiations
3. Understand the win-win negotiation skills
4. Learn about the biases in psychology which influence Negotiation process.

UNIT I	Negotiation Booster Primer, covering BATNA, ZOPA	12 HOURS

Ego-tiation is the New Negotiation; Prime Yourself for Success; Opening Offer: The Anchoring Effect; On Alternatives: We Won the Lottery! ; Manage Perception to WinNegotiation; The Three-Dimensional

UNIT II	NEGOTIATION BOOSTER PRIMER, PART 2	12 HOURS

The Attribution Trap; On Profiling: Do Not Use a Gun for a Mosquito; Choose theRight Strategy How to Impact Behavior: The Feel–Think–Act Trio; On Listening: The Ego Whisperer; Two-Dimensional Listening; On Creating a Bond: Tell Me a Story; Beyond Mars and Venus: Gender and Negotiations; Chapter 15 The Impact of Culture on Negotiation; Virtual Negotiation; Negotiation is a Mirror ; Negotiation Booster

UNIT III	PSYCHOLOGY AND NEUROSCIENCE OF NEGOTIATIONS	12 HOURS

When Rationality fails: Biases of the mind; When rationality fails Biases of the Heart;Negotiating rationality in an Irrational World. ***Neuroscience of Negotiations..

UNIT IV	NEGOTIATING IN THE REAL WORLD	12 HOURS
Blind spots and Negotiations; Confronting Lies and Deception; Recognizing and resolving ethical dilemmas; Negotiating from a position of weakness; When Negotiations get ugly; When not to negotiate		
UNIT V	**NEGOTIATION BOOSTER SEALER,**	**3 HOURS**
The Redline Documents Power Struggle; Case 2 What Lies Beneath the Cake, Bake a Larger One; Case 5 There is Always an Alternative 'Case 6 Communicate to Win..		

COURSE OUTCOMES:

CO1:Analyse the tactics to use when negotiating
CO2:Describe the various biases of Negotiations
CO3:Understand the basic neuroscience of negotiation to create a win winsituation.
CO4:Apply the knowledge of negotiations in personal and professional space.
CO5:Course Title Team Building in the organizations.

TEXT BOOKS:

1. 1.Negotiation Booster The Ultimate Self-Empowerment Guide to High Guide to High-Impact Negotiations, Prof. Dr. Kasia Jagodzinski, 2021, Businessexpert Press.
   a. E-book available
2. *Malhotra*, D., & Bazerman, M. H. (2008). *Negotiation genius*: New York, N.Y: Bantam Dell
3. Psychology Today, 30th Jan 2024, Christopher Willard Psy.D. The Neuroscience of Negotiation An introduction to leveraging neuroscience to communicate more effectively.

REFERENCES:

1. 3.Winning Negotiations that preserve Relationships, Harvard Business SchoolPress
2. 4.Negotiating with Winning Words Dialogue and Skills to Help You Come OutAhead in Any Business Negotiation Michael Schatzki, 2018, Business expert Press.

24DBBA33	CORPORATE GOVERNANCE	L	T	P	O	C
		4	0	0	2	4

Course Objectives:

To impart knowledge on governance which ensure ethics in corporate management, explain the various concept and various theories of Business ethics and learn the various approaches to ethical decision making.

UNIT I	CORPORATE GOVERNANCE	12 HOURS

Definition of corporate governance – purpose- corporate structure and its evolution – characteristics of corporations- Corporate governance committees – India and International- Codes of Corporate Governance in global context

UNIT II	CORPORATE GOVERNANCE FORUMS	12 HOURS

CII code on corporate governance – features - Various Corporate Governance forums – CACG, OECD,ICGN AND NFCG.

UNIT III	CORPORATE SOCIAL RESPONSIBILITY	12 HOURS

Corporate Social Responsibility – definition – nature – levels – phases and approaches, principles, Indian models – dimensions. Corporate social reporting - Objectives of Corporate Social Reporting and case studies.

UNIT IV	BUSINESS ETHICS	12HOURS

Business ethics – meaning, significance, scope – factors responsible for ethical and unethical business decision. Unethical practices in Business – Business ethics in India – Ethics training program.

UNIT V	ETHICAL DECISION MAKING	12 HOURS

Ethical characteristics of professionalism - Social and environmental issues in the conduct of business Ethical decision Making-Corporate Value and Ethical Decision Making- Business Ethics and Social Responsibility
TOTAL 60 HOURS
COURSE OUTCOMES:
Co – 1: To acquire conceptual understanding of Corporate Governance Co – 2: To understand various Corporate Governance Committees and Forums Co – 3: To acquire understanding of the concept of Corporate Social Responsibility Co – 4: To acquire conceptual understanding of Business Ethics Co – 5: To evaluate a business decision based on the code of best practices with respect to corporate governance and business ethics.
TEXT BOOKS (LATEST EDITION):
1. Prof. K. Viyana Rao, Dr. G. Nagaraju I.K.- Business Ethics and Corporate Governance, (2017)-International Publishing House Pvt. Ltd, 2. Bholanath Dutta and S.K. Podder-Corporate Governance,(2014), - Vision Book house, 3. .R.V.Badi N.V. Badi -Business Ethics,(2005)2ND Edition-Vrinda Publication pvt Ltd
REFERENCES:
1. H.R. Machiraju -,Corporate Governance,(2004), -Himalaya Publication House 2. Business Ethics An Indian Perspective: Biztantra Publication-Prof. (Col.) P.S. Bajaj &Dr. Raj Agrawal (2004)
REFLECTIVE EXERCISES AND CASES:
1. https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1506.pdf 2. https://rajdhanicollege.ac.in/admin/ckeditor/ckfinder/userfiles/files/Corporate%20Governance.pdf 3. https://sde.uoc.ac.in/sites/default/files/sde_videos/I%20Sem.%20-%20Corporate%20Governance%202019%20ADmn..pdf 4. https://ddceutkal.ac.in/Syllabus/MBA-BOOK/Corporate-Governance.pdf

24DBBA34	MANAGEMENT DECISION MODELS	L	T	P	O	C
		4	0	0	2	4

Course Objectives:

- To introduce students to the fundamental methods of management science and decision models.
- To develop skills in formulating business problems in quantitative terms.
- To explore the application of management science techniques such as linearprogramming, dynamic programming, game theory, probability theory, queuing theory, and inventory theory in business decision-making.
- To provide hands-on experience with software tools for implementing and solving decision models..

UNIT I	FOUNDATIONS OF MANAGEMENT DECISION MODELS	12 HOURS

This unit provides an overview of management science and the role of decision models in business. It covers the steps in the management science approach,focusing on the formulation of business problems in quantitative terms.

UNIT II	OPTIMIZATION TECHNIQUES	12 HOURS

Students will explore linear and dynamic programming in this unit. Key topics include the formulation of problems, graphical and simplex methods for linear programming, and the principles of optimality and recursive equations for dynamic programming. Applications in business decision-making and resource allocation will be highlighted.

UNIT III	STRATEGIC DECISION-MAKING MODELS	12 HOURS

This unit introduces game theory, covering types of games (zero-sum, non-zero- sum, cooperative, non-cooperative) and concepts such as Nash Equilibrium. Probability theory and its decision-making under uncertainty, along with an introduction to queuing theory, are also discussed.studies.		
UNIT IV	**INVENTORY MANAGEMENT**	**12HOURS**
The final unit delves into inventory theory, focusing on models such as the Economic Order Quantity (EOQ), reorder point, safety stock, and Just-in-Time (JIT)systems.		
UNIT V	**INVENTORY MANAGEMENT APPLICATIONS**	**12 HOURS**
Applications in supply chain management are examined to demonstrate how these models optimize inventory levels and reduce costs		
		TOTAL 60 HOURS

COURSE OUTCOMES:

Co – 1:Ability to formulate and solve business problems using management science techniques.

CO2: Proficiency in applying quantitative methods to enhance decision-making processes.

CO3: Skills to use management science software tools like R and Python for solving complex business problems.

CO4: Understanding of how to optimize resources and processes in various business

CO5: To master the inventory management.

TEXT BOOKS (LATEST EDITION):

- *An Introduction to Management Science: Quantitative Approaches to Decision Making*, 15th ed., by Anderson, Sweeney, Williams, Camm, & Martin, Cengage Learning.
- *Introduction to Operations Research*, 10th ed., by Hillier & Lieberman, McGraw-Hill Education.

REFERENCES:

1. Brown, M. (2024). Strategic Decision-Making in Complex Environments: Applications of Management Science. Bulletin of Management Review, 2(1), 41-50.

24DBBA35	EVENT MANAGEMENT	L	T	P	O	C
		4	0	0	2	4

Course Objectives:

To acquire an understanding of the role and purpose(s) of events management in organizations.

To acquire an understanding of the techniques and strategies required to plan successful

To acquire the knowledge and competencies required to promote, implement and conduct events. To impart knowledge on the various events and how these events can be organized successfully. To acquire the knowledge and competencies required to assess the quality and success of events.

UNIT I	PRINCIPLES OF EVENT MANAGEMENT	12 HOURS

Historical Perspective, Introduction to event Management, Size & type of event, Event Team, Code of ethics, Principles of event Management, concept & designing, Analysis of concept, Logistics of concept, Feasibility, Keys to success, SWOT Analysis

UNIT II	EVENT PLANNING & TEAM MANAGEMENT	12 HOURS

Aim of event, Develop a mission, Establish Objectives, Preparing event proposal, Use of planning tools, Protocols, Dress codes, staging, staffing, Leadership, Traits and characteristics. Budgeting – Event design and budget checklist – Preparation of functional sheets – Timing – Contracts and Agreements – Insurance, Regulation, Licence and Permits – Negotiation

UNIT III	**EVENT BUDGETING MARKETING AND ADVERTISING**	**12 HOURS**
Budget, breakeven point, cash flow analysis, Profit & loss statement, balance sheet, panic payments, financial control system.- Sponsorship – Event sponsorship – Strategy – Managing Sponsorships – Measuring & Evaluating sponsorship- Nature of Marketing, Process of marketing, marketing mix, Sponsorship, Image, Branding, Advertising, Publicity and Public relations.		
UNIT IV	**EVENT LEADERSHIP**	**12 HOURS**
Leadership skills, Managing team, Group development, Managing meetings, Written communications, (Official, demi-official, Invoice). Verbal communications		
UNIT V	**EVENT SAFETY AND SECURITY**	**12 HOURS**
Risk assessment –Security, Occupational safety, Crowed management, Major risks and emergency planning, Incident reporting, emergency procedures-Venue, Structural safety – Food safety – Occupational safety – Fire Prevention – Sanitary facilities – Vehicle traffic – Waste Management. Event Impact – Event Evaluation Process – Service Quality - Customer Satisfaction		
		TOTAL 60 HOURS

COURSE OUTCOMES:

CO – 1: Discuss on the fundamentals of event management.

CO – 2: Evaluate about the various tools of event planning and regulations

CO – 3: Explain about the event operations and ways to set up parking and maintenance.

CO – 4: Discuss about the customer satisfaction and client service.

CO – 5: Analyze the steps in event evaluation and safety measures

TEXT BOOKS (LATEST EDITION):
1.Julia Rutherford Silvers and Joe Goldblatt, Professional Event Coordination, John Wiley, 2003. 2.AllisonSaget, The Event Marketing Hand book : Beyond Logistics & planning, Kaplan Publishing, 2006.
REFERENCES:
1. Shannon Kilkenny, The complete guide to successful Event Planning : A guide book to producing Memorable Events, Atlantic Publishing Company. 2. Judy Allen, Event Planning, Wiley India.
REFLECTIVE EXERCISES AND CASES:
1. https://onlinecourses.swayam2.ac.in/nou20_ge01/preview 2. https://nationaleventpros.com/the-7-signs-of-a-good-or-bad-event-leader/ 3. https://www.socialtables.com/blog/event-planning/event-budgeting/ 4. https://blog.bizzabo.com/event-budgeting-guide

24DBBA36	PRODUCTION MANAGEMENT	L	T	P	O	C
		4	0	0	2	4

Course Objectives:

To considers the operations from a managerial perspective.

To consider key performance measures of operations (productivity, quality and response time) as well as important concepts for improving the performance of operations along these dimensions. At the end of the course students will have a fair understanding of the role Production/Operations Management plays in business processes.

To Emphasis both to familiarization of various production processes and service systems, and to quantitative analysis of problems arising in the management of operations.

UNIT I	PRODUCTION MANAGEMENT	12 HOURS

Introduction, evaluation, major long term and short term decisions; objectives, importance and activities; difference between products and services (from POM view point) Meaning and types of Production System; Production to order and production to stock; plant location; factors affecting locations; plant layout; meaning, objectives, characteristics and types; plant layout and materials handling.

UNIT II	PRODUCTION PLANNING AND CONTROL	12 HOURS

Meaning, Objectives, Scope, Importance & Procedure of Production Planning, Routing scheduling Master Production Schedule, Production Schedule, Dispatch, Follow up, Production Control-Meaning, objectives, Factors affecting Production Control

UNIT III	PRODUCTIVITY & ERGONOMICS	12 HOURS
Meaning, Importance, Measurement, Techniques, Factors affecting Productivity, Measures to boost Productivity, Quality Control, Quality Circles. Ergonomics Definition, Importance, Work and Rest cycles, Bio – mechanical factors, Effects of factors – light, ventilation, heat, noise on performance.		
UNIT IV	**SUPPLY-CHAIN-MANAGEMENT**	**12 HOURS**
Meaning and definition- components/participants of SC- concept of SCM- Objectives of SCM- SCM process: Customer relationship management, customer service management, demand management, customer order fulfillment, manufacturing flow management, Procurement management/supplier relationship management, product development & Commercialization, returns management – Factors driving the evolution of SCM – objectives of SCM – supply chain planning.		
UNIT V	**LOGISTICS MANAGEMENT**	**12 HOURS**
Meaning and definition – significant of logistics – business logistics- concepts of logistics management – objectives of logistics management – elements of logistics management – logistics management v/s supply chain management – integrated logistics- operating of objectives of integrated logistics:		
	TOTAL 60 HOURS	

COURSE OUTCOMES:

CO – 1: Analyze and appreciate the principles and applications relevant to the planning, design, and operations of manufacturing/service firms. List and elaborate on various types of production system.

CO – 2: Evaluate various factors affecting plant location. Critically analyse the factors affecting productivity.

CO – 3: Evaluate various bio-mechanical factors on production performance. Explain the principles of supply chain management.

CO – 4: Develop basic of supply chain. Demonstrate the ability to apply basic supply chain concepts

CO – 5: Develop basic logistics system. Explain the supply chain in logistics.

TEXT BOOKS (LATEST EDITION):

1. Aswathappa K and Shridhara Bhat K, Production and Operations Management, Himalaya Publishing House, 6th Edition, 2010.
2. Panner Selvam. R, Production and Operations Management, Prentice Hall India,3rd Edition, 2013.
3. Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage Learning, 2006.

REFERENCES:

1. Kanishka Bedi, Production and Operations Management, Oxford University Press, 2007.
2. Russel and Taylor, Operations Management, Wiley, 7th Edition, 2010.
3. Chary S. N, Production and Operations Management, Tata McGraw Hill, 5th Edition, 2008.
4. Chase Jacobs, Aquilano & Agarwal., Operations Management, Tata McGraw Hill, 11th edition, 2006.
5. Mahadevan B, Operations Management Theory and practice, Pearson Education, 2nd edition, 2010.

REFLECTIVE EXERCISES AND CASES:

1. https://gascnagercoil.in/wp-content/uploads/2021/01/Production-Management.pdf
2. https://oms.bdu.ac.in/ec/admin/contents/316_P16MBA8_2020052412124421.pdf
3. https://www.drnishikantjha.com/booksCollection/Ch%202%20POM%20TYBAF%20SEM%20V.pdf
4. https://idealschool.edu.in/Lecture%20Notes/ETC%20DEPARTMENT6th/Entreprenurship%20&%20Management-Module%206_watermark.pdf