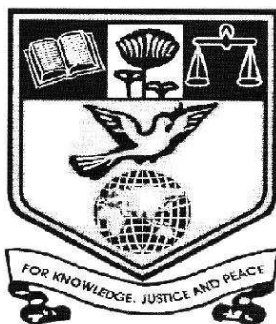


NEHRU MEMORIAL COLLEGE
(Autonomous)
Nationally accredited with “A” Grade by NAAC
PUTHANAMPATTI



PROGRAMME

BACHELOR OF BUSINESS ADMINISTRATION

SYLLABI

Based on Credit Based Choice System (CBCS)
(for the candidates admitted from 2019 – 2020 onwards)

Course Structure for BBA Programme

2019 -- 2020

PART	Courses	No. of Courses	No. of Instruction Hours	No. of Credits	SEMESTER
PART - I	TAMIL	04	24	12	I – IV
PART - II	ENGLISH	04	24	12	1 – IV
PART - III	CORE COURSE	15	81	68	I - VI
	ALLIED COURSE	06	26	21	I - IV
	ELECTIVE COURSE	03	13	11	V & VI
PART – IV	SKBC (I & II)	02	04	04	II & III
	NMEC (I & II)	02	04	04	IV & V
	VALUE EDUCATION	01	02	01	I
	ENVIRONMENTAL STUDIES	01	02	02	II
	GENDER STUDIES	01	--	02	III
	SOFT SKILL COURSE	01	--	02	IV
	EXTENTION ACTIVITIES	01	--	01	VI
TOTAL		41	180	140	
Extra Courses (Offered by College)					
COMPREHENSIVE COURSE		01	--	04	VI
SKBC - III		01	--	02	VI
TOTAL				146	

NEHRU MEMORIAL COLLEGE (Autonomous)
PUTHANAMPATTI – 621 007

UG PROGRAMME - BBA

Curriculum Framework

Courses and scheme of Examination (CBCS Pattern)

(for the candidates admitted from the Academic year 2019 – 2020 onwards)

Sem		Course	Title of the Course	Ins. Hrs	Credits	CIA	EXT	Total
I	I	LC-1	Language Course (Tamil)	6	3	25	75	100
	II	ELC-1	English Language Course	6	3	25	75	100
	III	CC-I	Core course	6	5	25	75	100
		CC-II	Core course	5	4	25	75	100
		AC-I	Allied course	5	4	25	75	100
	IV	VE	Value Education	2	2	25	75	100
Total Hours and Credits (Semester – I)				30	21	150	450	600
II	I	LC-II	Language Course (Tamil)	6	3	25	75	100
	II	ELC-II	English Language Course	6	3	25	75	100
	III	CC-III	Core course	5	4	25	75	100
		AC-II	Allied course	5	4	25	75	100
		AC-III	Allied course	4	3	25	75	100
	IV	SKBC-I	SKBC	2	2	25	75	100
		EVS	Environmental Studies	2	2	25	75	100
Total Hours and Credits (Semester – II)				30	21	175	525	700
III	I	LC-III	Language Course (Tamil)	6	3	25	75	100
	II	ELC-III	English Language Course	6	3	25	75	100
	III	CC-IV	Core course	5	5	25	75	100
		CC-V	Core course	6	5	25	75	100
		AC-IV	Allied course	5	4	25	75	100
	IV	SKBC-II	SKBC	2	2	25	75	100
		GS	Gender Studies	0	1	25	75	100
Total Hours and Credits (Semester – III)				30	23	175	525	700

Semester	Part	Course	Title of the Course	Ins. Hrs	Credits	CIA	EXT	Total Marks
IV	I	LC-IV	Language Course (Tamil)	6	3	25	75	100
	II	ELC-IV	English Language Course	6	3	25	75	100
	III	CC-VI	Core course(P)	5	3	25	75	100
		CC-VII	Core course	4	4	25	75	100
		AC-V	(department of mathematics)	3	2	25	75	100
	IV	AC-VI	Allied course	4	4	25	75	100
		NMEC-I	Non Major Elective	2	2	25	75	100
SSC	Soft Skill Course	0	2	25	75	100		
Total Hours and Credits (Semester – IV)				30	23	200	600	800
V	III	CC-VIII	Core course	6	5	25	75	100
		CC-IX	Core course	6	5	25	75	100
		CC-X	Core course	6	5	25	75	100
		CC-XI	Core course	5	4	25	75	100
		EC-I	Elective course	5	4	25	75	100
	IV	NMEC-II	Non Major Elective	2	2	25	75	100
Total Hours and Credits (Semester – V)				30	25	150	450	600
VI	III	CC-XII	Core course	6	5	25	75	100
		CC-XIII	Core course	6	5	25	75	100
		CC-XIV	Core course	5	4	25	75	100
		CC-XV	Core course	5	5	25	75	100
		EC-II	Elective Course	4	4	25	75	100
		EC-III	Elective course	4	3	25	75	100
	IV	EA	Extension Activities	0	1	--	--	--
				30	27	150	450	600
TOTAL				180	140	1000	3000	4000
Extra Courses (Offered by College)								
		SKBC-III	SKBC (Self study)	-	2	--	100	100
		CC	Comprehension Course	-	4	--	100	100
GRAND TOTAL (for all semesters)				180	146			4200

*Examination at the end of academic year

Bloom's TAXONOMY BASED Assessment Pattern

- K1 – Acquire
- K2 – Understanding
- K3 – Apply
- K4 – Analyze
- K5 – Evaluate

Part – I, II and III

Theory (**Internal & External**) = **25 +75 = 100** marks

Internal					
Components		Conversion	Hours	total	Minimum passing
CA 1	75	10	3	25	10
CA 2	75	10	3		
Assignment	20	5	-		
External					
Knowledge level	Section	Marks	Hours	Total	Passing mark
K1,K2	Part – A (Answer all)	10x2=20	3	75	30
K2,K3 &K4	Part – B (Either or Pattern)	5x5=25			
K2,K3,K4 &K5	Part – C (answer 3 out of 5)	3x10=30			
Total				100	40

Question Pattern: External exam

SKBC	NMEC	EVS	VED
5 Pair of questions Out of 10 pair questions Each question carries 10 marks	5 Pair of questions Out of 10 pair questions Each question carries 10 marks	5 Pair of questions Out of 10 pair questions Each question carries 10 marks	5 Pair of questions Out of 10 pair questions' Each question carries 10 marks
TOTAL			5 x 20 = 100

b. Lab (**Internal + External**) = **40+60=100**

Semester – IV (CC – VI)

Internal Practical					
Knowledge level	Section	Marks	Hours	Total	Passing mark
K3	Part - A	20	3	40	10
K4	Part - B	30			
K5	Record	10			
External Practical					
Knowledge level	Section	Marks	Hours	Total	Passing mark
K3	Part - A	20	3	60	30
K4	Part - B	30			
K5	Record	10			
Total				100	40

VE, EVS, SKBC, GS, SSC, NMEC & CC	Question Pattern	External marks
	5 pair questions out of 10 pair questions	100

NEHRU MEMORIAL COLLEGE (AUTONOMOUS)
Puthanampatti
SYLLABUS REVISION FOR 2019 – 2020 ONWARDS

BACHELOR OF OF BUSINESS ADMINISTRATION

OBE ELEMENTS

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

	<p>Upon completion of BBA Degree Programme The students will be able to:</p>
PEO-1	<p>Subject profesiency : Equip with integrated knowledge in the area of marketing, finance, interprersonal management skills, entrepreneurship, stock market, managerial communication and leadership</p>
PEO-2	<p>Professional growth: make excellence in teaching, professional and involve in research activities through effective programmes</p>
PEO-3	<p>Cater the need of the industry & society: Gain experience in applying management techniques and decision making in various business activities with positive perspectives in future</p>
PEO-4	<p>Cater the needs of the Nation & global: Aware the use of computer application in business which connects our national economic development with global</p>

PROGRAMME OUTCOME (PO)

	Upon completion of BBA Degree Programme The students will be able to:
PO-1	Acquire knowledge and skills in the field of management and apply such conceptual skills to cater the needs of employer and the society
PO-2	Gain analytical skills in the field of management
PO-3	Demonstrate and apply all learnt techniques in business or profession & practice ethics in all undertakings for the betterment of community living and nation building
PO-4	Manage and carry out the any business situation with the logic management principles even in real life issues
PO-5	Integrate management principles for the betterment of business or profession
PO-6	Apply various strategies in business to become successful entrepreneur

PROGRAMME SPECIFIC OUTCOME (PSO)

PSO NO.	Upon completion of BBA degree Programme, the graduate will be able to:
PSO-1	Build strong foundation of knowledge in different areas of “management”
PSO-2	Integrate knowledge and skills that sustain effectiveness in all activities
PSO-3	Acquire knowledge regarding national and international business trends
PSO-4	Evaluate and classify various marketing strategies for the success of business which covers human resource, customers, cost benefits, investment decision making etc
PSO-5	Become creative thinker, good analyzer and problem solver
PSO-6	Explore how technology supports in managing business information

Part 1 Tamil - Proposed Course Structure under CBCS
(For the candidate admitted from the academic year 2019-2020 onwards)

Semester	Course	Course Title	Ins. Hrs/Week	Credits	Exam hrs	Int. Marks	Ext. Marks	Total
I	Language course 1 (LC 1)	செய்யுள் (இக்காலம்), சிறுகதை, பயன்முறைத் தமிழ், தமிழ் இலக்கிய வரலாறு	6	3	3	25	75	100
II	Language course 2 (LC 2)	செய்யுள் (இடைக்காலம்), உரைநடை, தமிழ்ச் செம்மொழி வரலாறு, மொழிபெயர்ப்பியல், தமிழ் இலக்கிய வரலாறு	6	3	3	25	75	100
III	Language course 3 (LC 3)	செய்யுள் (காப்பியங்கள்), கட்டுரை இலக்கியம், புதினம் , தமிழ் இலக்கிய வரலாறு	6	3	3	25	75	100
IV	Language course 4 (LC4)	செய்யுள் (பழந்தமிழ் இலக்கியம்) நாடகம், தமிழ் இலக்கிய வரலாறு, கட்டுரை வரைவியல்	6	3	3	25	75	100
Total			24	12				400

இளநிலைப் பட்டப் படிப்பு (கலையியல், அறிவியல், வணிகவியல் மற்றும்
வணிக மேலாண்மையியல்)

முதலாமாண்டு : முதற்பருவம்

பகுதி 1 தமிழ் - தாள் 1

செய்யுள் (இக்காலம்), சிறுகதை, பயன்முறைத் தமிழ்,
தமிழ் இலக்கிய வரலாறு

பாட நோக்கம் (Course Objectives)

தன்னம்பிக்கை, பொறுப்புணர்வு, சமுதாய அக்கறை, மனித உறவுகளைப்
போற்றுதல், சுற்றுச்சூழல் விழிப்புணர்வு, உலக அமைதி, அற உணர்ச்சி,
தாய்மொழிப் பற்று முதலான இன்றைய இளம் தலைமுறையினருக்குத்
தேவையான அடிப்படைப் பண்புகளைக் கற்பித்தல்.

இக்காலப் படைப்பிலக்கிய வகைமைகளை, படைப்பிலக்கியச்
சூழல்களை, படைப்பாளர்களை அறிமுகம் செய்தல்.

பிழையின்றித் தமிழ் எழுதத் தேவையான அடிப்படைகளைக் கற்கச்
செய்தல்.

பணித்தேர்வுகளுக்கு உதவக்கூடிய தமிழ்ப் பாடப்பகுதிகளைக் கற்பித்தல்.

அலகு - 1

1. பாரதியார் பாடல்கள் - புதுமைப்பெண் பா.எண்கள் 3,4,5,7,8
2. பாரதிதாசன் பாடல்கள் - எந்நாளோ
3. பெருஞ்சித்திரனார் - தமிழ் நெஞ்சம்
4. தமிழ் ஒளி - மழைக் காலம்
5. முருகுசுந்தரம் - சமுதாய தர்மம்
6. பொன்னடியான் - உள்ளம் உயர....
7. முடியரசன் - மொழியுணர்ச்சி
8. முத்துலிங்கம் - எது தேசியம்

9. தமிழேந்தி – தொண்டின் பழம்
10. தாரா பாரதி – வெறுங்கை என்பது
11. இன்குலாப் – கவலையும் கண்ணீரும் நம்முடன் இருக்கட்டும்
12. நா.காமராசன் - காகிதப்பூக்கள்
13. ஈரோடு தமிழன்பன் – இப்போது நினைந்து
14. தேவதேவன் – நுனிக்கொம்பர் நாரைகள்
15. காசி ஆனந்தன் – தமிழ் மண் வளம்

அலகு - 2

1. அப்துல் ரகுமான் - ஆறாத அறிவு
2. தணிகைச்செல்வன் - சுகம் எங்கே
3. மீரா - உழவன்
4. மு.மேத்தா – கண்ணீரின் கதை
5. சிற்பி - தம்பி உனக்காக
6. வைரமுத்து – கூடு
7. அறிவுமதி - வலி
8. பழநிபாரதி – கண்ணில் தெரியுது வானம், இரத்தத்தின் நிறம் பச்சை
9. பிச்சினிக்காடு இளங்கோ – பகல் நீ, தஸ்லிமா நஸ்ரின்
10. இளம்பிறை – மகளிர் நாள் வாழ்த்துகள், ஆசைகள்
11. சக்தி ஜோதி - நிலவென்று சொல்லாதே, பெண்
12. பாவலர் வையவன் – முறிந்த சிறகு, பாதை மறந்த போதை
13. தாமரை – என்னையும் அழைத்துப் போ, ஒரு கதவும் கொஞ்சம்
கள்ளிப்பாலும்
14. ந.வீ.விசயபாரதி - தன்னம்பிக்கைத் தாமரைகள், புன்னகை மந்திரம்,
அன்புள்ள அம்மா
15. அ.வெண்ணிலா - ஆதியில் சொற்கள் இருந்தன

அலகு : 3

சிறுகதை – சிறுகதை மலர்

அலகு : 4

பயன்முறைத் தமிழ்

பிழைகளும், திருத்தங்களும் - வலிமிகுதல், வலி மிகாமை,

மயங்கொலி எழுத்துகளின் வேறுபாடுகள் - தமிழில் பிறமொழிச் சொற்கள்

அலகு : 5

தமிழ் இலக்கிய வரலாறு – இக்காலம்

கற்றல் விளைவுகள் (Course Outcome)

மாணவர்கள் வாழ்வியல் கூறுகளை அறிந்துகொள்வதோடு,

நற்பண்புகளை வளர்த்துக்கொள்வர்.

இன்றைய இலக்கியப் படைப்புச் சூழலை அறிந்து கொள்வதால்

படைப்பிலக்கியவாதிகளாகும் ஆற்றல் பெறுவர்.

சமுதாய, அரசியல், சூழலியல் விழிப்புணர்வு பெறுவர்.

தாய்மொழியில் திறன் பெறுவர்.

பணித்தேர்வுகளுக்கு உரிய தமிழ்த்திறன் பெறுவர்.

பாட நூல்கள்

1. செய்யுள் திரட்டு, தமிழ்த்துறை வெளியீடு.
2. சிறுகதை மலர் - பிரமி பதிப்பகம், திருச்சி-21.
3. பயன்பாட்டுத் தமிழ் (இலக்கணக் கையேடு), தமிழ் நாதன் பதிப்பகம், சென்னை - 110.
4. தமிழ் இலக்கிய வரலாறு,
முனைவர் கோ.பாக்கியவதி, முனைவர் க.சுந்தரபாண்டியன்,
பிரமி பதிப்பகம், திருச்சி-21.

B.A/B.SC/B.COM/ BCA/BBA PART II ENGLISH COURSE PATTERN (FROM 2019-2020)

Sem.	Course	Course Title	Hrs / Week	Credits	MAX.MARKS		
					Int.	Ext.	Total
I	Core Course I	English For Communication I	6	3	25	75	100
	Core Course II	English For Communication II	6	3	25	75	100
	Core Course III	English For Communication III	6	3	25	75	100
	Core Course IV	English For Communication IV	6	3	25	75	100
			TOTAL	24	12	200	300

Programme Educational Objectives (PEO)

Programme Educational Objectives are broad statements that describe the career and professional accomplishments that the program is preparing the graduates to achieve. PEO's are measured 4-5 years after graduation. The PEO is measured through employer satisfaction survey (yearly), alumni survey and placement records.

PEO 1: Learners will participate in critical conversations and prepare, organize, and deliver their work to the public

PEO 2: They will appreciate the literary works.

PEO 3: The Graduates will attain phonological and morphological aspects of English.

PEO 4: Learners can express a thorough command of English and its linguistic structures.

Program Outcome (PO)

The POs are narrower statements that describe what the students are expected to know and be able to do by the time of graduation. POs are based on relevance.

PO 1 Become knowledgeable in the subject of English for Communication and apply the principles of the same to the needs of the Employer/Institution/Enterprise/Society.

PO 2: Gain Analytical skills in the field/area of English for Communication.

PO 3: Understand and appreciate professional ethics, community living and Nation Building initiatives.

PO 4: Develop language learning skills like Listening, Speaking, Reading and Writing.

PO 5: Making the Learners to realize their own Identity.

PROGRAMME SPECIFIC OUTCOME (PSO)

PSOs are Statement that describe what the graduates of a specific educational Programme should be able to

PSO1: Design solution to overcome Communication Problems.

PSO 2: Apply Ethical Principles and Commit to Professional Ethics and Responsibilities.

PSO 3: Recognize the need of Extensive Reading Skills.

PSO 4: function as a team and an individual member amicably with other co-workers.

PSO 5: Use English effectively in formal and informal situations.

PSO 6: Develop vocabulary and communicative skills.

Course Code & Title	ENGLISH FOR COMMUNICATION - I		
Class	<u>I YEAR</u>	Semester	<u>I</u>
Cognitive Level	K – 1 Acquire K – 2 Understand K – 3 Apply K – 4 Evaluate K – 5 Analyze		
Course Objectives	The Course aims <ul style="list-style-type: none"> • To expose students to effective communication in the form of prose • To make the learners aware of social issues • To help them to know great personalities • To make them aware of dangers from human carelessness • To help them realize the need for honesty 		
UNIT	Content		No. of Hours
I	1.Spoken English and Broken English: G.B.Shaw 2. Give us a Role Model : Dr. A.P. J. Abdul Kalam		
II	Water-The Elixir of Life : Sir C. V. Raman No Guarantee Please No Longer : A Newspaper Article		
III	I have a Dream : Martin Luther King Jr. The Gettysburg Address : Abraham Lincoln		
IV	Mosquitoes : Article Polluting the World :Article		
V	A Little Incident : Lu Hsun Jimmy Valentine : O. Henry		

	GRAMMAR: 1. Articles 2. Preposition 3. Adjective 4. Adverb	
Reference	Lessons will be edited and compiled.	
Course Outcomes	On completion of the course, students should be able to CO 1: communicate effectively CO 2: aware of social issues CO 3: know great personalities. CO 4: aware of dangers from human carelessness. CO 5: know the need for honesty	

Mapping of COs with PSOs & POs:

CO/PO	PO					PSO					
	1	2	3	4	5	1	2	3	4	5	6
CO1	S	M	S	M	M	M	S	S	M	M	S
CO2	S	M	M	M	M	S	M	S	M	M	M
CO3	S	M	S	M	M	M	S	S	M	M	S
CO4	S	M	M	M	M	S	M	S	M	M	M
CO5	S	M	S	M	M	M	S	S	M	M	S

Strongly Correlating(S) - 3 marks

Moderately Correlating (M) - 2 marks

Weakly Correlating (W) - 1 mark

No Correlation (N) - 0 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
I	III	19B101	Principles of Accounting-CC-I	6	5
Cognitive Level	K –1 (Acquire/remember)				
	K—2 (Understanding)				
	K—3 (Apply)				
Course Objectives	The course aims to				
	➤ To acquire basic knowledge on Accounting concepts and conventions				
	➤ To understand and prepare final accounts				
	➤ To apply various methods in calculating depreciation				
	➤ To evaluate and practice students to prepare Bank Reconciliation statements				
➤ To differentiate single and double entry system & to prepare statement of affairs					
UNIT	CONTENT				HOURS
I	Introduction to Accounting - Definition of Account – Accounting principles – Concepts and its conventions – Double Entry System – Journal – Subsidiary books – Purchase book, Sales book, Purchase Returns book, Sales Returns book and Types of Cash book – Ledger – Trial Balance				18
II	Rectification of error - Bank Reconciliation Statement – Account current - Average due date				18
III	Depreciation Accounting – meaning - methods of Depreciation – Straight Line Method, Written down value Method - Annuity Method – Sinking Fund Method				18
IV	Final Accounts - Preparation of Trading - Profit and Loss account - Balance sheet of the sole trader, Non-Trading concerns – Preparation of Partnership accounts – Admission, Retirement, Death				18
V	Special Transactions - Bills of Exchange –meaning & concepts - (Excluding Accommodation Bill) – Insurance claims – Fire Insurance Claims – Loss of stock only				18

Theory	Problem
30	70

Essential Reading	T.S. Reddy & A. Murthy, " <i>Financial Accounting</i> ", Margham Publication, 2016 M.C.Shukla/T.S.Grewel/S.C.Gupta, " <i>AdvancedAccounts</i> ", S.Chand, 19 th edition, 2017
Recommended Reading	1. Gupta R.L & Gupta V.K, " <i>Advanced Accounting</i> ", New Delhi, Sultan Chand & Sons 2012 2. Jain & K.L. Narang, " <i>Financial Accounting</i> ", Kalyani Publishers, New Delhi, Revised edition 3. S.N. Maheshwari " <i>Financial Accounting</i> ", vikas

	publication,Delhi,Revised edition	
Web Resources	http://www.principlesofaccounting.com http://www.accountingcoach.com http://misscpa.com	
	COURSE OUTCOME	Cognitive level
	Upon completion of the course, students will be able to:	
CO-1	Understand book keeping, accounting concepts, convention, preparing trial balance and cash book	Understanding and apply
CO-2	Applying skills in preparing Final accounts with adjustments	Apply
CO-3	Understand about the different methods of depreciation	Understanding & apply
CO-4	Prepare BRS and Insurance claims	Understanding and apply
CO -5	Differentiate ingle entry and double entry system	Understanding

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	M	S	S	M	M	S
CO2	S	S	M	S	M	S	S	S	M	S	S	S
CO3	S	M	S	S	S	M	S	S	S	S	M	M
CO4	S	S	M	S	S	M	M	S	S	M	S	M
CO5	M	S	S	M	S	S	S	M	S	S	S	M

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
I	III	19B102	Principles of Management CC-II	5	4
Cognitive Level	K –1 (Acquire/remember)				
	K—2 (Understanding)				
	K—3 (Apply)				
Course Objectives	The course aims				
	➤ To remember the basic concepts of management that can be applied in real business situation				
	➤ To identify the key competencies needed to take better decision				
	➤ To gain ability to understand the importance of delegation				
	➤ To understand and apply leadership qualities to bring team work				
	➤ To understand the importance of control and recall the techniques relating to				
UNIT	CONTENT			Hrs/week	
I	Introduction- concept of management – scope - functions and principles of management - Role and Functions of a Manager – Levels of Management - Evolution of management thought.			15	
II	Planning – the process of planning – objectives - policy and procedures - forecasting and decision making.			15	
III	Organizing – meaning - importance and principles - span of management. Centralization and decentralization - patterns of organization - line and staff relationships.			15	
IV	Directing – nature – principles – techniques - leadership qualities – importance - Co-ordination – Need, Type and Techniques and requisites for excellent co-ordination			15	
V	Controlling – concept or managerial control - control aids - core responsibilities of managers.			15	

Essential Reading	1. L.M.Prasad, “ <i>Principles & Practice of Management</i> ”, Sultan Chand & Sons, New Delhi, Revised edition
Recommended Reading	1. C.B. Gupta, “ <i>Management Theory & Practice</i> ”, Sultan Chand & Sons, 2. R.S.N. Pillai, “ <i>Principles & Practice of Management</i> ”, Sultan Chand & Sons, New Delhi, 2013 3. P.C.Tripathi & P.N.Reddy, “ <i>Principles of Managements</i> ”, Tata Mc. Graw Hill, New Delhi, 2017
Web References	https://www.slideshare.net/ersmbalu/principles-of-management-lecture-notes https://nios.ac.in/media/documents/VocInsServices/m1-4f.pdf https://www.google.com/search?q=principles+of+management+notes
COURSE OUTCOME	

	Upon completion of the course, students will be able to:	Cognitive level
CO-1	Understand the scope & nature of management process & levels of management	Understanding
CO-2	Learn to frame policy & take decisions in virtual settings. Know the types of planning and decisions.	Understanding and evaluating
CO-3	Identify various types of organizations & span of control, delegation, authority & responsibility in departments	Understanding and analyze
CO - 4	Utilize the various sources of recruitment & selection. Know the training methods	Understanding
CO - 5	Practice control & co-ordination techniques for effective organizational function	Understanding

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	M	S	S	M	M	S
CO2	S	S	M	S	M	S	S	S	M	S	S	M
CO3	S	M	S	S	S	M	S	S	M	S	M	S
CO4	S	S	M	S	S	M	M	S	S	M	S	M
CO5	M	S	S	M	S	S	S	M	S	S	M	S

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
I	III	19B103A	Managerial Economics-AC-I	5	4
Cognitive Level	K –1 (Acquire/remember)				
	K—2 (Understanding)				
	K—3 (Apply)				
	K – 4 – (Analyze)				
Course Objectives	The course aims				
	➤ To provide clear understanding of the economic concepts				
	➤ To enable the students to understand the role of economist in decision making				
	➤ To make the students to discern the economic theories				
	➤ To facilitate the students to recognize the factors relating to pricing				
➤ To promote the skills to analyse the various market structure					
UNIT	CONTENT				Hrs/week
I	Introduction to Managerial economics – meaning – nature and scope – concepts – relationship between micro and macro economics – differentiation between economics and managerial economics				15
II	Demand Analysis – Law of demand – elasticity of demand – exception to law of demand – types of goods – determinants of demand - demand forecasting methods – Marginal utility analysis – Indifference Curve Analysis				15
III	Production function – factors of production – Law of production – Law of variable proportion – Law of return to scale – economies of scale – cost analysis – different costs – cost output relationship – Supply analysis – factors determining supply – elasticity of supply				15
IV	Pricing methods and strategies – Factors determining pricing – kinds of pricing – Methods of pricing – break-even point (BEP) – price discrimination – objectives of price discrimination – theories of profit				15
V	Market structure – competition based markets - Perfect competition – features – price and output determination - Monopoly competition – features – price and output determination – Monopolistic Competition – features – duopoly competition – features – oligopolistic competition – features –				15

Essential Reading	<ol style="list-style-type: none"> 1. H.L Ahuja, "<i>Managerial Economics</i>", Sultan Chand Publication, New Delhi, 2014 2. Christopher R Thomas & S. Charles Maurice, "<i>Managerial Economics</i>", Mcgraw-hill, New Delhi, 2015
Recommended Reading	<ol style="list-style-type: none"> 1. D.N. Dwivedi, "<i>Managerial Economics</i>", Vikas publication, New Delhi, 8th edition, 2015 2. Joel Dean, "<i>Managerial Economics</i>", Prentice Hall of India Pvt Ltd., New Delhi, 2012 3. Dr.S.Shankaran, "<i>Managerial Economics</i>", Margham Publication,

	Chennai, 2015 4. R.L.Varshney and K.L. Maheswari, “ <i>Managerial Economics</i> ”, Sultan Chand & Sons Publications, New Delhi, 2012	
Web References	https://www.enotesmba.com/2012/11/mba-notes-nature-and-scope-of-marketing.html http://www.shareyouressays.com/knowledge/9-main-differences-between-managerial-economics-and-traditional-economics/95703 http://www.economicdiscussion.net/demand/10-determinants-of-demand-for-a-product/3402 https://www.slideshare.net/tanveerabbott/production-function-15871760 https://keydifferences.com/difference-between-microeconomics-and-macroeconomics.html	
	COURSE OUTCOME	
	Upon completion of the course, students will be able to:	
	Cognitive level	
CO-1	Understand the scope & concepts of economics How economics relates with other field of studies and objectives of any firm	Understanding
CO-2	Understand and illustrate demand analysis Marginal utility & elasticity of demand	Understanding
CO-3	Understand and analyze the cost curves relating to output, variable proportion and return to scale	Understanding and analyzing
CO-4	Understand and analyze the various methods and learn to fix price for different products	Understanding, analyze & apply
CO -5	Know the classification of markets and levels of competitions	Understanding

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	M	S	S	M	M	S
CO2	S	S	S	S	M	S	S	S	M	S	S	S
CO3	S	M	S	S	S	M	S	S	S	S	M	M
CO4	S	S	M	S	S	S	M	S	S	M	S	S
CO5	M	S	S	M	S	S	S	M	S	S	M	S

Strongly correlating (S) - 3 marks
Moderately correlating (M) - 2 marks
Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
I	IV	19VED	VALUE EDUCATION	2	2

இளநிலைப் பட்டப் படிப்பு (கலையியல், அறிவியல், வணிகவியல் மற்றும் வணிக மேலாண்மையியல்)

Semester	Course	Course Title	Ins. Hrs/Week	Credits	Exam hrs	Int. Marks	Ext. Marks	Total
I	Value Education (VE)	வாழ்வியல் கல்வியும் மனித உரிமைகளும் (Value Education and Human Rights)	2	1	3	-	100	100

முதலாமாண்டு : முதற்பருவம்

**வாழ்வியல் கல்வியும் மனித உரிமைகளும்
(Value Education and Human Rights)**

பாட நோக்கம் (Course Objectives)

தனித்திறன் மேம்பாடு, தன்னம்பிக்கை, நாட்டுப்பற்று, சமுதாயப் பொறுப்புணர்வு, மனித உறவுகளைப் போற்றும் பண்பு, அறச்சிந்தனை முதலான இன்றைய இளம் தலைமுறையினருக்குத் தேவையான அடிப்படை வாழ்வியல் பண்புகளைக் கற்பித்தல்.

கவலை, சினம், பொறாமை, சோம்பல் முதலான தீமை தரும் பண்புகளை விலக்கச் செய்தல். உடல்நலத்தில் அக்கறை கொள்ளச் செய்தல்.

மனித உரிமைகளை அறியச் செய்தல்.

அலகு :1

வாழ்வியல் கல்வி : திறன் மேம்பாடும் உயர் பண்புகளும்

கல்வி, வாழ்வியல் கல்வியின் நோக்கம் - வாழ்வியல் கல்வியின் பரிணாம வளர்ச்சி - வாழ்வியல் கல்வியின் கூறுகள் - சுய முன்னேற்றம் - திறன் மேம்பாடு - உயர்பண்புகள் - தன்மதிப்பீடும் சுயபரிசோதனையும் -

பாலினச் சமத்துவத்தை உளமாரப் பின்பற்றுதல் - மாற்றுத் திறனாளிகள், மனவளம் குன்றியோர், வயதில் பெரியவர்கள், அனுபவசாலிகள், சான்றோர்கள், குடும்ப உறுப்பினர்கள், அருகில் வசிப்பவர்கள், சுற்றத்தார், உடன் பணியாற்றுவோர் இவர்களுக்கு மதிப்பளித்தல் - நற்பண்புகளும் நடத்தை உருவாக்கமும் - உண்மை - ஆக்கத்திறன் - தியாகம் - நேர்மை - கட்டுப்பாடு - உதவி செய்யும் மனப்பான்மை - சகிப்புத்தன்மை - அறிவியல் கண்ணோட்டம்

அலகு : 2

தேசிய, உலக முன்னேற்றத்திற்கான வாழ்வியல் கல்வி

தேசம், சர்வ தேசங்கள் குறித்த எண்ணங்கள் - நமது நாடு - அரசமைப்பு - மக்காளாட்சித் தத்துவம் - சமதர்மம் - மதச்சார்பின்மை - சமத்துவம் - சமூக நீதி, தனியுரிமை - சுதந்திரமும் சகோதரத்துவமும் சமூகப் பண்புகள் - இரக்கம் மற்றும் நேர்மை, சுயகட்டுப்பாடு, உலகளாவிய சகோதரத்துவம் - தொழில் சார் பண்புகள் - அறிவு வேட்கை - தொழிலில் நேர்மை - முறைமை - காலந்தவறாமையும் நம்பிக்கையும் - மதம் சார்ந்த பண்புகள் - சகிப்புத்தன்மை, மெய்யறிவு, நன்னடத்தை - அழகியல் பண்புகள் - இலக்கியம், நுண்கலைகள் ஆகியவற்றைப் பயில்தல், சுவைத்தல், மனதாரப் பாராட்டுதல் மதித்தல், பாதுகாத்தல், தேசிய ஒருமைப்பாடும் சர்வதேசப் புரிதலும்.

அலகு : 3

அறப்பண்புகள் மற்றும் வாழ்வியலில் உலகளாவிய பெருவளர்ச்சிகள் ஏற்படுத்தும் தாக்கங்கள்

அறிவியல் வளர்ச்சியின் தாக்கங்கள் - பண்பண்பாட்டு முரண்பாடுகளின் தாக்கங்கள் - பொருளியல் சிந்தனைகள் - மக்கள் தொடர்புச் சாதனங்கள் - இளமை உணர்ச்சி வேக நடத்தையின் நவீன அறைகூவல்கள் - இல்லறமும் நல்லுணர்வும் - ஒப்பீடும் போட்டி இடுதலும்

- நேர்மறை, எதிர்மறை எண்ணங்கள் - அகந்தை - சினம் - சுயநலம் - அறைகூவல்கள்

அலகு : 4

உடல், உள்ள நலமும்

நோய் தீர்க்கும் செயல்பாடுகளும் உணவுப் பழக்கமும் உணவு முறைகளும் - பொருந்தும் உணவுகள் - பொருந்தா உணவுகள் - மனக் கட்டுப்பாடு - மனத்திண்மை - எளிய உடற்பயிற்சி - தியானம் - மனம், ஆன்மா சார்ந்த விளைவுகள் - யோகா - நோக்கங்கள் - வகைகள் - முறைகள் - ஆசனங்கள் - ஆசைகளை ஒழுங்குபடுத்துதல் - கவலை நீக்குதல் - சினம் தணிதல் - நெடுநீர், மறதி, சோம்பல் தவிர்த்தல் - தூக்கம் முறைப்படுத்துதல் - துக்கம், இழப்புகளை எதிர்கொள்ளல் - புகை, மது முதலானவைகளின் தீங்கு உணர்தல்- வாழ்த்துகளின் பயன்கள்

குறிப்பு : இந்த அலகு உடற்பயிற்சி : தியானம் - யோகா செய்முறைப் பயற்சிகளுடன் கூடியது.

அலகு : 5

மனித உரிமை, மனித உரிமைக் கருத்துகள்

தேசிய மற்றும் பன்னாட்டுக் கண்ணோட்டங்கள் - மனித உரிமையின் பரிணாமம் - மனித உரிமையின் பரந்த வகைப்பாடுகள் வாழ்தற்கான உரிமை, சுதந்திரம், கண்ணியத்துடன் வாழ்வதற்கான உரிமைகள் - கலாச்சாரம் மற்றும் கல்விக்கான உரிமைகள் - பொருளாதார உரிமைகள் - அரசியல் உரிமைகள் - சமூக உரிமைகள் - பெண்கள் மற்றும் குழந்தைகளின் மனித உரிமை - சமூகப் பழக்கங்களும் அரசியலமைப்புப் பாதுகாப்புகளும்.

கற்றல் விளைவுகள் (Course OutCome)

மாணவர்கள் வாழ்வியல் கூறுகளை அறிந்துகொள்வதோடு
நற்பண்புகளை வளர்த்துக்கொள்வர். தீமை தரும் பண்புகளை அறிந்து
அவற்றிலிருந்து தம்மைக் காத்துக்கொள்வர்.

உடல்நலத்தில் அக்கறை கொள்வர்.
மனித உரிமைகளை அறிந்து கொள்வர்.

பாடநூல்

வாழ்வியல் கல்வியும் மனித உரிமைகளும்,
தமிழ்த்துறை வெளியீடு,
நேரு நினைவுக் கல்லூரி, புத்தனாம்பட்டி.

முதலாமாண்டு : இரண்டாம் பருவம்

பகுதி 1 தமிழ் - தாள் 2

செய்யுள் (இடைக்காலம்), உரைநடை, தமிழ்ச் செம்மொழி
வரலாறு, மொழிபெயர்ப்பியல், தமிழ் இலக்கிய வரலாறு

பாட நோக்கம் (Course Objectives)

பக்தி இலக்கியம், சிற்றிலக்கியங்களை அறிமுகம் செய்தல்.

இக்காலத் தமிழ் உரைநடையை அறிமுகம் செய்தல்.

தமிழ்ச் செம்மொழி வரலாற்றைக் கற்கச் செய்தல்.

ஆங்கிலச் சொற்களுக்கு இணையான தமிழ்ச்சொற்களைப் பயன்பாட்டு
முறையில் அறியச்செய்தல்.

பணித்தேர்வுகளுக்கு உதவக்கூடிய தமிழ்ப் பாடப்பகுதிகளைக் கற்பித்தல்.

அலகு – 1 இடைக்கால இலக்கியங்கள்

1. தேவாரம் - திருநாவுக்கரசர் தேவாரம்

திருவையாற்றுப் பதிகம் - 3 பாடல்கள்

1. ஏருமதிக் கண்ணி யானை (பா.எண் -5)

2. விரும்பு மதிக் கண்ணி யானை (பா.எண் -8)

3. திங்கள் மதிக் கண்ணி யானை (பா.எண் -10)

தனித்திருத் தாண்டகம் - 4 பாடல்கள்

1. முடிகொண்டார் முளையிளவெண் (பா.எண் -3)

2. பொக்கணமும் புலித்தோலும் (பா.எண் -4)

3. அணிதில்லை அம்பலமா (பா.எண் -7)

4. கடையொன்றிற் கங்கையையுந் (பா.எண் -10)

2.திருவாசகம் - திருப்பூ வல்லி - 3 பாடல்கள்

1. எந்தையெந்தாய் சுற்றம் (பா.எண் -276)
2. தேனாடு கொன்றை (பா.எண் -279)
3. வானவன் மாலயன் (பா.எண் 286)

திருச்சதகம் - 4 பாடல்கள்

1. மெய்தான் அரும்பி (பா.எண் -5)
2. நாடகத்தா லுன்னடியார் (பா.எண் -15)
3. ஆமாறுன் திருவடிக்கே (பா.எண் -18)
4. வானாது மண்ணாது (பா.எண் -19)

3.திருமந்திரம் - 10 பாடல்கள்

1. நான் பெற்ற இன்பம் பெறுக (பா.எண் -85)
2. அன்பும் சிவமும் இரண்டென்ப (பா.எண் -270)
3. என்பே விறகா இறைச்சி (பா.எண் -272)
4. நிற்கின்ற போதே (பா.எண் -292)
5. கல்லாத மூடரைக் காணவும் (பா.எண் -317)
6. உள்ளத்தின் உள்ளே (பா.எண் -509)
7. உள்ளம் பெருங்கோயில் (பா.எண் -823)
8. உடம்பினை யானிருந்து (பா.எண் -725)
9. ஒன்றே குலம் ஒருவனே தேவனும் (பா.எண் -2103)
10. அறிவுக்கு அழிவில்லை (பா.எண் 2358)

4.நாலாயிரத் திவ்ய பிரபந்தம் - 10 பாடல்கள்

குலசேகர ஆழ்வார் - பெருமாள் திருமொழி - நான்காம் திருமொழி

திருவேங்கடத்தில் இருத்தலும் போதியது எனல்

1. ஊனேறு செல்வத்து பா.எண் 677
2. ஆனாத செல்வத்து பா.எண் 678
3. ஒண்பவள வேலை பா.எண் 680
4. மின்னனைய நுண்ணியர் பா. எண் 682
5. வான்ஆளும் மாமதிபோல் பா.எண் 683

வித்துவக்கோட்டு அம்மாளை வேண்டி நிற்கல்

1. தருதுயரம் தடாயேல் பா.எண் 688
2. கண்டார் பா.எண் 689
3. மீன் நோக்கும் பா.எண் 690
4. வாளால் அறுத்து பா.எண் 691
5. வெங்களத்தின் பா.எண் 692

5.இயேசு காவியம் - மலைப்பொழிவு

6.தீன் குறள் - இரு அதிகாரங்கள் - நல்லிணக்கம், வரன் தட்சணை

7. கலிங்கத்துப் பரணி - களம் பாடியது - 10 பாடல்கள்

1. தேவாசுரம், இராமாயணம் (பா.எண் -473)
2. உடலின் மேல் பல காயம் (பா.எண் -476)
3. நெடுங்குதிரை மிசைக் கலணை (பா.எண் -477)
4. விருந்தினமும் வறியவரும் (பா.எண் -478)
5. மா மழைபோல் பொழிகின்ற (பா.எண் -480)
6. தன் கணவருடன் தாமும் (பா.எண் -482)
7. வாய் மடித்துக் கிடந்ததலை (பா.எண் -483)
8. பொரு தடக்கை வாள் எங்கே (பா.எண் -485)
9. ஆடல் துரங்கம் பிடித்து (பா.எண் -486)
10. சாதூரங்கத் தலைவனைப் போர்க் களத்தில் . . . (பா.எண்-502)

8. குற்றாலக் குறவஞ்சி - குறத்தி கூறும் நாட்டு வளம் - 5 பாடல்கள்

1. சூழ மேதி இலங்குந் துறையில் (பா.எண் -3)
2. தக்க பூமிக்கு முன்புள்ள நாடு (பா.எண் -5)
3. அஞ்சுநூறு மகம்கொண்ட நாடு (பா.எண் -6)
4. மாதம் மூன்றும் மழையுள்ள நாடு (பா.எண் -7)
5. நீங்கக் காண்பது சேர்ந்தவர் பாவம் (பா.எண் -8)

9. தமிழ் விடுதாது - 110 -120 கண்ணிகள்

அலகு : 2

உரைநடை - காற்றின் கையெழுத்து - பழநிபாரதி

அலகு - 3

தமிழ்ச் செம்மொழி வரலாறு

செம்மொழி விளக்கம் - செம்மொழி வரலாறு - உலகச் செம்மொழிகள் - இந்தியச் செம்மொழிகள் - செம்மொழிக்கான தகுதிகள் அல்லது செம்மொழிப் பண்புகள் - தமிழ்ச் செம்மொழி நூல்கள்.

அலகு - 4

மொழிபெயர்ப்பியல் - ஒரு மடல்(கடிதம்) , ஒரு பத்தி ஆங்கிலத்திலிருந்து தமிழில் மொழிபெயர்த்தல்.

அலகு - 5

தமிழ் இலக்கிய வரலாறு - இடைக்காலம்

கற்றல் விளைவுகள் (Course Outcome)

மாணவர்கள் ஆன்மீகச் சிந்தனையுடன் கூடிய நற்பண்புகளை வளர்த்துக்கொள்வர்.

இடைக்கால இலக்கியப் படைப்புச் சூழலை அறிந்து கொள்வதால் இலக்கிய வரலாற்று அறிவு பெறுவர்.

சமுதாய, அரசியல், சூழலியல் விழிப்புணர்வு பெறுவர்.

தாய்மொழியில் திறன் பெறுவர்.

பணித்தேர்வுகளுக்கு உரிய தமிழ்த்திறன் பெறுவர்.

பாட நூல்கள்

1. செய்யுள் திரட்டு, தமிழ்த்துறை வெளியீடு.
2. தமிழ்ச் சொம்மொழி வரலாறு, முனைவர் மு.சாதிக்கபாட்சா, இராஜா பப்ளிகேசன், திருச்சி-23.
3. மொழிபெயர்ப்புகள் (கடிதங்களும் பத்திகளும்) மகிழினி பதிப்பகம், சென்னை- 106.
4. தமிழ் இலக்கிய வரலாறு -பிரமி பதிப்பகம், திருச்சி-21.
5. காற்றின் கையெழுத்து, பழநிபாரதி, தமிழ்நாதன் பதிப்பகம், சென்னை.

Course Code & Title	ENGLISH FOR COMMUNICATION – II		
Class	<u>I YEAR</u>	Semester	<u>II</u>
Cognitive Level	K – 1 Acquire K – 2 Understand K – 3 Apply K – 4 Evaluate K – 5 Analyze		
Course Objectives	The Course aims To expose students to the wisdom of great men To familiarize students with the danger of modern food and entertainment To make them realize to treat all equally To make them know to use science carefully		

To make them understand the need to help others		
UNIT	Content	No. of Hours
I	It is Personality that matters : Swami Vivekananda Pele	
II	Fun Food Keep Television at Arm's length	
III	Women not the weaker sex : M.K. Gandhi A Tree Speaks : C. Rajagopalachary	
IV	The Despair of the Ganges : A. Damodharan The Fukushima- Nuclear Disaster :	
V	The Verger : William Somerset Maugham The Selfish Giant : Oscar Wilde	
Reference	Lessons will be edited and compiled.	
Course Outcomes	On completion of the course, students should be able to CO 1: Know the wisdom of great men. CO 2: know the dangers in modern life. CO 3: accept to treat all equally CO 4:realize the need to use science carefully. CO 5: understand the need to help others.	

Mapping of COs with PSOs & POs:

CO/PO	PO					PSO					
	1	2	3	4	5	1	2	3	4	5	6
CO1	S	M	M	M	M	S	M	S	M	M	M
CO2	S	M	S	M	M	M	S	S	M	M	S
CO3	S	M	M	M	M	S	M	S	M	M	M
CO4	S	M	S	M	M	M	S	S	M	M	S
CO5	S	M	M	M	M	S	M	S	M	M	M

- Strongly Correlating(S) - 3 marks
 Moderately Correlating (M) - 2 marks
 Weakly Correlating (W) - 1 mark
 No Correlation (N) - 0 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
II	III	19B204	Marketing Management-CC-III	5	4
Cognitive Level	K –1 (Acquire/Remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
Course Objectives	The course aims				
	➤ To acquire basic knowledge on the concepts of marketing.				
	➤ To understand the modern method of approaching in marketing				
	➤ To apply the elements of the complex world of marketing.				
	➤ To understand need for marketing science in the modern business world.				
➤ To understand the various marketing services					
UNIT	CONTENT			Hrs/week	
I	Introduction to marketing concept -marketing – meaning- definition – nature and scope of marketing – classification of markets – evolution of marketing concept - modern marketing concept and features – functions of marketing – marketing mix.			15	
II	Marketing environment – meaning - demographic – economic - physical - technological- socio-cultural- political - marketing geographical factors- demographic factors -psychological factors- economic factors - behavioral factors- benefits of market segmentation - Targeting- definition - selection of target market- Positioning- concept of positioning- product positioning.			15	
III	Introduction to consumer behavior – meaning – consumer markets – categories of buyers – buying behavior (terms) - determinants of consumer behaviour - buying motives - factors determining buying decisions.			15	
IV	Marketing mix – meaning - concepts of marketing mix - factors affecting marketing mix - Four P’s of Marketing – marketing strategies - concept of Product Life Cycle - different stages - advantages of product life cycle - new product development - process - managing product development - pricing decisions: definition - importance of pricing - factors affecting pricing decision - procedure for pricing determination			15	
V	Introduction to service marketing – meaning & Definition - characteristics of services - types of service - difference between goods & service - problems in service - Bank, Insurance, BPO - handling complaints - quality of service.			15	

Essential Reading	1. L.M.Prasad, “ <i>Principles & Practice of Management</i> ”, Sultan Chand & Sons, Delhi, 2018 Revised edition
Recommended Reading	1. C.B. Gupta, “ <i>Management Theory & Practice</i> ”, Sultan Chand & Sons, New Delhi, 2012 2. Michael D Hutt, “ <i>Business Marketing Management B2B</i> ”, South publishing, 11 th edition, 2013 3. R.S.N. Pillai, “ <i>Principles & Practice of Management</i> ”, Sultan Chand & Sons, Delhi, 2013 4. P.C.Tripathi & P.N.Reddy, “ <i>Principles of Management</i> ”, Tata Mc. Graw Hill, New Delhi, 2017

	5. Philip Kotler & Kevin Keller, "Marketing Management", Pearson Publication, 16 th edition, 2016	
Web References	https://www.slideshare.net/ersmbalu/principles-of-management-lecture-notes https://nios.ac.in/media/documents/VocInsServices/m1-4f.pdf https://www.google.com/search?q=principles+of+management+notes	
	COURSE OUTCOME Upon completion of the course, students will be able to:	Cognitive level
CO-1	Identify core concepts of marketing and the role of marketing in business and society	Understanding
CO-2	Develop marketing strategies based on product, price, place and promotion	Understanding
CO-3	Communicate unique marketing mixes and selling propositions for specific product offerings	Understanding
CO-4	Apply knowledge and skills to real world experiences	Applying
CO -5	Know the differences between various stages involve in marketing evolution	Understanding

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	S	S	S	S	M	S	S	M	S	S
CO2	S	S	S	S	M	S	S	S	M	S	S	S
CO3	S	M	S	S	S	M	S	S	S	S	M	M
CO4	S	S	M	S	S	S	S	M	S	M	S	S
CO5	M	S	S	M	S	S	S	S	M	S	M	M

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
II	III	19B205A	Business Mathematics and Statistics-AC-II	5	4
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
	K—4 (Analyze)				
Course Objectives	The course aims				
	➤	To understand the basic mathematical and statistical tools			
	➤	To apply appropriate statistical techniques in business			
	➤	To help students analyze management problems in research and decision making..			
	➤	To find correlations between variables			
	➤	To analyze time series and linear program			
UNIT	CONTENT				Hrs/week
I	Matrix Algebra – various types of matrices – transpose and determinant of matrix – inverse of a matrix – properties of transpose.				15
II	Sets – various types of sets – venn diagram – set operations – set of numbers – demorgan laws.				15
III	Statistics – Classification and Tabulation – Frequency distribution – Diagrams and graphs – Bar diagram, Pie diagram and Histogram, Ogives - Measures of Central Tendency - Mean, Median, Mode, Geometric Mean and Harmonic Mean.				15
IV	Correlation - Karl Pearson’s and Spearman’s Rank Correlation - Co-efficient - Co-efficient of concurrent deviations – regression – formation of regression – Equations and estimation of X and Y corresponding to the values of Y and X.				15
V	Analysis of Time Series – Components – Moving Average – Fitting a Linear Trend Equation by the method Least Square – Interpolation and Extrapolation – Binomial method.				15

Theory	Problems
30	70

Essential Reading	P.R.Vittal ,“ <i>Business Mathematics and Statistics</i> ”, Margam publications, Chennai,2012		
Recommended Reading	1.	P.A.	Navaneetham, ” <i>Business</i>

	<p><i>Mathematics and Statistics</i> Jai Publishers, Trichy, 2015</p> <p>2. R.S.N. Pillai & Bagavathi , “<i>Statistics Theory and Practice</i>”, 8th edition, S. Chand, New Delhi , 2016 Revised edition</p> <p>3. San Chetti & Kapoor,” <i>Business Mathematics</i> -, S.Chand & Co. Ltd. Delhi, 2014</p> <p>4. Dr. P.C.Tulsian , Bharat Jhunjhnuwala, “<i>Business statistics</i>”, S. Chand, New Delhi , 2010</p>	
Web References	<p>https://www.youtube.com/watch?v=etvD-tY2mgs https://www.youtube.com/watch?v=Y3u41omtEug</p>	
	COURSE OUTCOME	Cognitive level
	Upon completion of the course, students will be able to:	
CO-1	Acquire the statistical concepts of matrix Algebra Transpose & properties, determinants of matrix	Understanding & apply
CO-2	Understand and apply sets of numbers & diagram laws	Understanding
CO-3	Remember the classification and tabulation. Understand and apply frequency distribution, central tendency, mean, median and mode	Understand and apply
CO-4	Understand and apply correlation & regression	Understanding, apply and analyze
CO -5	Analyze time series, least square, interpolation and extrapolation and binomial method	Apply and analyze

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	S	S	S	S	M	S	S	M	S	M
CO2	S	S	M	S	M	S	S	S	S	S	M	S
CO3	S	S	S	M	S	S	M	S	M	S	S	M
CO4	S	S	M	S	S	M	S	S	S	M	S	S
CO5	M	S	S	M	M	S	S	M	S	S	M	S

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
II	III	19B206A	BUSINESS ENVIRONMENT AC - III	4	3
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
	K – 4 (Analyze)				
Course Objectives	The course aims				
	➤ To understand the concept and objectives of business				
	➤ To understand various factors affecting business environment				
	➤ To apply business ethics in all business activities				
	➤ To understand economic, political, legal, socio and cultural factors affecting business				
	➤ To understand and apply suitable technology to improve business				
UNIT	Content				No. of Hours
I	Business environment – nature – characteristics – objectives – forms of business - environmental factors affecting business – business ethics				12
II	Economic environment – economic system and their impact on business – urbanization – percapita income – five year planning – new Industrial policy – inflation and deflation – control techniques on inflation				12
III	Socio and cultural environment – cultural heritage – social attitude – impact of foreign culture – types of social organization – social responsibilities of business				12
IV	Political and legal environment – Liberalization – privatization – globalization – impact on business – constitutional support for business – Consumer Protection Act & FEMA– intellectual property				12
V	Technological environment – impact of technology on business and society – technology policy of India – institutions and facilities for promotion of technology in India				12

Essential Reading	<ol style="list-style-type: none"> 1. Francis Cherunilam, "<i>Business Environment Text and Cases</i>", 25th edition. 2016, Himalay Publishing House, Mumbai 2. V. Neelamegam, "<i>Business Environment</i>", 2nd edition, 2014, Vrinda publication Private limited
Recommended Reading	<ol style="list-style-type: none"> 1. r.K. Chidambaram, Dr.V. Alagappan, "<i>Business Environment</i>", 4th edition, Vikas publishing House, New Delhi, 2012 2. r. Khushpat S. Jain & Apexa, "<i>Business Environment</i>", 1st edition, HPH, Mumbai, 2016 3.

	r. Radha," <i>Business Environment</i> ", Prasanna publication, New Delhi,2013	
Web References	https://study.com/academy/lesson/what-is-the-economic-environment-in-business-definition-importance-factors.html https://www.slideshare.net/avnishbajpai/social-and-cultural-environmentppt-1 https://www.toppr.com/guides/business-studies/business-environment/dimensions-of-business-environment/	
	COURSE OUTCOME Upon completion of the course, students will be able to:	Cognitive level
CO-1	Understand the scope & concepts of economics How economics relates with other field of studies and objectives of any firm	Understanding
CO-2	Understand and illustrate demand analysis Marginal utility & elasticity of demand	Understanding
CO-3	Understand and analyze the cost curves relating to output, variable proportion and return to scale	Understanding and analyzing
CO-4	Understand and analyze the various methods and learn to fix price for different products	Understanding & apply
CO -5	Know the classification of markets and levels of competitions	Understanding

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	S	S	S	S	M	S	S	M	S	S
CO2	S	S	S	M	M	S	S	S	S	S	S	M
CO3	S	M	S	S	S	M	S	S	M	S	M	S
CO4	S	S	M	S	M	S	S	S	S	M	S	M
CO5	M	S	S	M	S	S	M	S	S	S	M	S

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
II	IV	19XB21a	BANKING THEORY LAW AND PRACTICES (SKBC-I)	2	2
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
Course Objectives	The course aims				
	➤ To understand the fundamental concepts of banking				
	➤ To acquaint with knowledge of banking function and recent trend in several products and services a bank might Offer.				
	➤ To understand the difference between a traditional bank, online bank and credit union.				
	➤ To understand and apply internet banking and Mobile banking.				
	➤ To apply all tools of Microsoft office				
UNIT	Content				No. of Hours
I	Introduction to Banking – Meaning – Kinds of Banks – functions of commercial banks				6
II	Operation of Bank accounts – Fixed deposits – Saving deposit accounts – Current accounts – Recurring deposit accounts – Annuity deposit features and procedures				6
III	Negotiable instruments – Meaning – Features – Types – rights of a holder – holder in due course – cheques – types of cheques – dishonor of cheques				6
IV	Online banking service – Mobile banking – debit cards – Credit cards – merits and demerits				6
V	NEFT (National Electronic Fund Transfer) – RTGS (Real Time Gross Settlement) – ECS (Electronic Clearing Services)- e-cheque – ATM – De-mat services				6

Essential Reading	1. . Santhanam, <i>“Banking Theory Law & Practice”</i> , Margam Publications, New Delhi, 2012 & Revised edition
Recommended Reading	1. r.S.Gurusamy, <i>“Banking Theory Law & Practice”</i> , M/S Tata McGraw Hill, New Delhi, 2013 2. .N.Maheshwari, <i>“Banking Theory Law & Practice”</i> ,- Kalyani Publications, Chennai,2014 3. . Parameshwaran , S. Natarajan , <i>“Indian Banking”</i> , Sultanchand & Sons, Newdelhi,2010

Web References	www.Banknetindia.com http://en.wikipedia.org/wiki/Bank#History	
	COURSE OUTCOME Upon completion of the course, students will be able to:	Cognitive level
CO-1	Understand the classification of banks and role of RBI	Understanding
CO-2	Know the functions of commercial banks and the recent facilities provided by banks	Understanding
CO-3	Understand the types of accounts and deposits & redressal	Understanding
CO-4	Understand the types of borrowing and lending and precautionary steps taken by banks	Understanding
CO -5	Understand and demonstrate the various negotiable instruments	Understanding & apply

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	M	S	S	M	S	S	S	M	S	S
CO2	S	S	S	S	M	S	S	S	M	S	S	S
CO3	S	S	S	M	S	M	S	S	S	S	M	W
CO4	M	S	S	S	S	S	M	S	S	M	S	M
CO5	S	S	S	M	S	S	S	M	S	S	M	S

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
II	IV	19XB21b	E-COMMERCE (SKBC-I)	2	2
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
Course Objectives	The course aims				
	➤ To understand the fundamental aspects of E-commerce				
	➤ To understand and acquire e-commerce with emphasis on existing companies				
	➤ To acquire the broad range of positioning strategies available within the e-commerce landscape				
	➤ To apply the techniques in e-payments				
➤ To understand and apply anti-virus applications					
UNIT	Content				No. of Hours
I	E – Commerce - definitions – needs and Importance – E-commerce Vs Traditional Commerce – advantages, impact of internet on business – evolution and growth in India.				6
II	Internet – The Backbone for E-Commerce: Early Ages of internet; networking categories; characteristics of internet; components of Internet – internet services, elements of internet, uniform resource locators, internet protocol; shopping cart, cookies and E-Commerce; web site communication; strategic capabilities of internet.				6
III	E-Marketing: Traditional marketing; E-marketing; identifying web presence goals – achieving web presence goals, uniqueness of the web, meeting the needs of website visitors, site adhesion: content, format and access; maintaining a website; Metrics defining internet units of measurement; online marketing; advantages of online marketing.				6
IV	E-Payment Systems: Electronic Funds Transfer; Digital Token Based E-Payment Systems; Modern Payment Systems; Steps for Electronic Payment; Net Banking				6
V	Security - Need for computer security – specific intruder approaches – security strategies and tools – Encryption – Enterprise networking and access to internet – Antivirus programs – security teams				6

Essential Reading	Text Books: <ol style="list-style-type: none"> 1. P.t. Joseph, "<i>E – Commerce-An Indian Perspective</i>", PHI, 4th edition, 2012 2. Sandeep Krishnamurthy, "<i>E-Commerce Management Text and Cases</i>", Thompson South-Western, 2013
Recommended Reading	<ol style="list-style-type: none"> 1. Daniel Minoli, "<i>Web commerce technology handbooks</i>",

	2. Kamlesh K Bajaj and Debjani," <i>E-Commerce</i> ". Revised edition 3. Kenneth C Laudon," <i>E-Commerce</i> ".Perarson publication, 12 th edition, 2015	
Web References	https://ecommercetrainingacademy.com/how-to-learn-ecommerce https://ecommercetrainingacademy.com	
	COURSE OUTCOME Upon completion of the course, students will be able to:	Cognitive level
CO-1	Understand the impact of internet on business	Understanding
CO-2	Understand apply web site for various communication	Understanding
CO-3	Analyze and apply online marketing	Understanding & analyze
CO-4	Understand and apply net banking	Understanding
CO -5	Understand intruder approaches and antivirus programs	Understanding, demonstrate & apply

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	M	S	S	S	M	M
CO2	S	S	S	S	M	S	S	M	S	M	S	S
CO3	S	S	S	M	S	S	M	S	S	S	S	S
CO4	M	S	M	S	S	M	S	S	S	M	S	M
CO5	M	S	S	M	S	S	S	M	S	M	S	M

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
II	IV	19EVS	ENVIRONMENTAL STUDIES	2	2

இரண்டாமாண்டு : மூன்றாம் பருவம்

பகுதி 1 தமிழ் - தாள் 3

செய்யுள் (காப்பியங்கள்), கட்டுரை இலக்கியம், புதினம்,
தமிழ் இலக்கிய வரலாறு

பாட நோக்கம் (Course Objectives)

பண்டைத் தமிழரின் அரசியல் நேர்மை, குடிமக்களின் உரிமை, குடிமக்களின் பொறுப்புணர்வு, அறச்சிந்தனைகளை அறியச்செய்தல்.

நேர்மை, பிறருக்கு உதவும் பண்பு, நன்னெறிகளைப் பின்பற்றுதல் முதலான வாழ்வியல் பண்புகளை வளர்த்தல்.

வாழ்வின் எல்லா நிலைகளிலும் திறம்படச் செயலாற்றக் கற்றுத்தருதல். பெண்களை மதிக்கச் செய்தல், சொல்லாடல் திறன் வளர்த்துக்கொள்ள உதவுதல்.

மிகச் சிறந்த தமிழ் உரைநடைகளை அறிமுகம் செய்தல்.

பணித்தேர்வுகளுக்கு உதவக்கூடிய தமிழ்ப் பாடப்பகுதிகளைக் கற்பித்தல்.

அலகு - 1

1. சிலப்பதிகாரம் : வழக்குரை காதை

2. மணிமேகலை : சிறைக்கோட்டத்தை அறக்கோட்டம் ஆக்கிய

காதை 3. கம்பராமாயணம் - வாலி வதைப் படலம் - 106 பாடல்கள்

அலகு - 2

1. வில்லிபாரதம் : கன்னபருவம் – பதினேழாம் போர்ச்சருக்கம்-104பா-ள்
2. சீறாப் புராணம் : மானுக்குப் பிணைநின்ற படலம் - 30 பாடல்கள்
3. தேம்பாவணி - வளன் சனித்த படலம் - 30 பாடல்கள்
4. இராவண காவியம் : இலங்கைக் காண்டம்-அரசியற்படலம் -40 பா-ள்

அலகு : 3 கட்டுரை இலக்கியம் - 'கட்டுரை இலக்கியம்', பிரமி பதிப்பகம்

அலகு : 4 புதினம் - வேரில் பழுத்த பலா, சு.சமுத்திரம்

அலகு : 5

தமிழ் இலக்கிய வரலாறு - காப்பிய காலம்

கற்றல் விளைவுகள் (Course Out Come)

மாணவர்கள் நேர்மைப் பண்பு, துணிவுடைமை, சமுதாய அக்கறை உள்ளவர்களாக வளம்பெறுவர்.

இல்லற வாழ்வில் பெண்களை மதித்தல் வேண்டும் என்ற உணர்வு பெறுவர்.

சமுதாய, அரசியல், சூழலியல் விழிப்புணர்வு பெறுவர்.

நல்ல தமிழ் உரைநடையில் பயிற்சி பெறுவர்.

பணித்தேர்வுகளுக்கு உரிய தமிழ்த்திறன் பெறுவர்.

பாடநூல்கள்

1. செய்யுள் திரட்டு, தமிழ்த்துறை வெளியீடு.
2. கட்டுரை இலக்கியம் - பிரமி பதிப்பகம், திருச்சி-21.
3. வேரில் பழுத்த பலா, சு.சமுத்திரம் என்.சி.பி.எச்.வெளியீடு, சென்னை.

தமிழ் இலக்கிய வரலாறு – பிரமி பதிப்பகம், திருச்சி-21.

Course Code & Title	ENGLISH FOR COMMUNICATION III		
Class	<u>II YEAR</u>	Semester	<u>III</u>
Cognitive Level	K – 1 Acquire K – 2 Understand K – 3 Apply K – 4 Evaluate K – 5 Analyze		
Course Objectives	The Course aims <ul style="list-style-type: none"> • To expose students to vocabulary • To familiarize students with different levels of meaning. • To help them to think logically • To read and analyze a passage • To make them competent to face an interview 		
UNIT	Content	No. of Hours	
I	1. Synonyms : 100 2. Antonyms : 100 3. Words that Confuse : 50 4. Single Word Substitution : 100		
II	5. Phrasal verbs : 50 6. Idioms : 50		
III	7. Errors and How to avoid them :100 8. Spotting Errors :100 9. Jumbled Sentences :25		
IV	10. Reading Comprehension : 15 11. Dialogue Writing : 20		
V	12. Letter Writing (Application, Business& Complaints): 15 13. Report Writing : 10 14. Interview Skills 15. Group Discussion		
Reference	Lessons will be edited and compiled.		
Course Outcomes	On completion of the course, students should be able to CO 1: use words correctly. CO 2: understand different levels of meaning. CO 3: think logically. CO 4: analyze a passage. CO 5: face an interview successfully		

Mapping of COs with PSOs & POs:

CO/PO	PO					PSO					
	1	2	3	4	5	1	2	3	4	5	6
CO1	S	M	S	M	M	M	S	S	M	M	S
CO2	S	M	M	M	M	S	M	S	M	M	M
CO3	S	M	S	M	M	M	S	S	M	M	S
CO4	S	M	M	M	M	S	M	S	M	M	M
CO5	S	M	S	M	M	M	S	S	M	M	S

Strongly Correlating(S) - 3 marks

Moderately Correlating (M) - 2 marks

Weakly Correlating (W) - 1 mark

No Correlation (N) - 0 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
III	III	19B307	BUSINESS COMMUNICATION-CC-IV	5	5
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
Course Objectives	The course aims				
	➤ To understand the basic communication and letter writing.				
	➤ To understand and apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication.				
	➤ To understand the effectiveness of listening, critical and reflective thinking, and responding.				
	➤ To acquire and apply ability to research and write a documented paper and/or to give an oral presentation.				
UNIT	Content				No. of Hours
I	Communication and mass communication -Communication - meaning, definition and objectives -Process of Communication - Definition and importance of Business Communication - Means or media of communication Verbal Non verbal - body language - space language, paralanguage, sign language; Perceptions - attitudes / beliefs / values /norms.				15
II	Letter writing - The layout of the letter - Enquiries and Replies - Sales letters - Complaints & Adjustments - Collection letters, Circular letters.				15
III	Letter relating to agency - Letters relating to Agency- Application - offering - Bank Correspondence relating to exports and imports - Letter of Credit.				15
IV	Listening and communication - Importance of listening and communication, Principles of effective listening, Modern means of communication.				15
V	Report writing Report writing - Report Writing - What is report, Importance of Reports, Types of reports, Characteristic of good report, Selecting suitable types of reports - Internal Communication: Notices, Agenda and Minutes of the Meetings - Memos.				15

Essential Reading	<ol style="list-style-type: none"> 1. Asha Kaul,"<i>Effective Business Communication</i>",Prentice Hall of India,New Delhi,2015 2. Rajendra Pal, J.S. Kolharlli,"<i>Essentials of Business Communication</i>", Sultan Chand & Sons, New Delhi,2013
Recommended Reading	<ol style="list-style-type: none"> 1. John V Thill," <i>Excellence in Business Communication</i>",Pearson Publication,12th edition, 2017 Revised edition 2. Murphy and Hildebrandt,"<i>Effective Business Communication</i>", McGraw Hill; New Delhi,2014

	3. N.S. Raghunathan & B. Santhanam, "Business Communication" Margham Publication, 2018	
Web References	https://www.edx.org/course/business-communications https://www.britishcouncil.in/...training/business-communication-skills	
	COURSE OUTCOME	Cognitive level
	Upon completion of the course, students will be able to:	
CO-1	Understand the scope of communication and know the importance of oral and written communication in business	Understanding
CO-2	Apply communication theories	Applying
CO-3	Know the opportunities in the field of business communication under various situations	Understanding
CO-4	Use current technology used in general and business communication	Applying
CO -5	Prepare different types of reports with an appropriate format, organization and language	Understanding & apply

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	S	S	M	S	M	S	S	M	M	S
CO2	S	S	M	S	S	S	S	S	M	S	S	M
CO3	S	M	S	S	S	S	M	S	S	S	M	S
CO4	S	S	M	S	S	M	S	S	S	M	S	S
CO5	M	S	S	M	M	S	S	M	S	S	M	W

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
IV	III	19B410	COST ACCOUNTING-CC-V	6	5
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
	K – 4 (Analyze)				
Course Objectives	The course aims				
	➤ To understand the techniques of costing system and its elements				
	➤ To acquire knowledge and apply job costing, process costing and joint product costing systems methods.				
	➤ To understand the full costing and direct costing methods				
	➤ To understand the concept of product cost by means of historical (actual) and standard cost systems.				
➤ To acquire over all knowledge on costing methods					
UNIT	Content				No. of Hours
I	Introduction to cost accounting -Meaning of Cost Accounting – Objectives and Advantages – Costing Methods and Techniques – Costing System – Cost Units – Cost Centre – Elements of Costs – Cost Sheet with problems – Tender and Quotation.				18
II	Material costing -Materials – Meaning and Objectives of Material Control methods – Levels of stock – Economic Order Quantity – JIT – ABC Analysis – Perpetual Inventory System – Periodic Inventory System – Pricing of Issue of materials – FIFO, LIFO, Simple Average and Weighted Average.				18
III	Employee’s costing -Labour – Methods of Wage, Payments and Incentive Plans – Time Rate, Piece Rate – Taylor’s Differential Piece Rate System – Merricks differentiate Piece Rate System – Halsey Plan – Halsey Weir Plan – Treatment of Over Time and Idle Time.				18
IV	Overheads -meaning – Classification, Allocation, Apportionment and Absorption of overheads – Machine hour rate				18
V	Methods of costing – meaning - Job Costing – Contract Costing – Process Costing – Normal Loss – Abnormal Loss and Gains..				18

Theory	Problems
30	70

Essential Reading	S.P. Jain and K.L. Narang, " <i>Cost Accounting Principles and Practice</i> ", Kalyani Publishers, 2015 T.S. Reddy, " <i>Cost and Management Accounting</i> ", Margham Publication, Chennai, 2012
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Recommended Reading	1. S.P. Iyengar," <i>Cost Accounting</i> ", Sultan Chand & Sons, 10 th edition, New Delhi,2015 2. S.N. Maheshwari." <i>Cost Accounting</i> ", Sultan Chand & Sons,2014 3. R.S.N. Pillai and V. Baghavathi," <i>Cost Accounting</i> ", S. Chand & Company Ltd,2010 4. N.K. Prasad," <i>Principles and Practice of Cost Accounting</i> ", Book Syndicate Pvt. Ltd,2015	
Web References	www.basiccollegeaccounting.com www.accountingcoach.com www.cost-accounting-info.com	
	COURSE OUTCOME	Cognitive level
	Upon completion of the course, students will be able to:	
CO-1	Apply skills in preparing cost sheet and understand tender and quotations	Understanding and apply
CO-2	Understand the different levels of stock	Understand
CO-3	Prepare various wage system	Apply
CO-4	Understand about the different overhead calculation	Understanding and apply
CO -5	Prepare and analyze production reports by using process costing system.	Understanding, apply and analyzing

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	M	S	S	M	M	S
CO2	S	S	M	S	M	S	S	S	S	S	S	S
CO3	S	M	S	S	S	M	S	S	S	S	S	M
CO4	S	S	S	S	S	S	M	S	M	M	S	M
CO5	M	S	S	S	M	S	S	M	S	S	M	S

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
III	III	19B309A	BUSINESS LEGISLATION-AC-IV	5	4
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
Course Objectives	The course aims				
	➤ To acquire the knowledge regarding the essential elements of a valid contract				
	➤ To understand the rules relating to various elements of contract				
	➤ To understand the rules relating to partnership agreement				
	➤ To acquire the knowledge relating to Consumer Protection Act				
	➤ To understand and acquire the information relating to Companies Act				
UNIT	Content				No. of Hours
I	Indian Contract Act 1872(include amendments)- meaning – essential elements of a valid contract – types of contract - rules relating to offer – acceptance - consideration				15
II	Performance of contract – contract with minor – free consent – coercion – undue influence – fraud – mistake – misrepresentation – valid Vs void agreements – modes of discharge of contract – remedies for breach of contract				15
III	Social contracts – indemnity and guarantee – bailment and pledge – creation and termination of agency – duties and right of principal and agent – law of partnership – kinds of partners – rights, duties and liabilities of partners				15
IV	Consumer Protection Act 2015– Sale and agreement to sell – Caveat Emptor – rights and duties of seller and buyer – rights of unpaid seller – Consumer Protection Council - responsibilities				15
V	Companies Act (amendment) 2017- types of company – memorandum – articles of association – prospectus – incorporation of company – effect of registration – alteration of memorandum and articles				15

Essential Reading	<ol style="list-style-type: none"> 1. M.C. Kuchal,"<i>Business Law</i>",Vikas publication,6th edition,2013 2. Shusma Arora,'<i>Business Law</i>',Taxmann's 3rd edition, 2017
Recommended Reading	<ol style="list-style-type: none"> 1. Brenda Hannigan."Company Law",Oxfor University Press,5th edition, 2019 2. K.R. Bulchandani,"<i>Business Law for Management</i>",Himalaya Publishing House, 6th edition, 2016 3. P.P.S. Gogna,"<i>Company Law</i>",S. Chand Publication, 4. Dr. G.K. Kapoor, Dr. Sanjay Dhamija, Dr. Vipin Kumar,"<i>Company Law</i>",Taxmann publications, New Delhi, 2018 5. NCLT(National company law tribunal,"<i>Companies Act 2013</i>",Taxmann's, 2013 6. Peddina Mohana Rao,"<i>Business Law</i>",PHI Learning, 2013
Web	http://jec.unm.edu/education/online-training/contract-law-tutorial/contract-

References	fundamentals-part-2 https://www.ey.com/Publication/vwLUAssets/ey-companies-amendment-act-2017-new/\$FILE/ey-companies-amendment-act-2017.pdf https://www.legalraasta.com/memorandum-of-association-moa/	
	COURSE OUTCOME	Cognitive level
	Upon completion of the course, students will be able to:	
CO-1	Understand the contract and the elements needed for a valid contract and its types with cases	Understanding
CO-2	Understand how to perform the contract and discharge of and remedies for not fulfilling the contract	Understand evaluate
CO-3	Know the rules relating to agency and partnership deed	Understanding
CO-4	Acquire the knowledge regarding consumer rights and settlement of grievances	Understanding
CO -5	Understand the rules relating to run a company	Understanding

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	M	S	S	M	S	M
CO2	S	S	M	S	M	S	S	M	S	S	S	S
CO3	S	M	S	S	S	M	M	S	M	S	M	M
CO4	M	S	M	S	S	M	M	S	S	M	S	M
CO5	M	S	S	M	S	S	S	M	S	S	M	S

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
III	IV	19XB32a	PERSONALITY DEVELOPMENT (SKBC-II)	2	2
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
	K – 4 (Analyze)				
	K – 5 (Evaluate)				
Course Objectives	The course aims				
	➤ To understand the role of personality and related factors				
	➤ To acquire the knowledge on verbal and nonverbal communication				
	➤ To acquire and apply positive perception in all situations whether business or life				
	➤ To acquire the skill to control stress and conflict in life and business situations				
➤ To apply leadership qualities and personality techniques in organization					
UNIT	Content				No. of Hours
I	Unit- I- Introduction to personality – definition – theories – determinants - family – social factors – situational factors – Erickson’s approach to personality development.				6
II	Unit- II- Communication & Personality- verbal and non verbal communication – body language, barriers in communication - Principles of Communication				6
III	Unit- III- Perception – Process – understanding, organizing, and reacting to stimuli – internal and external factors in stimuli – interpersonal relationship – conflict management				6
IV	Unit- IV- Time and Stress Management: Importance of time – Managing time – the art of prioritizing and scheduling – stress and source of stress- managing stress.				6
V	Unit-V- Attitude and Leadership: Attitudes - Working on attitudes - aggressive, assertive, and submissive – Leadership -Introduction to Leadership – Qualities of a leader - Leadership Styles				6

Essential Reading	1. Barun K. Mitra, “ <i>Personality Development and Soft Skills</i> ”, Oxford Publications, 2 nd edition, New Delhi, 2016	
Recommended Reading	1. 1. Burger, J. M, “ <i>Personality Development</i> ”, Thomson Wadsworth Publishing, New Delhi, 2010 2. Larsen, R.J., & Buss, D. M. “ <i>Personality Psychology</i> ”, (Domains of Knowledge About Human Nature (4th ed.). New York: McGraw-Hill, 2009	
Web References	https://www.webmd.com/balance/stress-management/stress-management https://study.com/academy/lesson/whatisconflictmanagementdefinition/styles-strategies.html	
	COURSE OUTCOME Upon completion of the course, students	Cognitive level

	will be able to:	
CO-1	Apply various personality to find solutions for business problems	Understanding
CO-2	Evaluate the effects of verbal and non-verbal communication and apply suitable communication methods	Understanding & apply
CO-3	Understand and evaluate different personalities which improves inter personal relationship	Understanding & apply
CO-4	Evaluate the causes for stress and apply suitable solutions	Understanding & apply
CO -5	Analyze various leadership and apply the suitable style according to situation in organization to achieve targets	Analyze, evaluate and apply

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	M	S	S	M	M	S
CO2	S	S	M	S	M	S	S	S	M	S	S	S
CO3	S	M	S	S	S	M	M	S	M	S	M	M
CO4	S	S	M	S	S	M	M	S	S	M	S	M
CO5	M	S	S	M	S	S	S	M	S	S	M	S

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
III	IV	19XB32b	SOFT SKILLS FOR MANAGERS (SKBC-II)	2	2
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
	K—4(Analyze)				
	K – 5 (Evaluate)				
Course Objectives	The course aims				
	➤ To understand self, find and develop positive attitude				
	➤ To acquire knowledge regarding understanding others				
	➤ To understand and apply effective communication techniques				
	➤ To understand the techniques to move with others and time management				
➤ To acquire the skills of writing resume and the manner of attending interviews					
UNIT	Content				No. of Hours
I	Knowing self - Introduction to Soft skills-Self discovery-Developing positive attitude-Improving perceptions-Forming values.				6
II	Soft skills comprise the great managers – qualities of manager – communication – leadership – delegation - Critical Thinking – Trustworthiness- Networking- Employee Recognition- Managing Discipline - Motivation				6
III	Communication Skills - Communication with others - Art of listening-Art of reading-Art of speaking-Art of writing-Art of writing e-mails-e mail etiquette				6
IV	Corporate Skills - Working with Others Developing body language Practicing etiquette and mannerism-Time management-Stress management				6
V	Selling Self - Job Hunting Writing resume-cv-interview skills-Group discussion - Mock interview-Mock GD – Goal setting - Career planning				6

Essential Reading	Alex K.,” <i>Soft Skills –Know Yourself & Know the World</i> ”, S.Chand & Company LTD,2012
Recommended Reading	<ol style="list-style-type: none"> 1. Barun K. Mitra, “<i>Personality Development and Soft Skills</i>”, Oxford Publications, 2nd edition, New Delhi, 2016 2. Jim Collins,”<i>Good to Great</i>”, Harper Business publishing, 2011 3. John c Maxwell.”<i>Developing the leader within you</i>” Thomas Publsishing, 2010 4. Stephen Covey,”<i>The seven habits of highly effective people</i>”, effective people”.Frankin publication,2011

Web References	https://careertrend.com https://www.scribd.com https://www.omniagroup.com	
	COURSE OUTCOME	Cognitive level
	Upon completion of the course, students will be able to:	
CO-1	Understand himself or herself to equip with job	Understanding
CO-2	Apply the techniques to motivate co-workers and maintain discipline in team work	Understanding & apply
CO-3	Evaluate persons and situations then apply The techniques to bring co-operation	Understanding & apply
CO-4	Apply methods to reduce self and others' stress in team work	Understanding & apply
CO -5	Acquire, analyze and apply interview skills to evaluate employees for job	Analyze, evaluate and apply

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	M	S	S	S	M	M
CO2	S	S	M	S	M	S	S	S	M	S	S	S
CO3	S	M	S	S	S	M	S	S	M	S	M	M
CO4	M	S	M	S	M	M	M	S	S	M	S	M
CO5	M	S	S	M	S	S	S	M	S	S	M	S

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
III	IV	19GS	GENDER STUDIES	Self study	1

இரண்டாமாண்டு : நான்காம் பருவம்

பகுதி 1 தமிழ் - தாள் 4

செய்யுள் (பழந்தமிழ் இலக்கியம்) நாடகம், தமிழ் இலக்கிய வரலாறு, கட்டுரை வரைவியல்

பாட நோக்கம் (Course Objectives)

பழந்தமிழரின் வாழ்வியல் அறம், வாழ்வியல் நுட்பங்கள், அக வாழ்வுச் சிந்தனைகளை அறியச்செய்தல்.

தனித் திறன்களை மேம்படுத்திக் கொள்ள உதவுதல்.

கடமை உணர்ச்சி, பெரியோரை மதித்தல் முதலான உயர்பண்புகளை வளர்த்தல்.

தமிழர்தம் இயற்கை வளம், செல்வ வளம், இலக்கிய வளங்களை அறிமுகம் செய்தல்.

நிகழ்கால வாழ்வியல் சிக்கல்களில் தெளிவுபெறச் செய்தல், சமுதாய அக்கறை கொள்ளச்செய்தல்.

பணித்தேர்வுகளுக்கு உதவக்கூடிய தமிழ்ப் பாடப்பகுதியைக் கற்பித்தல்.

அலகு - 1

1. குறுந்தொகை - 10 பாடல்கள்

குறிஞ்சி

1. நிலத்தினும் பெரிதே (பா.எண் -3)
2. வேரல் வேலி (பா.எண் -18)
3. யாயும் ஞாயும் (பா.எண் -40)
4. இடிக்கும் கேளிர் (பா.எண் -58)

நெய்தல்

1. அணிற்பல் அன்ன (பா.எண் -49)
2. ஞாயிறு பட்ட அகல்வாய் (பா.எண் -92)
3. கரும்புனல் தொடுத்த (பா.எண் -103)

மருதம்

1. தச்சன் செய்த சிறுமா (பா.எண் -61)
2. நன்நலம் தொலைய (பா.எண் -100)
3. வேம்பின் பைங்காய் (பா.எண் -205)

2. நற்றிணை – 5 பாடல்கள்

1. நின்ற சொல்லர் ,... . . . (குறிஞ்சி) . (பா.எண் -1)
2. விளம்பழம் கமழும் (பாலை) . (பா.எண் -12)
3. தடமருப்பு எருமை (மருதம்) . (பா.எண் 120)
4. விளையாடு ஆயமொடு (நெய்தல்) . (பா.எண் -172)
5. அம்ம வாழி தோழி (முல்லை) . (பா.எண் -289)

3. கலித்தொகை - 5 பாடல்கள்

1. பாலைக் கலி - வயக்குறு மண்டிலம் (பா.எண் 24)
2. குறிஞ்சிக் கலி - பாடுகம் வா வாழி தோழி (பா.எண் 05)
3. மருதக்கலி - ஈண்டு, நீர்மிசைத் தோன்றி (பா.எண் 24)
4. முல்லைக் கலி - தனி பெறு தண் புலத்துத் (பா.எண் 1)
5. நெய்தற் கலி - மா மலர் முண்டகம் (பா.எண் 16)

ஐங்குறுநூறு - 10 பாடல்கள்

வேழப்பத்து

1. மனைநடு வயலை வேழம் (பா.எண் 11)
2. பரியுடை நன்மான் (பா.எண் 13)
3. ஓங்குபூ வேழத்துத் (பா.எண் 16)
4. இருஞ்சாய் அன்ன (பா.எண் 18)
5. நெகிழ்பு ஓடும் வளை (பா.எண் 20)

அன்னாய் வாழிப் பத்து

1. அன்னாய் வாழி! வேண்டு அன்னை! நம் படப்பை (பா.எண் 203)
2. அன்னாய் வாழி! வேண்டு அன்னை! அஃதெவன்கொல்?.. (பா. 204)
3. அன்னாய் வாழி! வேண்டு அன்னை! எந்தோழி (பா.எண் 206)
4. அன்னாய் வாழி! வேண்டு அன்னை! நன்றும் (பா.எண் 208)
5. அன்னாய் வாழி! வேண்டு அன்னை! கானவர் (பா.எண் 208)

4. புறநானூறு - 5 பாடல்கள்

1. இரும்பனை வெண்தோடு. . . (பா.எண் 54)
2. உண்டாலம்ம இவ்வுலகம்... (பா.எண் 14)
3. யாண்டு பலவாக . . . (பா.எண் 191)
4. யாதும் ஊரே... (பாடல் எண் 192)
5. செய்குவம் கொல்லோ நல்வினை... (பா.எண் 214)

5. பத்துப்பாட்டு - பட்டினப்பாலை முழுவதும்

அலகு - 2

1. திருக்குறள் - 3 அதிகாரங்கள்

1. மடியின்மை
2. இடுக்கண் அழியாமை

3. சொல்வன்மை

2. நாலடியார் - 12 பாடல்கள்

பொறையுடைமை

1. காதலர் சொல்லுங் (பா.எண் 73)
2. அறிவதறிந்தடங்கி (பா.எண் 74)
3. இன்னா செயினும் (பா.எண் 76)
4. தான்கெடினும் தக்கார் . . (பா.எண் 80)

தீவினையச்சம்

1. அக்கே போல் அங்கை . . . (பா.எண் 123)
2. நெருப்பழல் சேர்ந்தக் கால் . . . (பா.எண் 124)
3. பெரியவர் கேண்மை . . . (பா.எண் 125)
4. யாஅர் ஒருவர் (பா.எண் 127)

பெரியாரைப் பிழையாமை

1. பொறுப்பரென் . . . (பா.எண் 161)
2. அவமதிப்பும் ஆன்ற . . . (பா.எண் 163)
3. நளிகடல் தண்சேர்ப்ப (பா.எண்166)
4. பெரியார் பெருமை (பா.எண் 170)

3.பழமொழி - 12 பாடல்கள்

அறிவுடைமை

1. அறிவின் மாண்பு (பா.எண் 27)
2. அறிவினர் மாண்பு(பா.எண் 28)
3. அறிவுடையாருடன் அறிவுடையார் சேர்தல் (பா.எண் 30)
4. அறிவிலாரை அறிவுடையார் புகவிடாமை(பா.எண் 31)

இன்னா செய்யாமை

1. முற்பகல் செய்யின் பிற்பகல் விளையும்(பா.எண்- 47)
2. நலியப் பெற்ற எளியர் அழுத கண்ணீர்(பா.எண் 48)
3. மதிப்பு மிக்கவரை அழிக்க முயலுதல்(பா.எண்-49)
4. நலிந்தாரை நலியாமை(பா.எண் 50)

சான்றோர் இயல்பு

1. சான்றோர் பெருமை(பா.எண் 70)
2. வறுமையினும் நின்ற நிலையில் வழுவாமை(பா.எண் 71)
3. பீடிலாவிடத்தும் பெருந்தகைமையில் வழுவாமை(பா.எண் 72)
4. இடருற்ற விடத்தும் மதிப்பிற் குறையாமை(பா.எண் 73)

4.இன்னா நாற்பது – 5 பாடல்கள்

1. அறமனத்தர் கூறும் கடுமொழி (பா.எண் 6)
2. உண்ணாது வைக்கும் பெரும் பொருள் ... (பா.எண் 16)
3. குலத்துப் பிறந்தவன் கல்லாமை யின்னா ... (பா.எண் 19)
4. யானையின் மன்னரைக் கண்டால் ... (பா.எண் 22)
5. பிறன் மனையாள் பின்னோக்கும் பேதைமை யின்னா ... (பா.எண் 38)

5. இனியவை நாற்பது – 5 பாடல்கள்

1. பிச்சை புக்காயினும் கற்றல் (பா.எண் 1)
2. மானமழிந்தபின் வாழாமை முன்னினதே ... (பா.எண் 13)
3. குழவிதளர் நடை காண்டல் இனிதே ... (பா.எண் 14)
4. வருவா யறிந்து வழங்கல் ... (பா.எண் 22)

5. பத்து கொடுத்தும் பதியிருந்து (பா.எண் 40)

அலகு : 3

நாடகம் - பிசிராந்தையார் - பாரதிதாசன்

அலகு : 4

கட்டுரை வரைவியல் - பொதுக்கட்டுரைகள்

அலகு : 5

தமிழ் இலக்கிய வரலாறு – சங்க காலம், சங்கம் மருவிய காலம்

கற்றல் விளைவுகள் (Course OutCome)

மாணவர்கள் வாழ்வியல் நுட்பங்களில் வல்லமை பெறுவர்.

சமுதாய அக்கறை உள்ளவர்களாக மனவளம் பெறுவர்.

சமுதாய, பொருளியல், சூழலியல் விழிப்புணர்வு பெறுவர்.

பணித்தேர்வுகளுக்கு உரிய தமிழ்த்திறன் பெறுவர்.

பாடநூல்கள்

1. செய்யுள் திரட்டு, தமிழ்த்துறை வெளியீடு.
2. பிசிராந்தையார் - பாரதிதாசன், தமிழ் நாதன் பதிப்பகம், சென்னை – 110
3. பொதுக்கட்டுரைகள், மகிழினி பதிப்பகம், சென்னை- 106.
4. தமிழ் இலக்கிய வரலாறு,
பிரமி பதிப்பகம், திருச்சி-21.

Course Code & Title	ENGLISH FOR COMMUNICATION IV		
Class	<u>II YEAR</u>	Semester	<u>IV</u>
Cognitive Level	K – 1 Acquire K – 2 Understand K – 3 Apply K – 4 Evaluate K – 5 Analyze		
Course Objectives	The Course aims <ul style="list-style-type: none"> • To make the students to live meaningfully • To Familiarize students with various great personalities • To understand qualities like freedom • To know human values like patriotism and universal brotherhood • To realize the value of comradeship 		
UNIT	Content	No. of Hours	
I	A Poison Tree : William Blake King Bruce and the Spider : Eliza Cook The Character of a Happy Life : Henry Wotton		
II	Ulysses : Lord Alfred Tennyson Money Madness : D. H. Lawrence I vow to thee my Country		
III	The Ocean : Lord Byron The Unknown Citizen : W. H. Auden Night of the Scorpion : Nissim Ezekiel		
IV	The Rising of the Moon : Lady Gregory The Little Man : John Galsworthy The Path Finder : Herman Ould		
V	A Tale of two cities : Charles Dickens		
Reference	Lessons will be edited and compiled.		
Course Outcomes	On completion of the course, students should be able to CO 1: live meaningfully. CO 2: know great qualities like leadership. CO 3: understand qualities like freedom and parenthood CO 4: live as a group in unity CO5: realize the value of comradeship		

Mapping of COs with PSOs & POs:

CO/PO	PO					PSO					
	1	2	3	4	5	1	2	3	4	5	6
CO1	S	M	M	M	M	S	M	S	M	M	M
CO2	S	M	S	M	M	M	S	S	M	M	S
CO3	S	M	M	M	M	S	M	S	M	M	M
CO4	S	M	S	M	M	M	S	S	M	M	S
CO5	S	M	M	M	M	S	M	S	M	M	M

Strongly Correlating(S) - 3 marks

Moderately Correlating (M) - 2 marks

Weakly Correlating (W) - 1 mark

No Correlation (N) - 0 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
IV	III	19B308	COMPUTER APPLICATION IN BUSINESS-CC-VI	Lab 5 hrs	3
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
Course Objectives	The course aims				
	➤ To acquire the knowledge of computer application in today business				
	➤ To understand and apply MS office basic tools				
	➤ To understand and apply the power point presentation				
	➤ To acquire and apply the knowledge in excel				
	➤ To understand and apply the basic concepts of tally				
UNIT	Content				No. of Hours
I	Introduction to Computers - Types of Computers - Characteristics of computers- Five Generations of Computers- Anatomy of a Digital Computer- Functions and components of Computer-Introduction to Operating System				15
II	MS office –word -Getting Started with Microsoft Word- Editing a Document- Formatting A Document-Using Editing and Proofing Tools- Changing the Layout of a Document- Inserting Elements to Word Documents- Working with Tables- Working with Columned Layouts & Section Breaks.				15
III	MS office – powerpoint - Introduction to PowerPoint- Adding and Formatting Text- Customizing Presentations-Working with Shapes and Pictures- Adding Objects and Effects- Outlining Proofing and Printing- Delivering Your Presentation.				15
IV	MS office – excel - Introduction to MS Excel- Worksheets and Workbooks- Entering Information into MS Excel- Formatting a Worksheet- Adding Elements to a Workbook- Charts- Formulas and Calculations- Excel Forms- Tables- Developing a Workbook				15
V	Introduction to tally - Fundamentals of computerized accounting- Computerized accounting VS manual accounting- Architecture and customization of Tally- Features of tally- Configuration of tally- Tally screen and menu.				15

Essential Reading	TEXT BOOK 1. Ananthi Sheshasaayee & Sheshasaayee, “ <i>Computer Applications in Business and Management</i> ”, Margham Publication, 8 th Edition, 2014 2. Rajathi, “ <i>Tally 9.0</i> ”.Rajathi Publications 2012	
Recommended Reading	1. Agarwal, “ <i>Tally 9</i> ”, Agarwal Book House,2007. 2. K.K Nandhani, “ <i>Implementing Tally 9.0</i> ”,BPB publishers,2009 3. Pinard,” <i>Computer with Excel Access</i> ”,2 nd edition, Cengage publication,2014	
Web References	1. www.tutorialspoint.com/word/ 2. www.guru99.com/excel-tutorials.html 3. https://alison.com/tag/microsoft-word 4. https://www.tallyschool.com/free-tally-course-online	
	COURSE OUTCOME Upon completion of the course, students will be able to:	Cognitive level
CO-1	To understand about the usage of computer in business	Understanding
CO-2	To apply Microsoft office usage in business	Apply
CO-3	To apply power point presentation in all business events as an attractive tool for easy understanding	Understanding, apply & demonstrate
CO-4	To apply various accounting concepts in excel for easy and quick calculation for records	Understanding & apply
CO -5	To apply tally for accounting purpose in enterprises	apply

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	M	S	S	M	M	S
CO2	S	S	M	S	M	S	S	S	M	S	S	S
CO3	S	M	S	S	S	M	S	S	S	S	M	M
CO4	M	S	M	S	S	M	M	S	S	M	S	S
CO5	M	S	S	M	S	S	S	M	S	S	M	M

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
IV	III	19B411	RETAIL MANAGEMENT CC-VII	4	4
Cognitive Level	K -1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
	K - 4 (Analyze)				
Course Objectives	The course aims				
	➤ Acquire the knowledge in retailing				
	➤ Understand the types of retailing				
	➤ Recall the factors influencing retail success				
	➤ Apply the factors determining retail stores and related rules				
	➤ Understand the methods to have relationship with customers				
UNIT	Content				No. of Hours
I	Introduction to Retail Management - Retail Management - Need - Retailing - Retailer Functions - Opportunities in Retailing – Career in Retail – Drivers of Retail in India – Theories of Retail Development – Evolution of Retail formats				12
II	Business models in retail – Classification – Ownership - General Merchandise Retailers - Non Store Retailers - Services Retailing - Concept of life cycle in retail				12
III	Retail buying process – Factors influencing Buying Decisions – Customer Decision Making Process - Market Segmentation – Inventory management & warehousing				12
IV	Retail locations- meaning - Types of Retail Locations - Unplanned Retail Locations - Shopping centers - Other Location Opportunities - Location & Retail Strategy - Legal Considerations - Evaluating Specific Areas for Location - Site Characteristics - Trade Area Characteristics - Estimating Potential Sales for a Store Site.				12
V	Retail marketing & communication - Retail Marketing Mix - Retail Communication Mix - Methods of Communicating with Customers - Store Layout - Visual Merchandising				12

Essential Reading	<ol style="list-style-type: none"> 1. Dr. Harjit Singh, "<i>Retail Management, A Global Perspective, Text and Cases</i>", S.Chand & Company Ltd., New Delhi, 2014 2. Swapna Pradhan, "<i>Retailing Management :Text and Cases</i>", Tata Mc-Graw Hill Publications, 4th Edition, 2013 	
Recommended Reading	<ol style="list-style-type: none"> 1. Gibson G Vedamani, (2011), "<i>Retail Management Functional Principles and Practices</i>", Jaico Publishing House, New Delhi, 2014. 2. Gourav Ghosal, "<i>Retail Management</i>", Maxford Books Publishing House, New Delhi, 2011 3. Michael Levy, Barton A. Weitz & Ajay Pandit, "<i>Retailing Management</i>", Tata Mc-Graw Hill Publications, 8th Edition, 2012 4. Dr. L. Natarajan, "<i>Retail Management</i>", Margham Publications, Chennai, 2016 	
Web References	https://www.retailstartup.com/resources-for-retailers.html https://climb.pcc.edu/blog/25-online-resources-for-retail-entrepreneurs https://www.smartsheet.com/retail-management-101	
	COURSE OUTCOME	Cognitive level
	Upon completion of the course, students will be able to:	
CO-1	Know the concepts of retailing & retailing in India	Understanding
CO-2	Understand the types of retailing & its functions	Understanding
CO-3	Students are encouraged to do small retail sales with their own capital	Apply
CO-4	Understand the factors determining retail shops Know the importance of branding, packaging & labeling	Understanding
CO -5	Evaluate various sales promotion activities like window display, advertisement, offer etc & could analyze challenges in retailing	Understanding & analyzing
	Apply various technology in retailing business	Understanding & apply

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	M	S	S	M	S	S
CO2	S	S	M	S	M	S	S	S	S	S	S	S
CO3	S	M	S	S	M	M	S	S	S	S	M	M
CO4	M	S	M	S	S	M	M	S	S	M	S	M
CO5	M	S	S	M	S	S	S	M	S	S	M	S

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
IV	III	19B411 A	OPERATION RESEARCH (By Mathematics Department) AC - V	3	2
Semester	Part	Code	Title of the course	Hours Per week	Credits
IV	III	19B412A	ORGANIZATIONAL BEHAVIOUR-AC-VI	4	4
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
	K – 4 (Analyze)				
Course Objectives	The course aims				
	➤ To list and define basic organizational behavior principles, and analyze how these influence behavior in the workplace.				
	➤ To analyze individual human behavior in the workplace as influenced by personality, values, perceptions, and motivations.				
	➤ To raise the student's awareness of the centrality of organisational behaviour to understand organisational functioning				
	➤ To demonstrate an understanding of theories, principles and concepts applicable to the study of organisations and management				
	➤ To bring positive changes in the organization & follow effective control techniques to control resistance of employees for the success				
UNIT	Content				No. of Hours
I	Introduction to Organizational Behaviour: Concept of Organizational Behaviour (OB)- Importance of Organizational Behaviour 2→ Key Elements of Organizational Behavior, Role of Managers in OB- Foundations or Approaches to Organizational Behavior, Challenges and Opportunities for OB.				12
II	Introduction to Personality: Definition and Meaning of Personality - Determinants of Personality, Theories of Personality, Personality Traits Influencing OB - Nature and Meaning of Emotions - Characteristics of Emotions, , Emotions in the Context of OB.				12
III	Motivation: Definition and Meaning, Theories of Motivation, importance of motivation in Organizational Scenario - Leadership: Definition and Meaning, Theories of Leadership – kinds of leadership styles.				12
IV	Introduction to Organization Culture: Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity.				12
V	Organization Change and Development: Definition and Meaning - Need for Change - Strategies to Overcome Resistance, Process of Change - Meaning and Definition of OD - OD Interventions.				12

Essential Reading	1. Aswathapa," <i>Organizational Behaviour</i> ",PHP,12 th revised edition NewDelhi,2016 2. Fred Luthans, " <i>Organisational Behavior</i> ", McGraw Hill, 12 th Edition, 2010 3. Stephen P. Robins," <i>Organisational Behavior</i> ", PHI Learning / Pearson Education, 11 th edition, 2008.	
Recommended Reading	1. Schermerhorn, Hunt and Osborn, <i>Organisational behavior</i> , John Wiley, 9 th Edition, 2008. 2. Mc Shane & Von Glinov, " <i>Organisational Behaviour</i> ", 4 th Edition, Tata Mc Graw Hill, 2007 3. Udai Pareek, " <i>Understanding Organisational Behaviour</i> ", 2 nd Edition, Oxford Higher Education, 2004.	
Web References	www.bretlsimmons.com www.positivesharing.com www.strategicagilityinstitute.com	
	COURSE OUTCOME	Cognitive level
	Upon completion of the course, students will be able to:	
CO-1	Define, explain and illustrate a range of organizational behaviour of individuals and groups	Understanding
CO-2	Analyze the behaviour of individuals and groups in terms organizational models & theories	Understand evaluate
CO-3	Identify different motivational theories and evaluate motivational strategies used in organizational settings	Understanding and evaluate
CO-4	Evaluate and apply appropriateness of various leadership styles and conflict management strategies used in organizations	Applying
CO -5	Understand the role of organizational culture & able to analyze how it affects work relationship	Understanding & analyzing

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	M	S	S	M	M	S
CO2	S	S	M	S	M	S	S	S	M	M	S	S
CO3	S	M	S	S	S	M	S	S	M	S	M	S
CO4	M	S	M	S	S	M	S	S	S	M	S	M
CO5	S	S	S	M	S	S	S	M	S	S	M	S

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
IV	IV	19B5Na	BANKING – NMEC-I	2	2
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
Course Objectives	The course aims				
	➤ To understand the fundamental concepts of banking				
	➤ To acquaint the knowledge of banking function and recent trend in several products and services a bank might Offer.				
	➤ To describe the difference between a traditional bank, online bank and credit union.				
	➤ To enable to understand internet banking and Mobile banking				
➤ To understand and apply advanced techniques					
UNIT	Content				No. of Hours
I	Introduction to Banking – Meaning – Kinds of Banks – functions of commercial banks				6
II	Operation of Bank accounts – Fixed deposits – Saving deposit accounts – Current accounts – Recurring deposit accounts – Annuity deposit features and procedures				6
III	Negotiable instruments – Meaning – Features – Types – rights of a holder – holder in due course – cheques – types of cheques – dishonor of cheques				6
IV	Online banking service – Mobile banking – debit cards – Credit cards – merits and demerits				6
V	NEFT (National Electronic Fund Transfer) – RTGS (Real Time Gross Settlement) – ECS (Electronic Clearing Services)- e-cheque – ATM – De-mat services				6

Essential Reading	1. . Santhanam, <i>“Banking Theory Law & Practice”</i> , Margam Publications, New Delhi, 2012.	
Recommended Reading	1. r.S.Gurusamy, <i>“Banking Theory Law & Practice”</i> , M/S Tata McGraw Hill, New Delhi, 2013 2. .N.Maheshwari, <i>“Banking Theory Law & Practice”</i> ,- Kalyani Publications, Chennai,2017 3. . Parameshwaran , S. Natarajan , <i>“Indian Banking”</i> , Sultanchand & Sons, Newdelhi,2013.	
Web References	http://www.rbi.org.in http://www.Banknetindia.com http://en.wikipedia.org/wiki/Bank#History	
	COURSE OUTCOME Upon completion of the course, students will be able to:	Cognitive level
CO-1	Know the functions of commercial banks	Understanding
CO-2	Understand the types of accounts and deposits	Understanding
CO-3	Understand the various negotiable instruments	Demonstrate
CO-4	Know the facilities provided by the bank like ATM, debit and credit cards & online banking and mobile banking	Understanding & demonstrate
CO -5	Know and understand NEFT, RTGS and De-mat services	Understanding & apply

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	M	S	S	M	M	S
CO2	S	S	S	S	M	S	S	S	M	S	S	S
CO3	S	S	S	S	S	M	M	S	S	S	M	M
CO4	S	S	M	S	S	M	M	S	S	M	S	W
CO5	M	S	S	M	M	S	S	M	S	S	M	M

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
IV	IV	19B5Nb	HUMAN RESOURCE DEVELOPMENT- NMEC-I	2	2
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
Course Objectives	The course aims				
	➤ To understand the basic concepts of Human Resource management				
	➤ To describe human resource planning & the factors affecting human resource planning				
	➤ To understand the methods of recruitment and selection				
	➤ To concentrate on the importance of training				
	➤ To understand and express the methods of promotion and reduce labour turnover				
UNIT	Content				No. of Hours
I	Human Resource Management (HRM)- meaning - nature - importance of HRM-Role of HR Manager, Characteristics & Qualities HR Manger.				6
II	Human Resource Planning- Meaning Importance & Factors affecting Human Resource Planning. Human Resource Planning Process, Concept of Job Analysis, Job Description, Job Evaluation & Job Specification.				6
III	Recruitment & Selection- Objectives, Sources of recruitment Factors affecting recruitment & selection - selection procedure. Significances of selection.				6
IV	Training & Development – Training Needs & objectives, Training Methods, advantages of training, Development- Concept of Management Development - Methods of management development				6
V	Promotion – Criteria – Benefits of effective promotion policy, Transfer – Purpose of transfer - Absenteeism – Causes – Measures - Labour Turnover – separation retirement – dismissal				6

Essential Reading	1. S.S. Khanka, “ <i>Human Resource Management</i> ”, SulthanChand& Sons, New Delhi,2016	
Recommended Reading	1. C.B. Mamoria, <i>Personnel Management</i> ’,Humalaya publications house,2016 2. J. Jayasankar, “ <i>Human Resource management</i> ”, Margham Publications, Chennai,2015 3. K. Aswathappa, “ <i>Human Resources and Personnel Management</i> ”, TMH, New Delhi,2017	
Web References	www.hr.com www.hrbartender.com https://www.shrm.org	
	COURSE OUTCOME Upon completion of the course, students will be able to:	Cognitive level
CO-1	Understands the role of a human resource manager	Understanding
CO-2	Frame HR planning in an organization	Apply
CO-3	Apply the techniques to recruit right person for the right job in right number and at right time	Apply
CO-4	Apply various types of training to improve the efficiency of employees	Understand and apply
CO -5	Find best ways to perform to get promotion And remain updated	Understand and apply

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	M	S	S	M	M	S
CO2	S	S	S	M	M	S	S	S	M	S	S	S
CO3	S	S	S	M	S	S	S	M	S	S	M	S
CO4	S	S	M	S	S	M	S	S	S	M	S	M
CO5	M	S	S	M	S	S	S	M	S	S	M	S

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
IV	IV	19SSC	SOFT SKILL COURSE	Self study	2

Semester	Part	Code	Title of the course	Hours Per week	Credits
V	III	19B513	HUMAN RESOURCE MANAGEMENT- CC-VIII	6	5

Cognitive Level	K -1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
	K - 5 - (Evaluate)				
Course Objectives	The course aims				
	➤ To understand the concepts of HRM				
	➤ To understand the factors relating to HRM and the outline of HR planning				
	➤ To understand the way to attend interview and selection process				
	➤ To understand the various types of training which improves performance				
➤ Understand the rules relating to promotion and termination					
UNIT	Content				No. of Hours
I	Introduction to HRM: definition and concept – features – objectives – functions - scope and development of human resources management - Importance of HRM - human resource practices - HRM and Personnel management: Introduction - concept of personnel management - personnel management in India - function of labor welfare officer - difference between personnel management and human resource management				18
II	Human Resource Planning – concept of human resource planning (HRP) - factors in HRP - process of HRP - Job analysis and design: Job analysis - Job description - Writing a Job description - Job specification - Job design				18
III	Recruitment – Introduction, concept of recruitment – factors affecting recruitment, sources of recruitment – Types of recruitment - selection: Introduction - concept of selection - process of selection - Tests – Interview – Types of Interview – Process of conducting interview – checking of references – Final selection.				18
IV	Training – concept and significance of training – Training needs – Training methods – types of training Performance appraisal: Introduction - concept of performance appraisal - purpose of performance appraisal process - methods of performance appraisal				18
V	Promotion - Transfer and termination – promotions policy, - Internal promotional system – Seniority Vs Merit – Benefits of effective promotion policy – Transfer –objectives and types of transfer – employee termination – Dismissal.				18

Essential Reading	1. S.S. Khanka, “ <i>Human resources Management</i> ”, S. Chand & Co. Ltd. New Delhi, 2013 2. Micheal V.P,” <i>Human Resource Management & Human Relations</i> ”,Himalaya Publication, 2017	
Recommended Reading	1. . Aswathappa, “ <i>Human Resources and Personnel Management</i> ” TMH, New Delhi,2017Revised edition 2. ravin Durai,“ <i>Human Resource Management</i> ”, Pearson Education New Delhi, 2018 3. .B. Gupta, “ <i>Human Resource Management</i> ”, Sultan Chand & Co., New Delhi, 2013 4. .M Prasad,” <i>Human Resource Management</i> ”,Sultan & Sons,2018 5. .S.P. Rao, “ <i>Human Resource Management</i> ”, Excel Books, New Delhi, 2012	
Web References	www.hr.com www.hrbartender.com https://www.shrm.org	
	COURSE OUTCOME Upon completion of the course, students will be able to:	Cognitive level
CO-1	Understand the role of HR manager.	Understanding
CO-2	Understand and apply man power planning and its methods even in virtual settings	Understand & evaluate
CO-3	Identify the sources of recruitment and selection process in virtual settings too	Understand and apply
CO-4	Know and evaluate the selection during interview and apply in virtual settings	Understanding & apply
CO -5	Find the appropriate method of training, rules relating to transfer, promotion, dismissal etc in order to maximize the contribution of employees	Understanding & evaluate

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	M	S	S	M	M	S
CO2	S	S	M	S	M	S	S	S	M	S	S	S
CO3	S	S	S	M	S	M	S	S	S	S	M	M
CO4	M	S	M	S	S	M	M	S	S	M	S	M
CO5	M	S	S	M	S	S	S	M	S	S	M	S

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
V	III	19B514	PRODUCTION AND OPERATION MANAGEMENT-CC-IX	6	5
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
	K – 4 (Analyze)				
	K – 5 – (Evaluate)				
Course Objectives	The course aims				
	➤ To understand the production system and factors determining plant location and layout				
	➤ To acquire knowledge relating to work measurement				
	➤ To understand the techniques relating to inventory management				
	➤ To remember the importance of quality control in production plan				
➤ To understand the requirement of waste management					
UNIT	Content				No. of Hours
I	Production management – meaning - nature and significance of production management – production system – types – automation and its impact – plant location – factors determining plant location – location models – plant layout – principles and types of plant layout				18
II	Productivity development – meaning – productivity techniques – work study – method study – time study – types of time study – motion study - work measurement – work sampling – plant maintenance – importance and types of plant maintenance				18
III	Inventory management and control – meaning – importance – types of inventory - techniques of inventory control – materials requirement planning – vendor selection - maximum, minimum and reorder point – JIT - ABC analysis – VED analysis				18
IV	Production planning and control – meaning – production control techniques – routing – scheduling – dispatching – loading – importance of production control – quality control – meaning – objectives – quality audit – techniques for quality improvement – TQM – principles and ideas				18
V	Waste management – meaning – methods to minimize wastage – impact of wastage – recycling – reuse – reclamation of waste – responsibility of industries, government and public				18

Essential Reading	<ol style="list-style-type: none"> Aswathappa Bhat,"<i>Production and Operation Management</i>" Himalaya Publishing House, 2nd edition, New Delhi, 2015 R.Panneerselvam,"<i>Production and Operation Management</i>" ,PHI, 3rd edition, New Delhi,2014 	
Recommended Reading	<ol style="list-style-type: none"> .K. Datta,"<i>Materials Management Procedures Text And cases</i>", PHI, New Delhi, 2012 Kanishka Bedi," <i>Production and Operation Management</i>", Oxford University Press, 2012 .B. Khanna," <i>Production and operations management</i>", PHI learning private Ltd., Delhi, 2012 www.phindia.com .Panneerselvam, "<i>Production and Operations Management</i>", PHI learning Private Limited, 2011 rof. K. Shridhra Bhat, Sowmya R. Rao," <i>Production & Material Management</i>", Himalaya Publishing House, New Delhi 2013 	
Web References	https://www.wisdomjobs.com/e-university/production-and-operations-management-tutorial-295/production-system-9436.html http://www.yourarticlelibrary.com/industries/plant-layout/top-10-factors-affecting-plant-location-explained/34618 http://www.iibmindialms.com/library/operation-management/production-management/work-measurement-methods/ http://leanmanufacturingtools.org/just-in-time-jit-production/ https://www.toolshero.com/quality-management/total-quality-management-tqm/ https://www.cleanaway.com.au/for-industry/manufacturing/	
	COURSE OUTCOME	Cognitive level
	Upon completion of the course, students will be able to:	
CO-1	Analyze the place to start business. Understand & evaluate the factors determine the plant location	Understanding & evaluate
CO-2	Understand the various terms like time study, motion study, method study, normal time, standard time and capacity planning	Understanding and applying
CO-3	Prepare aggregate planning and weekly & monthly planning	Apply
CO-4	Identify the various types of plant maintenance and the importance of JIT & sigma	Understanding
CO -5	Understand the importance of inventory control, EOQ, ABC analysis & evaluation	Understanding and evaluate

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	M	S	S	M	M	S
CO2	S	S	S	S	M	S	S	S	M	S	S	S
CO3	S	M	S	S	S	M	S	S	M	S	M	M
CO4	S	S	M	S	S	M	M	S	S	M	S	M
CO5	M	S	S	M	S	S	S	M	S	S	M	S

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks Weakly correlating (W - 1 mark)

Semester	Part	Code	Title of the course	Hours Per week	Credits
V	III	19B515	MANAGEMENT ACCOUNTING- CC-X	6	5
Cognitive Level	K -1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
	K - 4 (Analyze)				
Course Objectives	The course aims				
	➤ To apply managerial accounting and its objectives in a way that demonstrates a clear understanding of ethical responsibilities.				
	➤ To Apply and analyze different types of activity based on management tools through the preparations of estimates.				
	➤ To Analyse cost-volume-profit techniques to determine optimal managerial decisions.				
	➤ To Prepare analyses of various special decisions, using relevant costing and benefits.				
➤ To work out various budgets					
UNIT	Content				No. of Hours
I	Introduction & financial statements -Management accounting – Meaning & Definition – Nature – Scope – Objectives – Merits & Demerits – Functions of management accountant – Financial statement analysis – Comparative statements – Common size statements – Trend analysis.				18
II	Ratio analysis and working capital -Ratio analysis – Meaning of Ratio & Ratio analysis –Classification of ratios – Liquidity ratio – Solvency ratio – Activity ratio – Profitability ratio – Importance and limitations of ratio analysis – Working capital – Types – Factors determining working capital – Estimate of working capital requirements.				18
III	Fund flow statement & cash flow statement Fund flow statements – Uses of fund flow analysis – Construction of fund flow statement – Cash flow analysis as per AS 3– Distinction between fund flows and cash flows – Construction of Cash flow statement				18
IV	Marginal costing -Marginal Costing – Cost volume profit (CVP) analysis – Break even analysis – Break even and profit volume				18

	charts – contribution of sales ratio - Margin of safety – Angle of incidence – consideration of limiting factor (key factor)	
V	Budget and budgetary control and standard costing Budget and budgetary control – Sales budget, production budget, Cash budget, Master budgets and flexible budgets – Standard costing & variance analysis – Material and labour variance only.	18

Theory	Problem	
40	60	
Essential Reading	1. S.N. Maheshwari, " <i>Financial & Management Accounting</i> ", Sultan Chand & Sons, 2014	
Recommended Reading	1. R.S.N. Pillai & Bhagavathi, " <i>Management Accounting</i> ", Sultan Chand & sons, New Delhi, 2013 2. Dr. Ramachandran & Srinivasan. " <i>Management Accounting</i> ", S.Chand & co, New Delhi, 2014 3. R.K.Sharma & Joshi. K. Gupta, " <i>Management Accounting – Principles & Practices</i> ", Kalyani publications, 2013	
Web References	http://www.accountingcoach.com http://www.accountingtoday.com http://www.financialaccountingfoundation.com	
	COURSE OUTCOME	
	Upon completion of the course, students will be able to:	
	Cognitive level	
CO-1	Understand objectives, apply management Accounting ideas and practice in making decision making	Understanding and apply
CO-2	Applying skills in preparing Financial statements and Ratio analysis	Apply & analyze
CO-3	Understand about the preparation of Funds Flow Statements	Understanding & apply
CO-4	Understand about the preparation of Funds Flow Statements	Understanding and apply
CO -5	Know the difference between absorption costing and marginal costing	Understand & Apply

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	S	S	S	M	M	S
CO2	S	S	S	M	M	S	S	S	M	S	S	S
CO3	S	M	S	S	S	M	S	S	S	S	M	M
CO4	M	S	M	S	S	M	M	S	S	M	S	S
CO5	M	S	S	M	S	S	S	M	S	S	M	S

Strongly correlating (S) - 3 marks
Moderately correlating (M) - 2 marks
Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
V	III	19B516	INTERNATIONAL BUSINESS- CC-XI	5	4
Cognitive Level	K -1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
	K - 4 (Analyze)				
Course Objectives	The course aims				
	➤ To explain regional economic integration and economic and political integration.				
	➤ To elucidate the main institutions that shape the global marketplace.				
	➤ To enlighten businesses expansion abroad.				
	➤ To ascertain the key legal issues related to businesses operating in other countries.				
➤ To analyse international markets and strategies					
UNIT	Content				No. of Hours
I	Introduction to international business -International Business - Objectives - Modes of International Business - Exports & Imports - Licensing - Franchising - Management Contracts - Joint Ventures - Turnkey Projects - Wholly - owned Subsidiaries - Strategic Alliances - Mergers & Acquisitions - Contract Manufacturing - Why to Go for International Business? - Globalization - Advantages - Implications - Impact				15
II	International business environment International Business Environment - International Political Environment - Political System - Political Risk - Legal System - International Economic Environment - Economic Development - Economic Systems - Key Economic Parameters - GATT - WTO				15
III	Regional economic integration Regional Economic Integration - Levels of Economic Integration - NAFTA – EU - ASEAN - SAARC - Objectives - Principles - Potential Areas of Cooperation - Problems - Role of India - BRICS - Objectives - Focus of BRICS - Target Sectors for BRICS Trade				15
IV	International monetary system FDI - Types of FDI - Growth of FDI - FDI Destinations - FDI Sources - Methods for making FDI - Why Organizations go for FDI? - FDI & Host Nation - FDI & Home Nation - IMF - World Bank - IFC - IDA				15
V	International strategy & marketing International Strategy - Strategy of International Business - Organization Strategy of International Business - International Marketing - Market Analysis - Environmental Analysis - International Product Policies & Decisions - International Market Selection Process - International HRM -benefits				15

Essential Reading	<ol style="list-style-type: none"> 1. V.K.Bhalla, “<i>International Business</i>”, S.Chand & Company P Ltd, 2014 2. Dr.S.Sankaran, “<i>International Business & Environment</i>”, Margham Publications, 2014. 	
Recommended Reading	<ol style="list-style-type: none"> 1. K. Aswathappa, “<i>International Business</i>”, Tata Mcgraw Hill Education P Ltd, New Delhi, 2015 2. Francis Cherunilam, “<i>International Business Environment</i>”, McGraw Hill Publications, 2014. 3. Jeyarathinam, “<i>International Business</i>”, HPH, 2016 4. P. Subba Rao, <i>International Business Text and Cases</i>, Himalaya Publishing House, New Delhi, 2013 	
Web References	https://managementhelp.org www.tutor2u.net http://www.icmrindia.org	
	COURSE OUTCOME	Cognitive level
	Upon completion of the course, students will be able to:	
CO-1	Understand the term international trade, identify the mode to enter into global and its limitations	Understanding
CO-2	Understand the international business environment and system	Understanding & apply
CO-3	Understand the economic integration and related bodies	understanding
CO-4	Recognize FDI & IMF	Understanding
CO -5	Analyze international market and strategies with international HRM	Analyze and apply

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	S	S	S	M	M	S
CO2	S	S	S	S	M	S	S	S	M	S	S	S
CO3	S	M	S	M	S	M	S	S	M	S	M	M
CO4	M	S	M	S	M	S	M	S	S	M	S	M
CO5	M	S	S	M	S	S	S	M	S	S	M	S

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
V	III	19B517a	ADVERTISING AND SALES PROMOTION – EC-I	5	4
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
	K--5 – (Evaluate)				
Course Objectives	The course aims				
	➤ To understand the importance of advertising and process				
	➤ To understand the effectiveness of advertising mix				
	➤ To acquire the knowledge regarding the advertising agencies and ethics				
	➤ To understand the sales promotional techniques				
	➤ To know the effectiveness of personal selling and direct selling				
UNIT	Content				No. of Hours
I	Introduction to advertisement and Salesmanship Advertising – meaning - Advertising an element of Marketing Mix - Objectives of Advertisement - Advertising and Salesmanship - Role and Importance – Planning for Advertisements - Communication process in advertising				15
II	Advertising mix-meaning - Advertisement Copy - Advertisement types - Advertisement appeal - Advertising mix - Advertising Budget and relevant decisions - Measuring the effectiveness of advertising mix				15
III	Advertising agencies -Advertising agencies and their role - Type of advertising agencies - Managing advertisement agency-ethics in advertising				15
IV	Sales promotion -Sales promotion meaning - Objectives of Sales promotion - Advantages of Sales promotion - Sales promotion tools and their effectiveness - Measuring the effectiveness of promotions				15
V	Personal selling Personal selling – meaning – characteristics - merits and demerits – Direct marketing – meaning – elements – merits and limitations - Publicity and Public relations				15

Essential Reading	TEXT BOOK 1. Mukesh Srehan, "Advertising & Sales Management", V.K Global publications, 2016 2. P. Saravanavel, "Advertising and Sales Promotion", Second Edition, Margham Publications, 2011	
Recommended Reading	1. Charles J Dirkson, "Advertising Principles and Problems and Cases", 2010 2. Mahendra Mohan, "Advertising Management Concepts and Cases", (TMH) BBA, 2014 3. M Ramasamy, "Marketing Salesmanship and Advertising", Sterling Publications, 2012 4. J C Sinha, "Principles of Marketing and Salesmanship", R. Chand and company, 2013	
Web References	https://www.ama.org/academics https://managementhelp.org/marketing/advertising https://libguides.utk.edu/advertising	
	COURSE OUTCOME Upon completion of the course, students will be able to:	Cognitive level
CO-1	Understand and apply the concepts relating to advertisement	Understand & apply
CO-2	Measure the effectiveness of advertising mix	understanding
CO-3	Apply ethics in advertising	Apply
CO-4	Apply various sales promotional techniques in sales	Understand & apply
CO -5	Understand and evaluate the selling methods	Understand & evaluate

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	M	S	S	M	M	S
CO2	S	S	M	S	M	S	S	S	M	S	S	S
CO3	S	M	S	S	S	M	M	S	M	S	M	M
CO4	S	S	M	S	S	M	M	S	S	M	S	M
CO5	M	S	S	M	S	S	S	M	S	S	M	S

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
V	III	19B517b	TOTAL QUALITY MANAGEMENT – EC-I	5	4
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
	K-4 – (Analyze)				
Course Objectives	The course aims				
	➤ To overview of quality and TQM and the salient contributions of Quality Gurus like Deming, Juran and Crosby.				
	➤ To understand the concepts of TQM and practice it in Customer Focus, Employee Focus and théier involvement, continous improvement and Supplier Management				
	➤ To apply various mathematical techniques to prove the quality				
	➤ To understand the methods to maintain quality in all business activities				
	➤ To impart detailed exposure to students on various quality systems like ISO and its standards				
UNIT	Content				No. of Hours
I	Introduction -Definition of quality – Dimensions of quality – Quality planning – Quality costs – Analysis techniques for quality costs – Basic concepts of total quality management – TQM chart – Quality council – Quality statements –Strategic planning – Deming philosophy – Barriers to TQM implementation.				15
II	TQM principles Customer satisfaction – Customer perception of quality – Customer complaints – Service quality –Customer retention – Employee involvement – Continuous process improvement – Juran trilogy – PDSA cycle – 5S – Kaizen – Supplier partnership – Partnering – Sourcing – Supplier selection – Supplier rating – Relationship development – Performance measures				15
III	Statistical Process Control (SPC) 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 – New seven management tools.				15
IV	TQM Tools -Benchmarking – Reasons to benchmark - –Benchmarking process – Quality Function Deployment(QFD) – House of quality – QFD process – Benefits – Total Productive Maintenance (TPM) – Concept – Improvement needs FMEA – Stages of FMEA-TQM chart				15
V	Quality systems Need for ISO 9000 and other quality systems – ISO 9000:2000 Quality system – Elements – Implementation of quality system –				15

	Documentation – Quality auditing – ISO 14000 –Concept – Requirements and benefits.	
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Essential Reading	<ol style="list-style-type: none"> 1. Besterfiled, D.H. “<i>Total Quality Management</i>”, Pearson Education, Inc. 2011. 2. Suganthi L Anand,”<i>Total Quality Management</i>”,PHI Learning Pvt Ltd.,2014 3. Zeiri., “<i>Total Quality Management for Engineers</i>”, Wood Head Publishers, 2014 	
Recommended Reading	<ol style="list-style-type: none"> 1. Evans, J. R., and Lidsay, W.M., “<i>The Management and Control of Quality</i>”, 5th Edition, South-Western (Thomson Learning), 2012. 2. Narayana V. and Sreenivasan, N.S., “<i>Quality Management Concepts and Tasks</i>”, New Age International, 2015 3. Senthil Arasau B Praven Paul J.”<i>Total Quality Management</i>”, Sciketch publication, 2014 	
Web References	www.evans.swlearning.com www.cengage.com/international	
	COURSE OUTCOME	Cognitive level
	Upon completion of the course, students will be able to:	
CO-1	Understand the concepts of TQM	Understanding
CO-2	Measure the performance of himself in all tasks	Apply
CO-3	Apply various methods of quality maintenance	Analyze & Apply
CO-4	Use various tools to enhance quality in management	Apply
CO -5	Strive for getting quality certification	Apply

Mapping of Cos with PO & PSO

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	S	S	S	M	S	M
CO2	S	S	S	S	M	S	S	S	M	S	S	S
CO3	S	M	S	S	S	M	S	S	S	M	S	M
CO4	M	S	S	S	M	M	S	S	S	S	M	S
CO5	S	S	S	M	S	S	S	M	S	S	S	S

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
V	IV	19B5N2a	ENTREPRENEURSHIP DEVELOPMENT – NMEC-II	2	2
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
	K--4 – (Analyze)				
Course Objectives	The course aims				
	➤ To understand basic concepts in the area of entrepreneurship				
	➤ To recognize the role and importance of entrepreneurship for economic development.				
	➤ To acquire knowledge to prepare projects				
	➤ To understand the legal rules relating to start business				
	➤ To become aware of challenges in starting and survive in markets				
UNIT	Content				No. of Hours
I	Basics of Entrepreneurship -Definition of entrepreneurship, historical background, entrepreneurial qualities, real life examples of successful entrepreneurs and their background, types of entrepreneurs.				6
II	Entrepreneurial Motivation -Entrepreneurs Vs Intrapreneurs - Entrepreneurial Motivation, David McClelland's achievement motivation model, Barriers to entrepreneurship development.				6
III	Project Preparation -Project Identification - Business plan and components of business plan, Feasibility studies – Market, Economic, financial, Political - project report preparation.				6
IV	Indian Environment -Indian Environment for Entrepreneurship: key regulations and legal aspects, MSMED Act and its implications, definition of MSMEs, schemes of the Ministry of MSME, Industrial Estates				6
V	Social entrepreneurship -Role and need for entrepreneurship development, EDP cell, role of sustainability and sustainable development for SMEs, Challenges for entrepreneurs and prospects through e Marketing.				6

Essential Reading	<ol style="list-style-type: none"> 1. Robert D Hisrich, Michael P Peters, Dean A Shapherd, “<i>Entrepreneurship</i>”, latest edition, The McGraw -Hill Company,2015 2. Dr TN Chhabra, “<i>Entrepreneurship Development</i>”, Sun India Publications, New Delhi,2014. 	
Recommended Reading	<ol style="list-style-type: none"> 1. Dr CN Prasad, “<i>Small and Medium Enterprises in Global Perspective</i>”, New century Publications, New Delhi,2017 2. Vasant Desai, “<i>Entrepreneurial development and management</i>”, Himalaya Publishing House,2014 3. Maddhurima Lall, Shikah Sahai, “<i>Entrepreneurship</i>”, Excel Books, 2017 Revised publication 	
Web References	www.msme.gov.in www.dcmesme.gov.in www.msmetraining.gov.in www.nsic.co.in www.niesbud.nic.in	
	COURSE OUTCOME	Cognitive level
	Upon completion of the course, students will be able to:	
CO-1	Understand & Gain entrepreneur’ qualities	Understanding
CO-2	Face challenges in job or business	Understanding
CO-3	Apply his knowledge in preparing and analyze the worth of project	Understand and apply
CO-4	Apply legal rules relating to business	Apply
CO -5	Face risks in business	Analyze and apply

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	M	S	S	S	M	S	S	M	M	S
CO2	S	S	M	S	M	S	S	S	M	S	S	S
CO3	S	M	S	M	S	M	M	S	M	S	M	M
CO4	S	S	M	S	S	M	S	M	S	M	S	S
CO5	M	S	S	M	S	S	S	M	S	S	M	W

Strongly correlating (S) - 3 marks
Moderately correlating (M) - 2 marks
Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
V	IV	19B5N2b	ORGANIZATIONAL BEHAVIOUR AND PSYCHOLOGY – NMEC-II	2	2
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
	K-5 – (Analyze)				
Course Objectives	The course aims				
	➤ To list and define basic organizational behavior principles, and analyze how these influence behavior in the workplace.				
	➤ To analyze individual human behavior in the workplace as influenced by personality, values, perceptions, and motivations.				
	➤ To analyze individual human behavior in the workplace as influenced by personality, values, perceptions, and motivations.				
	➤ To raise the student's awareness of the centrality of organisational behaviour to understanding organisational functioning.				
	➤ To demonstrate an understanding of theories, principles and concepts applicable to the study of organisations and management				
UNIT	Content			No. of Hours	
I	Introduction to Organizational Behaviour: Concept of Organizational Behaviour (OB)- Importance of Organizational Behaviour → Key Elements of Organizational Behavior, Role of Managers in OB- Foundations or Approaches to Organizational Behavior, Challenges and Opportunities for OB.			6	
II	Introduction to Personality: Definition and Meaning of Personality - Determinants of Personality, Theories of Personality, Personality Traits Influencing OB - Nature and Meaning of Emotions - Characteristics of Emotions, , Emotions in the Context of OB.			6	
III	Motivation: Definition and Meaning, Theories of Motivation, importance of motivation in Organizational Scenario - Leadership: Definition and Meaning, Theories of Leadership – kinds of leadership styles.			6	
IV	Introduction to Organization Culture: Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity.			6	
V	Stress management – meaning-types of stress – reaction to stress methods to overcome stress – Freudian concept of mind – structure of mind - conscious mind - unconscious mind – sub-conscious mind – id, ego & super ego			6	

Essential Reading	1. Fred Luthans, “ <i>Organisational Behavior</i> ”, McGraw Hill, 11 th Edition, 2011 2. Stephen P. Robins, “ <i>Organisational Behavior</i> ”, PHI Learning / Pearson Education, 16 th edition, 2016 Revised	
Recommended Reading	1. Schermerhorn, Hunt and Osborn, “ <i>Organisational behavior</i> ”, John Wiley, 9 th Edition, 2013. 2. Mc Shane & Von Glinov, “ <i>Organisational Behaviour</i> ”, 4 th Edition, Tata Mc Graw Hill, 2012. 3. Udai Pareek, “ <i>Understanding Organisational Behaviour</i> ”, 2 nd Edition, Oxford Higher Education, 2013. 4. Robins Judge Millet, “ <i>Organizational Behaviour</i> ”, Pearson publication, 7 th edition, 2013	
Web References	www.bretlsimmons.com www.positivesharing.com www.strategicagilityinstitute.com	
	COURSE OUTCOME	Cognitive level
	Upon completion of the course, students will be able to:	
CO-1	Understand the importance of organizational behavior and apply it for better performance	Understanding
CO-2	Apply and analyzes various personality in organization and act according to	Apply & analyzes
CO-3	Engage on self motivation and improve their leadership qualities	Apply
CO-4	Adapt various organizational culture for their survival	Understanding & Apply
CO -5	Control stress by following various techniques to contribute more to organization	Analyze and apply

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	M	S	S	S	S	M	S	S	M	S	S
CO2	S	S	M	S	M	S	S	S	M	S	M	S
CO3	S	S	S	M	S	S	M	S	S	S	M	M
CO4	S	M	S	S	S	M	S	M	S	M	S	S
CO5	M	S	S	M	S	S	S	M	S	S	M	M

Strongly correlating (S) - 3 marks
Moderately correlating (M) - 2 marks
Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
VI	III	19B619	TAXATION FOR MANAGERS CC-XII	6	5
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
Course Objectives	The course aims				
	➤ To understand the basic concepts and definitions under the Income Tax Act,1961.				
	➤ To update the students with latest development in the subject of taxation.				
	➤ To acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.				
	➤ To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.				
	➤ To understand the concept and rules relating to GST				
UNIT	Content				No. of Hours
I	Basic concepts: Income, person, Assessee, Assessment year, previous year, gross total income, total income, calculation of taxable income - rebate, marginal relief - Residential status of all persons, and its effect on tax incidence - Exempted income under section 10 (in relation to individuals).				18
II	Income from salary - Salaries, - Basis of charge - Allowances, Provident Fund- gratuity, Pension, Leave enhancement- Deduction of Gross Salary u/s 16, (excluding perks)				18
III	Income from house property and income from business Income from house property - basis of charge – determination of annual value - Deduction u/s 24 (Basic Simple Problems only) Profits and gains of business or profession,- basis of charge – methods of accounting - deductions (Excluding Profession).				18
IV	Capital gain and income from other sources Capital gain: basis of charge – short and long term capital gains – computation – indexed cost of acquisition and improvement – exemptions (Simple problems only). Income from other sources – (Theory concept only).				18
V	Goods and services tax Goods & Service tax – concepts and general principles, Dual nature, Charge of GST and taxable goods & services, Valuation, Payment of GST and filing of returns.				18

Essential Reading	<ol style="list-style-type: none"> 1. V. S. Datey, “<i>Indirect Tax Law and practice</i>”, Taxmann Publications Pvt. Ltd., New Delhi, Unit 5,2017 2. Vinodh Singhania and Dr. Monica Singhania,”<i>Students guide to income tax</i>”, Taxmann Publications. (New Assessment Year). (Unit 1 to Unit 4), 2017 -Revised edition 3. Vineeth Sodhani,”<i>Indirect Taxes & GST</i>”, sodhani.com, Chennai, December.2018 Revised edition 	
Recommended Reading	<ol style="list-style-type: none"> 1. T.S.Reddy &Y. Hari Prasad Reddy; “<i>Income Tax Law and Practices</i>”; Margham Publication; Chennai,2017 2. Dr. Vinod K. Singhania, <i>Element of Service Tax</i>”, Taxmann Publications Pvt. Ltd., Delhi.,2017 	
Web References	www.taxmann.com www.india.gov.in/official-website-income-tax-department https://cleartax.in www.incometaxindia.gov.in	
	COURSE OUTCOME	Cognitive level
	Upon completion of the course, students will be able to:	
CO-1	Understand & apply the basic concepts of taxation especially individual income	Understanding and apply
CO-2	Calculate the tax and deductions under income from salary on self	Apply
CO-3	Prepare tax sheets for income from house property by applying rules	Apply
CO-4	Understand and calculate income from other sources of income	Apply
CO -5	Apply the gained knowledge in submitting GST returns	Apply

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	S	M	S	S	S	S	S	M	S	S
CO2	S	S	M	S	M	S	S	M	S	S	M	S
CO3	S	M	S	M	S	S	M	S	S	S	M	M
CO4	M	S	M	S	S	M	S	S	M	S	S	S
CO5	S	S	S	M	S	S	S	M	S	S	M	W

Strongly correlating (S) - 3 marks
Moderately correlating (M) - 2 marks
Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
VI	III	19B620	FINANCIAL MANAGEMENT CC-XIII	6	5
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
	K – 4 (Analyze)				
Course Objectives	The course aims				
	➤ To understand the concepts and maximizing profit				
	➤ To acquire knowledge on cost of capital and financial leverages				
	➤ To understand the effectiveness of capital structure especially trading on equity				
	➤ To acquire the efficiency in preparing capital budgets				
➤ To analyze the factors affecting financial plan					
UNIT	Content				No. of Hours
I	Nature of financial management – meaning and scope of finance – financial management and its function – role of financial manager - Maximization of profit – wealth maximization – importance of financial management – organization of financial department.				18
II	Cost of capital – concept – importance and types of cost of capital – measurement of cost of capital – weighted average cost of capital – leverages - operating and financial leverages				18
III	Capital structure – meaning, factors affecting capital structure – capital gearing, high and low gearing, significance-meaning of trading on equity, limitations on the policy of trading of equity.				18
IV	Capital budgeting – nature of capital expenditure, concept of capital budgeting, capital budgeting procedures – methods of ranking investment proposals- payback method- return on investment method – net present value				18
V	Financial planning and forecasting. Concept – characteristics and factor affecting financial planning – necessity and limitations – cash forecasting.				18

Theory	Problem
40	60

Essential Reading	<u>Text Book</u> 1. .M.Pandey, “ <i>Financial Management</i> ” Vikas Publishing House, New Delhi, 2002	
Recommended Reading	1. .Y. Khan, P.K.Jain, “ <i>Financial Management</i> ”, Tata McGraw Hill Education, 7 th edition, New Delhi, 2016 2. uchal, “ <i>Financial Management</i> ”, Chatyana Publishing house, Allahabad, 1993 3. rasanna Chandra, “ <i>Financial Management Theory and Practice</i> ”, 9 th edition, Tata McGraw Hill, 2017	
Web References	https://www.youtube.com/watch?v=mX9nd0eQ-6g https://www.youtube.com/watch?v=Hysmalny2Hg https://www.youtube.com/watch?v=ZdIWYU0eOiY https://www.udemy.com/financial-management-in-tamil/	
	COURSE OUTCOME	Cognitive level
	Upon completion of the course, students will be able to:	
CO-1	Apply the techniques to maximize profit in business	Understanding and apply
CO-2	Apply the concepts of cost of capital	Apply
CO-3	Understand the factors affecting cost of structure	Apply
CO-4	Prepare capital budgets by analyzing various factors	Analyze & Apply
CO -5	Understand and analyze the factors affection financial plans	Apply

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	S	M	S	S	M	S	S	M	S	S
CO2	M	S	M	S	M	S	S	M	M	S	M	S
CO3	S	M	S	M	M	S	M	S	S	S	M	M
CO4	S	S	M	S	S	M	S	S	S	M	S	S
CO5	M	S	S	M	S	S	S	M	S	S	M	M

Strongly correlating (S) - 3 marks
Moderately correlating (M) - 2 marks
Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
VI	III	19B620	ENTREPRENEURIAL DEVELOPMENT CC-XIV	5	4
Cognitive Level	K -1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
	K - 5 (Evaluate)				
Course Objectives	The course aims				
	➤ To understand basic concepts in the area of entrepreneurship				
	➤ To recognize the role and importance of entrepreneurship for economic development.				
	➤ To develop personal creativity and entrepreneurial initiative				
	➤ To be aware of the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures				
	➤ To know the role of government and the machinery that renders support in terms of policies, assistances etc. for creation, sustenance and growth of the enterprises				
UNIT	Content				No. of Hours
I	Basics of Entrepreneurship Definition of entrepreneurship, historical background, entrepreneurial qualities, real life examples of successful entrepreneurs and their background, types of entrepreneurs, comparison of entrepreneurs and managers.				15
II	Entrepreneurial Motivation Entrepreneurs Vs Intrapreneurs - Entrepreneurial Motivation, David McClelland's achievement motivation model, Barriers to entrepreneurship development – EDP needs and Phases – benefits and problems.				15
III	Project Preparation Project Identification - Business plan and components of business plan, environment scanning, market survey, feasibility studies – Market, Economic, financial, Political - project report preparation.				15
IV	Indian Environment Indian Environment for Entrepreneurship: key regulations and legal aspects, MSMED Act and its implications, definition of MSMEs, schemes of the Ministry of MSME, National Skill development Mission, Credit Guarantee Fund, PMEGP				15
V	Social entrepreneurship Social entrepreneurship - role and need for entrepreneurship development, EDP cell, role of sustainability and sustainable development for SMEs, Challenges for entrepreneurs and prospects through e Marketing.				15

Essential Reading	<ol style="list-style-type: none"> 1. Dr. S.S. Khanka, "<i>Entrepreneurial Development</i>", S.Chand, 2012 2. Robert D Hisrich, Michael P Peters, Dean A Shapherd, "<i>Entrepreneurship</i>", latest edition, The McGraw -Hill Company 3. Dr TN Chhabra, "<i>Entrepreneurship Development</i>", Sun India Publications, New Delhi, 2017 Revised edition 	
Recommended Reading	<ol style="list-style-type: none"> 1. Dr CN Prasad, "<i>Small and Medium Enterprises in Global Perspective</i>", New century Publications, New Delhi, 2013 2. Vasant Desai, "<i>Entrepreneurial development and management</i>", Himalaya Publishing House, 2013 3. Maddhurima Lall, Shikah Sahai, "<i>Entrepreneurship</i>", Excel Books Revised edition 	
Web References	www.msme.gov.in www.dcmesme.gov.in www.msmetraining.gov.in www.nsic.co.in www.niesbud.nic.in	
	COURSE OUTCOME	Cognitive level
	Upon completion of the course, students will be able to:	
CO-1	Understand the basic development of entrepreneurship as a profession	Understanding
CO-2	Understand various business models Barriers to entrepreneurs (especially women entrepreneurs)	Understand evaluate
CO-3	Write a business plan describing a new business venture	Understanding and apply
CO-4	Know marketing strategies for small business & monitor the performance of a new firm	Understand & applying
CO -5	Understand how to prepare project for a business and appraisal of it	Understand and evaluate
	Know the social responsibility of entrepreneurs	Understanding

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	S	M	S	S	M	S	S	M	S	S
CO2	M	S	M	S	M	S	S	M	M	S	M	S
CO3	S	M	S	M	M	S	M	S	S	S	M	M
CO4	S	S	M	S	S	M	S	S	M	M	S	S
CO5	M	S	S	M	S	S	S	M	S	S	M	M

Strongly correlating (S) - 3 marks
Moderately correlating (M) - 2 marks
Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
VI	III	19B621	STRATEGIC MANAGEMENT CC-XV	5	5
Cognitive Level	K -1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
	K-- 4 (Analyze)				
	K - 5 (Evaluate)				
Course Objectives	The course aims				
	➤ To learn about the strategies and strategic management in an international business scenario.				
	➤ To become aware of various environment analysis to know the position of business or individual stands				
	➤ To acquire knowledge on various alternative strategies to implement for success				
	➤ To learn how to frame and implement the selected strategy				
	➤ To know the various evaluation techniques for betterment				
UNIT	Content			No. of Hours	
I	Strategic management – an introduction Definition of strategic management – meaning – features of strategy - elements in strategic management – model of strategic management process – the concept of strategy – vision, mission, objectives – features – importance and limitation of strategic management			15	
II	Business environment analysis Environment scanning – macro factors - SWOT analysis – BCG analysis – GE nine cell matrix – Industry analysis – opportunity matrix–Generic Strategies – value chain analysis			15	
III	Strategic alternatives – Diversification – meaning – types – merger and acquisition - liquidation strategy – synergy – take over – joint venture – divestment – dis-investment – turnaround strategy – modernization – modification - merits and demerits -			15	
IV	Formulation and Implementation of strategy – approaches in strategic decision making – strategy implementation process– resource allocation – methods of resource allocation - social audit – Role of strategist in formulating and implementing strategy – barriers in implementation			15	
V	Strategic evaluation and control - Nature and importance of strategic evaluation – participants in strategic evaluation - strategic evaluation & control – Premise control - Implementation control - Strategic Surveillance and special alert control – process - evaluation techniques for strategic control – case study			15	

Essential Reading	<ol style="list-style-type: none"> 1. Kazmi Azar, “<i>Business Policy and Strategic Management</i>”, Tata McGraw Hill Publications. 2017. 2. Dr. S. Sankaran, “<i>Strategic management</i>”, Margham Publications, 2013. 	
Recommended Reading	<ol style="list-style-type: none"> 1. Thomas Wheelen J, Hunger David & Rangarajan Krish, “<i>Strategic Management And Business Policy</i>”, Pearson Education, 2012. 2. Aswathappa, “<i>International Business strategy</i>”, Tata McGraw Hill, New Delhi, 2004 3. L.M.Prasad, “<i>Business Policy and Strategic Management</i>”, Sultan chand and sons, 2016. 	
Web References	https://managementhelp.org www.strategicmanagementinsight.com www.tutor2u.net www.phindia.com https://www.youtube.com/watch?v=kJmOk_eZrjA	
	COURSE OUTCOME	Cognitive level
	Upon completion of the course, students will be able to:	
CO-1	Understand the concept of strategy, mission, vision and objectives	Understanding
CO-2	Analyse the effectiveness of strategy through various analysis	Analysis
CO-3	Identify various alternate strategies & select appropriate strategy to improve business	Understand & evaluate & apply
CO-4	Understand the process of formulating and implementing strategies	Understanding
CO -5	Understand and apply the control techniques to improve situation and analyze the case	Understand analyze and apply

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	S	M	S	S	M	S	S	M	S	S
CO2	M	S	M	S	S	S	S	M	S	S	M	S
CO3	S	S	S	S	M	S	M	S	S	S	M	M
CO4	S	S	M	S	S	M	S	S	M	M	S	S
CO5	M	S	S	M	S	S	S	M	S	S	S	M

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
VI	III	19B622a	INVESTMENT MANAGEMENT - EC-II	4	4
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
	K – 4 (Analyze)				
Course Objectives	The course aims				
	➤ To understand the functional system of stock market				
	➤ To acquire knowledge on new issue and secondary market				
	➤ To understand different investment alternatives in the market				
	➤ To understand how securities are traded in the market				
➤ To analyze and price different securities.					
UNIT	Content				No. of Hours
I	Investment – Meaning – Features – Classification Of Investment- Speculation – Distinction Between Investment And Speculation- Gambling – investment process – investment alternatives- sources of investment information				12
II	Capital market –new issue market-secondary market – relationship between primary market and secondary market – functions of new issue market – underwriting – methods of underwriting – methods of floating new issues – players or parties involved in the new issue market – problems faced in the new issue market				12
III	Stock Exchange – Characteristics of Stock Exchanges – Origin, Organization And Management of Stock Exchanges In India – Important stock exchanges in India – Members of the stock exchange – listing – listing procedures – merits & demerits of listing –functions of stock exchanges - kinds of Brokers in stock exchanges – various stages involved in Stock				12
IV	Over The Counter Exchange Of India (OTCEI) – National Stock Exchange (NSE) – SEBI – Functions of SEBI – powers of SEBI – Organization and management of SEBI – various department of SEBI –SEBI guidelines for primary market and secondary market				12
V	Investment Risk – Meaning – classification of risk – online trading - procedures of online stock trading – advantages – problems and defects – stock market indices – dematerialization – procedure – merits and demerits				12

Essential Reading	<ol style="list-style-type: none"> vadhani V.A,”<i>Investment Management</i>”,HPH,8th edition,2015 unithvathi Pandian “<i>Security Analysis & Portfolio Management</i> “, Vikas Publishing House Private Limited, New Delhi , 2012. 	
Recommended Reading	<ol style="list-style-type: none"> V. K. Bhalla, “<i>Investment Management</i>”, New-Delhi, Sultanchand & Sons Publication, 10th Edition, Year 2014. Gordon & Natarajan, “<i>The Financial Markets & Services</i>”, New-Delhi, Himalya Publishing House, year 2016 Revised edition Prasanna Chandra, “<i>Investment analysis & Portfolio Management</i>”, New-Delhi,The McGraw Hill Company Ltd. 6th edition, year 2014. 	
Web References	www.BSEIndia.com www.Capitaline.com www.Capitalmarket.com www.Wekipidia.com	
	COURSE OUTCOME	Cognitive level
	Upon completion of the course, students will be able to:	
CO-1	Know the features of investment & capital market and its risks	Understanding
CO-2	Understand the role and functions of capital market & its reforms	Understanding
CO-3	Understand the role of stock exchange, listing & depository system’ working	Understanding and demonstrate
CO-4	Know the objectives of NSE, OTCEI and guidelines of SEBI	Understanding
CO -5	Understand & could apply online stock trading & dematerialization	Understanding, analyze & apply

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	S	M	M	S	M	S	S	M	S	M
CO2	M	S	M	S	S	S	S	M	S	S	M	S
CO3	S	M	S	S	M	S	M	S	M	S	M	M
CO4	S	S	M	S	S	M	S	S	M	M	S	S
CO5	M	S	S	M	S	S	S	M	S	S	S	M

Strongly correlating (S) - 3 marks
Moderately correlating (M) - 2 marks
Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
VI	III	19B622b	EXPORT MANAGEMENT – EC-II	4	4
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
Course Objectives	The course aims				
	➤ To acquire general knowledge on foreign trade & registration				
	➤ To know the legal rules relating to foreign trade				
	➤ To understand the packaging process and related documents				
	➤ To understand the terms relating to shipment of goods				
➤ To recognize the formalities regarding export and import					
UNIT	Content				No. of Hours
I	Introduction to foreign trade -Exporting preliminary consideration – Generation of Foreign enquiries, obtaining local quotation & offering to overseas buyers scrutinizing export order, Opening L/C by buyers – Export Controls and Licenses – Patent, Trade Mark, Copy Right Registrations – Confidentiality and NDA.				12
II	Export sale – Selling and Purchasing – Consignment – Leases – Marine and Air Causality Insurances – Export Finance – Forex – Major currencies, Exchange rates, relations & Impact – Export costing and pricing & Inco terms – Export License – Import License.				12
III	Export packaging – Preparation of Pre shipment documentation – Methods of Transportation – Country of Origin Marking – Inspection of Export consignment – Export by Post, Road, Air & Sea – Claiming for Export benefits and Duty drawbacks.				12
IV	Shipment & shipping documents – Complicated problems in shipments & negotiation of shipping documentations – Corporate marketing strategies – 100% EOU & Free trade zone – Deemed Export – Isolated Sales Transactions.				12
V	Acts for export commencement – Commencement – Customs Formalities – Export Documentation – Export of Services – Export of Excisable Goods – Import Documentation – Clearance – 100% export oriented units – Customs house agents – Import of different products – import/export incentives – import licenses.				12

Essential Reading	1. C. Rama Gopal, " <i>Export Import Procedures -Documentation and Logistics</i> ", New Age International,2016 2.P.Veera Reddy," <i>Export Documentation</i> ",Commercial Law Publishers,2018 Revised edition	
Recommended Reading	1. Chernilam Francis," <i>International Trade and Export Management</i> ",HPH,2012 2. Parul Guptha," <i>Export Import Management</i> ",McGraw Hill Publication, 1 st edition, 2017 Revised online source 3. Usha Kiran Rai," <i>Export Import and Logistics Management</i> ",PHI learning Pvt Ltd, 2 nd edition,2012	
Web References	http://www.dgftcom.nic.in http://www.cbec.in http://eximtutor.com	
	COURSE OUTCOME Upon completion of the course, students will be able to:	Cognitive level
CO-1	Understand the essentials of export	understand
CO-2	Carry on buying and selling of goods and services to other countries to expand business	Understand and apply
CO-3	Apply packaging techniques to attract foreign customers	Apply
CO-4	Identify various documents relating to export and import	Understand and apply
CO -5	Avail government' incentives provided to export	Apply

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	M	S	M	M	S	M	S	S	M	S	M
CO2	M	S	M	S	S	S	S	M	S	S	M	S
CO3	S	M	S	S	M	S	M	S	M	S	M	M
CO4	S	S	M	S	S	M	S	M	M	M	S	S
CO5	M	S	S	M	S	S	S	M	S	S	M	M

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
VI	III	19B623a	INDUSTRIAL RELATION – EC-III	4	3
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
Course Objectives	The course aims				
	➤ To understand the fundamentals of industrial relations and workers involvement in the same.				
	➤ To introduce the student to the essential knowledge of labor relations and industrial relations systems and participatory processes at work				
	➤ To understand the power of bargaining				
	➤ To develop awareness among students of various actors of IRS (mgt, workers, union & Govt.).				
	➤ To understand the effectiveness of participation management and empowerment				
UNIT	Content				No. of Hours
I	Industrial relations: Introduction – Meaning – nature - scope, Overview of Industrial Relations - Composition of Industrial Relations - Importance of Industrial Relations - Perspectives of Industrial Relations - functions of Industrial Relations.				12
II	Trade Unions: Introduction - Trade Unions - Reasons for Joining Trade Unions - Functions of Trade Unions - Types of Trade Unions - Advantages and disadvantages of Trade unions - Trade Unions in India				12
III	Collective Bargaining and Negotiation: Introduction - Collective Bargaining - Phases of Collective Bargaining and Negotiation - Collective Bargaining Advantages - Negotiation.				12
IV	Laws related to Employee Relations: Introduction - Evolution of Employee Laws in India - Laws Relevant to Employee Relations - Laws Relevant to Organisational Conflicts - Laws Relevant to Employee Wages and Compensation.				12
V	Participation and Empowerment: Introduction - Employee Participation and Empowerment Objectives – employee Participation - Advantages of Employee Participation - Employee Participation in India - Methods of Participation - Employee Empowerment.				12

Essential Reading	<ol style="list-style-type: none"> 1. Mamoria & Mamoria, “<i>Dynamics of Industrial Relations in India</i>”, Himalaya Publishing House, New Delhi,2016 2. Venkataraman, C.S., “<i>Indian Industrial Relations</i>”, National Institute of Personnel Management, New Delhi. 	
Recommended Reading	<ol style="list-style-type: none"> 1. Arun Monappa, “<i>Industrial Relations</i>”, Tata McGraw Hill, New Delhi,2015. 2. Sharma A.M., “<i>Aspects and legal frame work of Industrial Relations</i>”, Himalaya Publisher, New Delhi,2015. 3. Suresh C. Srivastava, “<i>Industrial Relations</i>”,Vikas publication, 1st edition,2016 	
Web References	http://www.sbcs.edu.tt/programme/industrial-relations/ https://www.youtube.com/watch?v=6J-VleH06k https://www.youtube.com/watch?v=6snzm5cfCBw	
	COURSE OUTCOME	Cognitive level
	Upon completion of the course, students will be able to:	
CO-1	Understand and remember the effectiveness of industrial relation	Understanding
CO-2	Make use of the power of trade union & utilizes his rights through trade union	Apply
CO-3	Apply negotiating skills if required	Understand and apply
CO-4	Practice good relationship with co-workers	Apply
CO -5	Take part in participative management	Apply

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	S	S	M	M	S	M	S	S	M	S	S
CO2	S	S	S	S	S	M	S	M	S	S	M	S
CO3	S	S	S	M	S	S	S	S	M	S	S	M
CO4	M	S	M	S	S	M	S	M	S	M	S	S
CO5	S	S	S	M	S	S	S	S	M	S	S	M

Strongly correlating (S) - 3 marks

Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
VI	III	19B623b	LOGISTICS AND SUPPLY CHAIN MANAGEMENT –EC-III	4	3
Cognitive Level	K –1 (Acquire/remember)				
	K-- 2 (Understanding)				
	K—3 (Apply)				
Course Objectives	The course aims				
	➤ To understand the importance of logistics				
	➤ To know the functions of supply chain management				
	➤ To understand and acquire the knowledge on transport network				
	➤ To understand the importance of supplier relationship for effective distribution of goods				
	➤ To understand the supporting activity of warehousing management system				
UNIT	Content				No. of Hours
I	Logistics – meaning – objectives – concepts – types of logistics — logistics mix – logistics performance – importance – limitation of logistics				12
II	Supply chain – meaning – objectives – types – measurement system – leveraging value chain partner – frame work for supply chain solution - Supplier Relationship management (SRM) – Partner Selection – functions of supply chain management – difference between supply chain management and logistics				12
III	Transportation Selection – Tradeoff – modes of transportation – models for transportation and distribution – factors affecting network effectiveness				12
IV	Supplier Relationship Management - Product Development and Commercialization – distribution system – supply chain structure – material handling – packaging practices				12
V	E-business and SCM - Balanced Score Card – Benchmarking - Performance measurement – functions of logistics – warehousing – meaning and types – warehousing management system(WMS)				12

Essential Reading	<ol style="list-style-type: none"> 1. D.K. Agarwal, "<i>Logistics and Supply Chain Management</i>", Trinity Press, 2015 2. Janat Shah, "<i>Supply chain Management-Taxt & cases</i>", Pearson publication, 6th edition, 2016 Revised edition 	
Recommended Reading	<ol style="list-style-type: none"> 1. hopra, S. and Meindl, P., "<i>Supply Chain Management: Strategy, Planning and Operations</i>", 6ht edition, Boston consulting Group, 2016 2. ohanty R.P, S.G Deshmuki "<i>Supply Chain Management Biztantra, New Delhi.2015</i>" 3. aghuram G Rangaraj, "<i>Logistics and Supply Chain Management</i>", Macmillan publication, 2011 4. ichard B chase Ravi Shankar, "<i>Operations and Supply Chain Management</i>", McGraw Hill, 14th edition, 2014 	
Web References	www.logisticsmgmt.com https://redstagfulfillment.com/ http://www.aims.education	
	COURSE OUTCOME	Cognitive level
	Upon completion of the course, students will be able to:	
CO-1	Understand the importance of logistics in business	Understanding
CO-2	Understand and follow the functions of supply chain	Understanding and apply
CO-3	Apply and maintain the effective transportation network to cater the needs of customers	Apply
CO-4	Understand the success of business depends on good suppliers' relationship	Understanding
CO -5	Apply e-techniques to improve business	Apply

CO	PO						PSO					
	1	2	3	4	5	6	1	2	3	4	5	6
CO1	S	M	S	M	M	S	M	S	S	M	S	M
CO2	S	S	S	S	S	M	S	S	S	S	S	S
CO3	S	S	S	M	S	S	S	S	S	S	M	S
CO4	M	S	M	S	S	M	S	M	S	M	S	S
CO5	S	S	S	S	S	M	S	S	M	S	S	M

Strongly correlating (S) - 3 marks
Moderately correlating (M) - 2 marks

Weakly correlating (W) - 1 mark

Semester	Part	Code	Title of the course	Hours Per week	Credits
VI	IV	19EA	EXTENSION ACTIVITIES	-	1

S.NO	COURSE	COURSE CODE	TITLE OF THE COURSE
01	CC - I	19B101	Principles of Accounting
02	CC - II	19B102	Principles of Management
03	CC - III	19B204	Marketing Management
04	CC - IV	19B307	Business Communication
05	CC - V	19B308	Cost Accounting
06	CC - VI	19B410	Computer Application in Business
07	CC - VII	19B513	Retail Management
08	CC - VIII	19B514	Human Resource Management
09	CC - IX	19B515	Production and Operation Management
10	CC - X	19B516	Management Accounting
11	CC - XI	19B618	International Business
12	CC - XII	19B619	Taxation for Managers
13	CC - XIII	19B620	Financial Management
14	CC - XIV	19B621	Entrepreneurship Development
15	CC - XV	19B622	Strategic Management



******Thank You******

