**ANNEXURE - 8**

**BUSINESS ADMINISTRATION**

**Vision:**

* ***To Produce World-class Managers and Entrepreneurs of tomorrow for a Knowledge-based Global Economy.***

**Mission:**

* ***To endeavour to impart the latest and the best Indian and global***
* ***Management practices and techniques using the most modern and the most effective teaching methodologies***

**Programme Educational Objectives (PEO)**

|  |  |
| --- | --- |
| PEO1 | Natural navigators and nimble witted in diagnosing problems, in enlisting steps to rectify them and in providing the most effective solutions in the best possible way |
| PEO2 | Moralistic while demonstrating their academic caliber, in recognizing and acknowledging value systems, in making decisions, accepting responsibilities and while concerned about society and public issues and needs |
| PEO3 | Self-reliant in learning and in real life job situations through which they support their peers and become stable and reliable students, workers and citizens |
| PEO4 | Steadfast in shielding and nurturing environment and stimulate its sustainable growth for a bright future |
| PEO5 | Versatile and vibrant communicators in person and through other media. Vigilant/vital in prolonging the long winding richness and tradition of their mother tongue |
| PEO6 | Neoteric global citizens of our nation, who would take the nation’s pride around the world by adapting and adopting the scientific and technological developments |
| PEO7 | Civilized and confident graduates, who believe in lifelong learning with the socio-cultural changes in the generations to come |

**Programme Objectives (PO)**

|  |  |
| --- | --- |
| PO1 | To apply the knowledge, analytical and problem solving skills in real time scenario. |
| PO2 | To instill values and ethics for the continuous developments at personal, social and corporate life. |
| PO3 | To work independently and reliably as an individual and to communicate effectively among stake holders and able to lead teams. |
| PO4 | To develop entrepreneurial innovations in a new age global platform with sustainable growth and recent technological developments. |
| PO5 | To equip the young graduates with necessary skills and to inculcate continuous learning to face challenges in business, society and other environments. |

**Programme Specific Outcomes (PSO)**

|  |  |
| --- | --- |
| PSO1 | To grasp core managerial concepts, techniques and strategies. |
| PSO2 | To create startups or can start career in private/Government sectors. |
| PSO3 | To recognize national and international business opportunities |
| PSO4 | To build entrepreneurial ability with ethical behaviour toward stakeholders/environment. |
| PSO5 | To become duty bound individual and model citizen |

**PO - PEO MAPPING**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PEO1** | **PEO2** | **PEO3** | **PEO4** | **PEO5** | **PEO6** | **PEO7** |
| **PO1** | 3 | 2 | 1 | 2 | 1 | 3 | 2 |
| **PO2** | 2 | 3 | 2 | 3 | 1 | 2 | 3 |
| **PO3** | 1 | 2 | 3 | 2 | 3 | 1 | 2 |
| **PO4** | 1 | 1 | 2 | 3 | 1 | 3 | 2 |
| **PO5** | 2 | 1 | 2 | 3 | 2 | 3 | 3 |

**3 - STRONG; 2 - MEDIUM; 1 - LOW**

**B.B.A**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SEM** | **Part – I** | **Part – II** | **Part – III** | | | **Part – IV** | |  | **Part – V**  **(6th Hr)** | **ACC**  **(6th Hr)** | | | **SLC** |
| I  Sem. | I  Lang  (6) | II  Lang  (6) | Core  (5) | Core  (5) | Allied  BBA  (6) | SBE  Major  (2) | – | **Total (30)** | NCC/NSS/PED  /RR/Li.Sc.  (3) | Com.Eng  (2) | Comp.Lit  (1) | – | – |
| II  Sem. | I  Lang  (6) | II  Lang  (6) | Core  (4) | Core  (5) | Allied  BBA  (6) | SBE  Major  (2) | Elec.  EVS  (1) | **Total**  **(30)** | NCC/NSS/PED  /RR/Li.Sc.  (3) | Com.Eng  (2) | Comp.Lit  (1) | – | SLC  Major |
| III  Sem. | Core  (6) | Core  (6) | Core  (4) | Core  (4) | Allied  BBA  (6) | NME  (2) | SBE  (2) | **Total**  **(30)** | NCC/NSS/PED  /RR/Li.Sc.  (3) | Com.Eng  (2) | Comp.Lit  (1) | – | SLC  Major |
| IV  Sem. | Core  (6) | Core  (6) | Core  (4) | Core (4) | Allied  BBA  (6) | NME  (2) | SBE  (2) | **Total**  **(30)** | NCC/NSS/PED  /RR/Li.Sc.  (3) | Com.Eng  (2) | Comp.Lit  (1) | – | SLC  Major |
| V  Sem. | Core  (6) | Core  (6) | Core  (5) | Core  (5) | Elec.  Project  (5) | SBE  Major  (2) | Elec.  W.S.  (1) | **Total**  **(30)** | – | Com.Eng  (2) | Comp.Lit  (1) | Skill Devt – Career Guidance  (3) | SLC  Major |
| VI  Sem. | Core  (5) | Core  Project  (5) | Core  (4) | Elec.  (6) | Elec.  (6) | SBE  Major  (2) | Elec.  VBE  (2) | **Total**  **(30)** | – | Com.Eng  (2) | Comp.Lit  (1) | Skill Devt – Career Guidance  (3) | –– |
| **TOTAL** | | | | | | | | **180**  **Hrs** |  | | | | |

I Language – Tamil

II Language – English

SBE – Skill – Based Electives

SLC – Self – Learning Course

EVS – Environmental Studies

W.S. – Women Studies

VBE - Value Based Education

**B.B.A: CHOICE BASED CREDIT SYSTEM WITH OBE PATTERN**

**FOR THOSE WHO HAVE JOINED FROM THE ACADEMIC YEAR 2021-22 ONWARDS**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Part** | **Course** | **Subject** | **Code** | **Hrs.** | **6th Hr.** | **Cr.** | **Adl. Cr.** | **Exam (Hrs)** | **Marks Allotted** | |
| **Int.** | **Ext.** |
| **SEMESTER – I** | | | | | | | | | | |
| I | Lang. – I | tzpff; fbjq;fs; | 210303101 | 6 |  | 3 |  | 3 | 25 | 75 |
| II | Lang. – II | General English – I | 211103101 | 6 |  | 3 |  | 3 | 25 | 75 |
| III | Core | Financial Accounting | 211803101 | 5 |  | 5 |  | 3 | 25 | 75 |
| Core | Principles of Management | 211803102 | 6 |  | 5 |  | 3 | 25 | 75 |
| Al.BBA | Fundamentals of Computers | 211803121 | 5 |  | 5 |  | 3 | 25 | 75 |
| IV | SBE - I | Business Etiquette | 214403118 | 2 |  | 2 |  | 3 | 25 | 75 |
| V | Extension activities | NSS / NCC / PED/Rover and Rangers/Library Science and Information | – |  | 3 |  |  | – | – | – |
| Additional Courses | | Communicative English–I |  | – | 2 |  |  | – | – | – |
| Computer Literacy |  | – | 1 |  |  | – | – | – |
| **SEMESTER – II** | | | | | | | | | | |
| I | Lang. – I | mYytf Nkyhz;ik | 210303201 | 6 |  | 3 |  | 3 | 25 | 75 |
| II | Lang. – II | General English – II | 211103201 | 6 |  | 3 |  | 3 | 25 | 75 |
| III | Core | Cost Accounting | 211803201 | 5 |  | 5 |  | 3 | 25 | 75 |
| Core | Individual Development | 211803202 | 5 |  | 4 |  | 3 | 25 | 75 |
| Al.BBA | Computer Applications in Business | 211803221 | 5 |  | 4 |  | 3 | 25 | 75 |
| IV | SBE - II | Presentation skills | 214403218 | 2 |  | 2 |  | 3 | 25 | 75 |
| EVS | Environmental Studies | 214103201 | 1 |  | 1 |  | 2 | – | 100 |
| V | Extension activities | NSS / NCC / PED/Rover and Rangers/Library Science and Information | – |  | 3 |  |  | – | – | – |
| Additional Courses | | Communicative English–I | 218003201 |  | 2 |  | 1 | 3 | 25 | 75 |
| Computer Literacy | – |  | 1 |  |  | – | – | – |
| SLC- Fundamentals of Business Insurance | 218003218 |  |  |  | 3 | 3 | – | 100 |
| **SEMESTER – III** | | | | | | | | | | |
| III | Core | Environment of Business | 211803301 | 5 |  | 3 |  | 3 | 25 | 75 |
| Core | Business Statistics | 211803302 | 6 |  | 4 |  | 3 | 25 | 75 |
| Core | Entrepreneurship | 211803303 | 5 |  | 4 |  | 3 | 25 | 75 |
| Core | Marketing Management | 211803304 | 5 |  | 4 |  | 3 | 25 | 75 |
| Al.BBA | Mercantile Law | 211803321 | 5 |  | 3 |  | 3 | 25 | 75 |
| IV | NME - I | Fundamentals of Management | 214603318 | 2 |  | 2 |  | 3 | 25 | 75 |
| SBE- III | Soft Skills for Managers | 214403318 | 2 |  | 2 |  | 3 | 25 | 75 |
| V | Extension activities | NSS / NCC / PED/Rover and Rangers/Library Science and Information |  |  | 3 |  |  | – | – | – |
| Additional Courses | | Communicative English–II | - |  | 2 |  |  | – | – | – |
| Computer Literacy | - |  | 1 |  |  | – | – | – |
| SLC - Introduction to GST | 218003318 |  |  |  | 3 | 3 | – | 100 |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Part** | **Course** | **Subject** | **Code** | **Hrs.** | **6th Hr.** | **Cr.** | **Adl. Cr.** | **Exam (Hrs)** | **Marks** | |
| **Int.** | **Ext.** |
| **SEMESTER – IV** | | | | | | | | | | |
| III | Core | Organizational Behaviour | 211803401 | 5 |  | 4 |  | – | 25 | 75 |
| Core | Business Mathematics | 211803402 | 6 |  | 4 |  | 3 | 25 | 75 |
| Core | Banking | 211803403 | 5 |  | 3 |  | 3 | 25 | 75 |
| Core | Research Methods in Management | 211803404 | 5 |  | 3 |  | 3 | 25 | 75 |
| Al.BBA | Industrial Law | 211803421 | 5 |  | 3 |  | 3 | 25 | 75 |
| IV | NME - II | Business English | 214603418 | 2 |  | 2 |  | 3 | 25 | 75 |
| SBE– IV | Financial Services | 214403418 | 2 |  | 2 |  | 3 | 25 | 75 |
| V | Extension activities | NSS / NCC / PED/Rover and Rangers/Library Science and Information |  |  | 3 | 1 |  | 3 | 25  \*40 | 75  \*60 |
| Additional Courses | | Communicative English–II | 218003401 |  | 2 |  | 1 | 3 | 25 | 75 |
| Computer Literacy | - |  | 1 |  |  | – | – | – |
| SLC - E – Business | 218003418 |  |  |  | 4 | 3 | – | 100 |
| **SEMESTER – V** | | | | | | | | | | |
| III | Core | Human Resource Management | 211803501 | 5 |  | 5 |  | 3 | 25 | 75 |
| Core | Management Accounting | 211803502 | 6 |  | 5 |  | 3 | 25 | 75 |
| Core | Operations Management | 211803503 | 5 |  | 4 |  | 3 | 25 | 75 |
| Core | Project (Institutional Training) \*Report;@Viva | 211803504 | 6 |  | 4 |  | 3 | 25 | 75 |
| Elective | Elective – I\* | - | 5 |  | 4 |  | – | 25 | 75 |
| IV | SBE - V | Company Law | 214403518 | 2 |  | 2 |  | 3 | 25 | 75 |
| WS | Women Studies | 214503501 | 1 |  | 1 |  | 2 | – | 100 |
| Additional Courses | | Communicative English–III | - |  | 2 |  |  | – | – | – |
| Computer Literacy | - |  | 1 |  |  | – | – | – |
| Skill Development – Career Guidance | - |  | 3 |  |  | – | – | – |
| SLC - Economic Reforms in India | 218003518 |  |  |  | 4 | 3 | – | 100 |
| **SEMESTER – VI** | | | | | | | | | | |
| III | Core | Financial Management | 211803601 | 5 |  | 4 |  | 3 | 25 | 75 |
| Core | Project (Field Study)  \*Report;@Viva | 211803602 | 6 |  | 5 |  | 3 | 40  [24:16] | 60  [36:24] |
| Core | Case Analysis | 211803603 | 5 |  | 5 |  | 3 | 25 | 75 |
| Elective | Elective –II\* | - | 5 |  | 4 |  | 3 | 25 | 75 |
| Elective | Elective –III\* | - | 5 |  | 4 |  | 3 | 25 | 75 |
| IV | SBE - VI | Business Communication | 214403618 | 2 |  | 2 |  | 3 | 25 | 75 |
| VBE | Value Based Education | 214303601 | 2 |  | 2 |  | 2 | – | 100 |
|  | Additional Courses | Communicative English–III | 218003601 |  | 2 |  | 1 | 3 | 25 | 75 |
| Computer Literacy | 218003602 |  | 1 |  | 1 | 3 | – | 100 |
| Skill Development – Career Guidance | 218003603 |  | 3 |  | 2 | 3 | – | 100 |
|  |  | **TOTAL** |  | **180** | **36** | **140** | **20** |  |  |  |

**\*Elective I, II and III: Each elective paper has two choices, select any one.**

**\*Elective-I \*Elective-III**

I.1. Sales Management - 211803505 III.1. Retail management - 211803606

I.2. Service Marketing - 211803506 III.2. Tally ERP -9 - 211803607

**\*Elective-II**

II.1. Consumer Behavior -211803604

II.2. Strategic Management 211803605

**B.B.A: CHOICE BASED CREDIT SYSTEM WITH OBE PATTERN**

**FOR THOSE WHO HAVE JOINED FROM THE ACADEMIC YEAR 2021–22 ONWARDS**

**Core Subject ENVIRONMENT OF BUSINESS Code: 211803301   
 SEMESTER III 5Hrs/Week**

**Credits 3**

***Preamble:***

* ***To create a strong awareness in the minds of the students about the various environmental factors that have a bearing on business organizations and business decisions.***

**COURSE OUTCOMES (COs)**

On Successful completion of the course, the student will be able to

|  |  |  |
| --- | --- | --- |
| **No.** | **Course Outcome** | **Knowledge Level (According to Bloom’s Taxonomy)** |
| **CO1** | Discover the various type’s environment impacts the business. | Up to K3 |
| **CO2** | Recognize the economic systems that influences the business. | Up to K3 |
| **CO3** | Summarize the students to understand the social responsibilities, business ethics and importance of consumerism. | Up to K3 |
| **CO4** | Express the knowledge of demographic factors. | Up to K3 |
| **CO5** | Sketch the attributes of liberalization, privatization and globalization. | Up to K3 |

K1-knowledge K2- Understand K3 – Apply

UNIT - I: BUSINESS ENVIRONMENT  **[15 Hrs]**

Meaning - Nature and objectives of business - components of business environment - internal factors-external factors - micro environment - various macro environmental factors affecting business viz., political, economic, technological, socio-cultural - their impact on business.

UNIT - II: ECONOMIC SYSTEM **[15 Hrs]**

Socialism - meaning - features - merits and demerits, Capitalism-meaning-features-merits and demerits-Mixed Economy-features.

UNIT III: BUSINESS & SOCIAL  **[15 Hrs]**

Social responsibilities of business - meaning - responsibilities towards shareholders, employees, customers, government, general public etc.

Business ethics - meaning - important ethical principles in business- common unethical business practices prevalent in India.

UNIT IV: DEMOGRAPHIC & NATURAL ENVIRONMENT **[15 Hrs]**

Demographic environment - meaning - -causes of over population-measures to control population growth.

Natural environment-various aspects of natural environment,

UNIT V: GLOBAL ENVIRONMENT  **[15 Hrs]**

Liberalization- effects-privatization-Nature of privatization-advantages and disadvantages-globalization- advantages and disadvantages.

**TEXT BOOK:**

1. Dr. Namita Gopal, Business Environment, 2nd edition, Mc Graw hill, 2016.

**REFERENCES:**

1. Francis Cherunilam, Business Environment text and cases, edition, Himalaya publishing House, 2017.
2. Aswathappa, Business Environment text and cases Himalaya Publishing House, 2016.
3. Sinha V.C., Business Environment, New Edition, SBPD Publishing House, 2021

**WEB RESOURCE :**

1. www.online courses.nptel.ac.in

**PEDAGOGY :** Participative Method / Blended Learning

**COURSE CONTENTS & TEACHING / LEARNING SCHEDULE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module No.** | **Topic** | **No.of Lectures** | **Content Delivery Method** | **Teaching Aids** |
| UNIT – I [15 Hrs] | | | | |
| 1.1 | Business Environment : Meaning and nature | 2 | Lecture | Black Board |
| 1.2 | Components of Business Environment | 2 | Lecture | Black Board |
| 1.3 | internal factors-external factors- micro environment | 4 | Discussion | Black Board |
| 1.4 | Various macro environmental factors affecting business | 3 | Chalk & Talk | PPT |
| 1.5 | Political, economic, technological, socio-cultural - their impact on business. | 4 | Chalk & Talk | PPT |
| UNIT – II [15 Hrs] | | | | |
| 2.1 | Socialism - meaning | 1 | Lecture | Black Board |
| 2.2 | Socialism : features - merits and demerits | 4 | Chalk & Talk | Black Board |
| 2.3 | Capitalism-meaning | 2 | Lecture | Black Board |
| 2.4 | features - merits and demerits | 4 | Lecture | Black Board |
| 2.5 | Mixed economic features | 4 | Discussion | PPT |
| UNIT – III [15 Hrs] | | | | |
| 3.1 | Social responsibilities of business - meaning | 2 | Chalk & Talk | Black Board |
| 3.2 | Responsibilities towards shareholders, employees, customers, government, general public etc. | 3 | Chalk & Talk | Black Board |
| 3.3 | Business ethics - meaning | 2 | Lecture | Black Board |
| 3.4 | Important ethical principles in business | 4 | Lecture | Black Board |
| 3.6 | Common unethical business practices prevalent in India. | 4 | Lecture | Black Board |
| UNIT – III [15 Hrs] | | | | |
| 4.1 | Demographic Definition | 1 | Lecture | Black Board |
| 4.2 | Causes of over population | 3 | Lecture | LCD |
| 4.3 | Measures to control population growth | 3 | Lecture | Black Board |
| 4.4 | Natural environment | 4 | Lecture | Black Board |
| 4.5 | Various aspects of natural environment | 4 | Lecture | Black Board |
| UNIT – III [15 Hrs] | | | | |
| 5.1 | Liberalization Meaning and Features | 3 | Lecture | Black Board |
| 5.2 | Privatization-Nature of privatization | 4 | Chalk & Talk | Black Board |
| 5.3 | Advantages and Disadvantages of Privatization | 4 | Discussion | LCD |
| 5.4 | Globalization - Advantages and Disadvantages | 4 | Chalk & Talk | Black Board |

**MAPPING OF COs WITH POs**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 2 | 3 | 2 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 2 | 2 |
| **CO3** | 3 | 2 | 3 | 2 | 3 |
| **CO4** | 2 | 2 | 2 | 3 | 3 |
| **CO5** | 2 | 2 | 2 | 3 | 3 |

Strong – 3 Medium – 2 Low – 1

**COURSE DESIGNER: Dr. P. NIRANJANA DEVI**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Core Subject BUSINESS STATISTICS Code: 211803302**

**SEMESTER III 6 Hrs/Week Credits 4**

***Preamble:***

* ***To impart the knowledge about data collection, and basic statistical applications and to develop the student’s critical and analytical thinking and to prepare them to dealt with numerical and quantitative issues in management.***

**COURSE OUTCOMES (COs)**

On Successful completion of the course, the student will be able to

|  |  |  |
| --- | --- | --- |
| **No.** | **Course Outcome** | **Knowledge Level (According to Bloom’s Taxonomy)** |
| **CO1** | Describe the basic terminology and uses of statistics in business , collection of data and its tabulation. | Up to K3 |
| **CO2** | Make them understand about classification and presentation of data in various methods. | Up to K3 |
| **CO3** | Give examples and to prepare them on evaluating the data by using analytical tools. | Up to K3 |
| **CO4** | Paraphrase a very basic understating of spreading of data and how to get statistical conclusions. | Up to K3 |
| **CO5** | Predict the possible association between two variables. | Up to K3 |

K1-knowledge K2- Understand K3 – Apply

UNIT – I: **[16 Hrs]**

Meaning, Definition of Statistics –Uses of statistics in business –Primary and secondary data – Collection of primary data – Classification of data –Types – frequency distribution –Cumulative frequency distribution –Tabulation –types –simple problems.

UNIT – II: **[18 Hrs]**

Diagrammatic presentation – Types – Line Diagram – Bar Diagram –Pie Diagram –Graphic presentation –Graphs of Frequency Distribution – Histogram – Frequency Distribution – Histogram – Frequency polygon ,Frequency Curve , O’Gives – Simple problems .

UNIT – III: **[16 Hrs]**

Measures of Central Tendency – Uses of an Average , Essentials of Good Average –Arithmetic mean , Median , Mode and combined arithmetic mean value –merits and demerits ( simple problems only ) .

UNIT – IV: **[20 Hrs]**

Dispersion - Meaning - Measures of dispersion - Range - Quartile deviation - Mean Deviation, standard Deviation, Co efficient of Variation.

UNIT – V: **[20 Hrs]**

Simple Correlation, Meaning, Definition, Uses, Types, Methods of Measuring correlation, Scatter Diagram, simple Graphic Methods, Karl Pearson’s Co – efficient of correlation, Spearman Rank correlation.

**TEXT BOOK:**

1. Pillai R .S. N ., and Bhagavathi K ., Business statistics , S. Chand Publishing , New Delhi , 2016.
2. Dr.S.M. Shukla., Dr.S.P.Sahai., Business statistics, Sahitya Bhavan Publication, 2021.

**REFERENCES:**

1. GUPTA S.C and Indra Gupta., Business Statistics, Himalaya Publishing House, 2018
2. D.C. Sancheti & V.K. Kapoor – Statistics, Sultan Chand & Sons, New Delhi, 2017.
3. Gupta M.P and Gupta S.P, Business Statistics, Sultan Chand and Sons, 2019

**WEB RESOURCE :**

1. https://wpforms.com/the-ultimate-list-of-online-business-statistics
2. https://youtu.be/suobaJODVji

**PEDAGOGY:** Blended learning.

**COURSE CONTENTS & TEACHING / LEARNING SCHEDULE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module no.** | **Topic** | **No. of lectures** | **Content Delivery Method** | **Teaching Aids** |
| UNIT – I [16 Hrs] | | | | |
| 1.1 | Meaning, Definition of Statistics | 1 | Lecture | Black board |
| 1.2 | Uses of statistics in business | 1 | Lecture | Black board |
| 1.3 | Primary and secondary data | 2 | Lecture | PPT |
| 1.4 | Collection of primary data | 2 | Lecture | Black board |
| 1.5 | Classification of data | 2 | Lecture | Black board |
| 1.6 | Types of data | 2 | Lecture | Black board |
| 1.7 | frequency distribution | 2 | Lecture | Black board |
| 1.8 | Cumulative frequency distribution | 2 | Lecture | Black board |
| 1.9 | Tabulation | 2 | Lecture & discussion | PPT |
| UNIT – II [18 Hrs] | | | | |
| 2.1 | Diagrammatic presentation , Types | 1 | Lecture | Black board |
| 2.2 | Line Diagram | 1 | Lecture | Black board |
| 2.3 | Bar Diagram | 2 | Lecture | Black board |
| 2.4 | Pie Diagram | 2 | Lecture | Black board |
| 2.5 | Graphic presentation | 2 | Lecture | Black board |
| 2.6 | Graphs of Frequency Distribution | 2 | Lecture | Black board |
| 2.7 | Histogram | 2 | Lecture | Black board |
| 2.8 | Frequency Distribution | 2 | Lecture | Black board |
| 2.9 | Histogram | 2 | Lecture | Black board |
| 2.10 | Frequency polygon ,Frequency Curve , O’Gives | 2 | Lecture | Black board |
| UNIT – III [16 Hrs] | | | | |
| 3.1 | Measures of Central Tendency | 2 | Lecture | Black board |
| 3.2 | Uses of an Average , Essentials of Good Average | 2 | Lecture | Black board |
| 3.3 | Arithmetic mean | 3 | Lecture | Black board |
| 3.4 | Median | 2 | Lecture | Black board |
| 3.5 | Mode | 3 | Lecture | Black board |
| 3.6 | combined arithmetic mean value | 2 | Lecture | Black board |
| 3.7 | merits and demerits | 2 | Lecture & Discussion | Black board |
| UNIT – IV [20 Hrs] | | | | |
| 4.1 | Dispersion Meaning | 2 | Lecture & Discussion | Black board |
| 4.2 | Measures of dispersion | 3 | Lecture | Black board |
| 4.3 | Range | 3 | Lecture | Black board |
| 4.4 | Quartile deviation | 3 | Lecture | Black board |
| 4.5 | Mean Deviation | 3 | Lecture | Black board |
| 4.6 | standard Deviation | 3 | Lecture | Black board |
| 4.7 | Co efficient of Variation | 3 | Lecture | Black board |
| UNIT – V [20 Hrs] | | | | |
| 5.1 | Simple Correlation, Meaning, Definition | 2 | Lecture & Discussion | Black board |
| 5.2 | Uses & Types | 2 | Lecture | Black board |
| 5.3 | Methods of Measuring correlation | 3 | Lecture | Black board |
| 5.4 | Scatter Diagram | 3 | Lecture | Black board |
| 5.5 | simple Graphic Methods | 3 | Lecture | Black board |
| 5.6 | Karl Pearson’s Co – efficient of correlation | 4 | Lecture | Black board |
| 5.7 | Spearman Rank correlation. | 3 | Lecture | Black board |

**MAPPING OF COs WITH POs**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 2 | 3 |
| **CO2** | 2 | 3 | 3 | 3 | 2 |
| **CO3** | 3 | 3 | 3 | 3 | 2 |
| **CO4** | 2 | 3 | 3 | 2 | 2 |
| **CO5** | 3 | 3 | 2 | 3 | 3 |

3 – Strong 2-Medium 1- Low

**COURSE DESIGNER: Dr. J. PREMA**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Core Subject ENTREPRENEURSHIP Code:211803303**

**SEMESTER III 5 Hrs/Week Credits 4**

***Preamble:***

* ***To provide a basic knowledge on entrepreneurship.***
* ***To orient the students regarding the institutions providing assistance for entrepreneurship.***
* ***To expose students to the skills required on the part of entrepreneur.***
* ***To enrich the knowledge of students on the problems being faced by women entrepreneur.***

**COURSE OUTCOMES (COs)**

On Successful completion of the course, the student will be able to

|  |  |  |
| --- | --- | --- |
| **No.** | **Course Outcome** | **Knowledge Level (According to Bloom’s Taxonomy)** |
| **CO1** | Discuss about the entrepreneurship and qualities of entrepreneur. | Up to K3 |
| **CO2** | Identify the methods to start a business. | Up to K3 |
| **CO3** | Describe the different Institutional arrangement for entrepreneurship development. | Up to K3 |
| **CO4** | Cite the concept of project. | Up to K3 |
| **CO5** | Demonstrate the facts of power and organizational politics. | Up to K3 |

K1-knowledge K2- Understand K3 – Apply

UNIT – I: **[15 Hrs]**

Entrepreneurship - Meaning, Importance – Types, Role of entrepreneurs in Economic Development – Qualities of an entrepreneur, advantages and disadvantages of Entrepreneurship.

UNIT – II: **[15 Hrs]**

Starting a business – Product selection – Forms of ownership – Plant location – Factors to be considered: Raw materials, Machinery, Manpower – introduction to micro small and medium enterprises – meaning.

UNIT – III: **[15 Hrs]**

Institutional arrangement for entrepreneurship development – D.I.C., I.T.C.O.T., S.I.D.C.O., N.S.I.C., S.I.S.I., - Institutional finance to entrepreneurs – T.I.I.C., S.I.D.B.I. – Incentives to Small Scale Industries.

UNIT – IV:  **[15 Hrs]**

Project Identification – Project Report – Content - Importance - Project Appraisal, Importance and Techniques of project appraisal.

UNIT – V: **[15 Hrs]**

Entrepreneurship Development in India - Women entrepreneur - Meaning - Factors, Types, Problems faced by women entrepreneur -Sickness in Small Scale Industries, Causes and remedial measures.

**TEXT BOOK:**

1. Gorden, Natarajan, Entrepreneurship Development, Himalaya Publishing house, 2014.

**REFERENCES:**

1. Jayashree Suresh, Entrepreneurial Development, Margham publications,2010.
2. Vasant Desai, Dyanamics of Entrepreneurial Development and Management, 4th Edition, Himalaya Publishing house, 2007.
3. Sharma, Sangeetha, Entrepreneurship Development, PHI Learning Pvt.Ltd.,2021.

**WEB RESOURCE:**

1. https://youtube.com/playlist?list=PL7oBzlzHz1wXW3mtolxVnlGn48NLKwrb

**PEDAGOGY:** Blended learning.

**COURSE CONTENTS & TEACHING / LEARNING SCHEDULE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module No** | **Topic** | **No of Lectures** | **Content Delivery Method** | **Teaching Aids** |
| UNIT – I [15 Hrs] | | | | |
| 1.1 | Meaning and importance | 2 | Lecture | Black Board |
| 1.2 | Types, Role of entrepreneurs in Economic Development | 5 | Lecture | Black Board |
| 1.3 | internal factors-external factors- micro environment | 5 | Discussion | Black Board |
| 1.4 | Qualities of an entrepreneur | 2 | Chalk & Talk | PPT |
| 1.5 | Advantages and disadvantages of entrepreneurship | 1 | Chalk & Talk | PPT |
| UNIT – II [15 Hrs] | | | | |
| 2.1 | Introduction | 1 | Lecture | Black Board |
| 2.2 | Product selection | 3 | Chalk & Talk | Black Board |
| 2.3 | Forms of ownership – Plant location | 5 | Lecture | Black Board |
| 2.4 | Factors to be considered: Raw materials, Machinery, Manpower | 5 | Lecture | Black Board |
| 2.5 | Introduction to micro small and medium enterprises – meaning | 1 | Discussion | PPT |
| UNIT – III [15 Hrs] | | | | |
| 3.1 | Introduction | 1 | Lecture | Black Board |
| 3.2 | D.I.C., I.T.C.O.T | 2 | Chalk & Talk | Black Board |
| 3.3 | S.I.D.C.O., N.S.I.C., S.I.S.I. | 3 | Chalk & Talk | Black Board |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 3.4 | N.S.I.C., S.I.S.I., - Institutional finance to entrepreneurs | 3 | Lecture | Black Board |
| 3.5 | T.I.I.C., S.I.D.B.I. Incentives to Small Scale Industries | 4 | Lecture | Black Board |
| 3.6 | Incentives to Small Scale Industries | 2 | Lecture | Black Board |
| UNIT – IV [15 Hrs] | | | | |
| 4.1 | Introduction | 1 | Lecture | Black Board |
| 4.2 | Project Report | 5 | Chalk & Talk | Black Board |
| 4.3 | Contents- Importance | 3 | Lecture | LCD |
| 4.4 | Project Appraisal- Importance | 3 | Lecture | Black Board |
| 4.5 | Techniques of project appraisal | 3 | Lecture | Black Board |
| UNIT – V [15 Hrs] | | | | |
| 5.1 | Entrepreneurship Development in India | 2 | Lecture | Black Board |
| 5.2 | Women entrepreneur - Meaning | 2 | Chalk & Talk | Black Board |
| 5.3 | Factors, Types, Problems faced by women entrepreneur | 6 | Discussion | LCD |
| 5.4 | Sickness in Small Scale Industries, Causes and remedial measures | 5 | Chalk & Talk | Black Board |

**MAPPING OF COs WITH POs**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 2 | 3 | 2 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 2 | 2 |
| **CO3** | 3 | 2 | 3 | 2 | 3 |
| **CO4** | 2 | 2 | 2 | 3 | 3 |
| **CO5** | 2 | 2 | 2 | 3 | 3 |

3 – Strong 2-Medium 1- Low

**COURSE DESIGNER: Dr. N. POORNACHELVAN**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Core Subject MARKETING MANAGEMENT Code:211803304**

**SEMESTER III 5 Hrs/Week**

**Credits 4**

***Preamble:***

* ***To enrich the knowledge of the students in marketing domain***
* ***To encourage the students to choose marketing as their career.***

**COURSE OUTCOMES (COs)**

On Successful completion of the course, the student will be able to

|  |  |  |
| --- | --- | --- |
| **No.** | **Course Outcome** | **Knowledge Level (According to Bloom’s Taxonomy)** |
| **CO1** | Describe basics of marketing and 4 P’s of marketing | Up to K3 |
| **CO2** | Explain about the new product development, Branding, packaging and product life cycle | Up to K3 |
| **CO3** | Choose the right price for the product | Up to K3 |
| **CO4** | Interpret the functions of wholesaler & retailer | Up to K3 |
| **CO5** | Choose the best promotion techniques | Up to K3 |

K1-knowledge K2- Understand K3 – Apply

UNIT – I: **[15 Hrs]**

Definition of Marketing – Basic Marketing Concepts – Nature and Scope of Marketing - 4Ps of Marketing – Market Segmentation – Meaning and Types.

UNIT – II: **[15 Hrs]**

Product – Meaning – Steps in New Product Development –Branding – Types - Packaging – Merits and Demerits – Product life cycle.

UNIT – III: **[15 Hrs]**

Pricing – Meaning – Definition – Objectives – Types –Penetration – Skimming – Product line pricing –Geographical pricing – Psychological pricing – Methods of setting price.

UNIT – IV: **[15 Hrs]**

Channels of distribution –Wholesaler – Meaning – Definition – Functions - Retailer –Meaning – Definition – Functions.

UNIT – V: **[15 Hrs]**

Sales promotion – Objectives – Consumer sales promotion – Dealer sales promotion.

Advertising – Objectives – Media selection – Press advertising – Radio advertising – Television advertising –Point of purchase advertising.

**TEXT BOOK:**

1. Rajan Nair and C.B.Gupta, Marketing Management Text & cases, Sultan Chand & Sons, 2018.

**REFERENCES:**

1. Philip Kotler, Marketing Management, Prentice – Hall of India, 15th edition, 2017.
2. Sherlekar S. A., Principles of Marketing – Himalaya Publishing House, 2017.
3. R.S.N. Pillai & Bagavathi, Marketing Management – S.Chand,2020

**WEB RESOURCE :**

1. https://nptel.ac.in/courses/110104068/
2. https://epdf.pub/theories-and-techniques-of-marketing-management.html
3. https://www.youtube.com/watch?v=WPetPmlN1Iw

**PEDAGOGY:** Blended learning

**COURSE CONTENTS & TEACHING / LEARNING SCHEDULE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module No** | **Topic** | **No.of Lectures** | **Content Delivery Method** | **Teaching Aids** |
| UNIT – I [15 Hrs] | | | | |
| 1.1 | Marketing – Introduction and definition | 2 | Lecture | Black Board |
| 1.2 | Concepts of Marketing | 3 | Lecture | Black Board |
| 1.3 | Nature of Marketing | 2 | Lecture | Black Board |
| 1.4 | Scope of Marketing | 2 | Lecture | Black Board |
| 1.5 | 4 P’s of Marketing | 3 | Lecture | PPT |
| 1.6 | Market Segmentation | 3 | Lecture | PPT |
| UNIT – II [15 Hrs] | | | | |
| 2.1 | Product – Meaning and definition | 2 | Lecture | Black Board |
| 2.2 | Steps in New Product Development | 3 | Lecture | Black Board |
| 2.3 | Branding – Introduction | 1 | Lecture | PPT |
| 2.4 | Types of Branding | 2 | Lecture | Black Board |
| 2.5 | Packaging – Introduction | 1 | Lecture | Black Board |
| 2.6 | Merits & demerits of Packaging | 2 | Lecture | Black Board |
| 2.7 | Product life cycle | 4 | Lecture | Black Board & PPT |
| UNIT – III [15 Hrs] | | | | |
| 3.1 | Pricing - Introduction | 1 | Lecture | Black Board & PPT |
| 3.2 | Objectives of pricing | 2 | Lecture | Black Board |
| 3.3 | Type of Pricing | 1 | Lecture | Black Board & PPT |
| 3.4 | Penetration Pricing | 2 | Lecture | Black Board |
| 3.5 | Skimming Pricing | 2 | Lecture | Black Board |
| 3.6 | Product Line pricing | 1 | Lecture | Black Board |
| 3.7 | Geographical pricing | 1 | Lecture | Black Board |
| 3.8 | Psychological pricing | 2 | Lecture | Black Board |
| 3.9 | Methods of setting Price | 3 | Lecture | Black Board & PPT |
| UNIT – IV [15 Hrs] | | | | |
| 4.1 | Channels of Distribution | 4 | Lecture | Black Board & PPT |
| 4.2 | Wholesaler – Introduction | 3 | Lecture | Black Board |
| 4.3 | Functions of wholesalers | 3 | Lecture | Black Board |
| 4.4 | Retailers - Introduction | 2 | Lecture | Black Board |
| 4.5 | Functions of retailers | 3 | Lecture | Black Board |
| UNIT – V [15 Hrs] | | | | |
| 5.1 | Sales Promotion – Introduction | 1 | Lecture | Black Board & PPT |
| 5.2 | Consumer sales promotion | 1 | Lecture | Black Board |
| 5.3 | Dealer sales promotion | 1 | Lecture | Black Board |
| 5.4 | Advertising – Introduction | 2 | Lecture | Black Board & PPT |
| 5.5 | Media Selection | 2 | Lecture | Black Board |
| 5.6 | Press Advertisement | 2 | Lecture | Black Board |
| 5.7 | Radio Advertising | 2 | Lecture | Black Board |
| 5.8 | Television Advertising | 2 | Lecture | Black Board & PPT |
| 5.9 | Point of Purchase Advertising | 2 | Lecture | Black Board & PPT |

**MAPPING OF COs WITH POs**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 2 | 2 | 3 |
| **CO2** | 3 | 3 | 3 | 2 | 2 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 2 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |

3 – Strong 2-Medium 1- Low

**COURSE DESIGNER : Dr. N. RAJASEKARAN**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Allied MERCANTILE LAW Code:211803321**

**SEMESTER III 5 Hrs/Week**

**Credits 3**

***Preamble:***

* ***To enlighten the students on various legal enactments that affect the business operations and kindle interest among the students to choose law as their career.***

**COURSE OUTCOMES (COs)**

On Successful completion of the course, the student will be able to

|  |  |  |
| --- | --- | --- |
| **No.** | **Course Outcome** | **Knowledge Level (According to Bloom’s Taxonomy)** |
| **CO1** | Describe Essential Elements of a Valid Contract & Classification of Contracts. | Up to K3 |
| **CO2** | Classify right and Duties of Agent & Termination of Agency | Up to K3 |
| **CO3** | Identity Discharge of Contract & Quasi contracts | Up to K3 |
| **CO4** | Distinguish between Sale and Agreement to Sell | Up to K3 |
| **CO5** | Summarize Law of Partnership duration of Partnership & Duties and right. | Up to K3 |

K1-knowledge K2- Understand K3 – Apply

UNIT – I: **[15 Hrs]**

Law of contract – Definition of contract – Essential elements of a valid contract – classification of contracts.

Offer – Meaning –Requisites of a valid offer, Acceptance – legal rules relating to acceptance.

Consideration – Meaning, rules relating to consideration.Capacity to contract – minor’s agreement, persons of unsound mind. Free consent – meaning, flaws in consent- mistake, misrepresentation, fraud, coercion and undue influence.

UNIT – II: **[15 Hrs]**

Legal object – agreements opposed to public policy – performance of contract meaning – tender – requisites of a valid tender.

Discharge of contract – modes of discharge - remedies to breach of contract – Quasi contracts.

UNIT – III: **[15 Hrs]**

Law of agency – types of agents, appointment of agents, rights and duties of agent – Termination of agency.

UNIT – IV: **[15 Hrs]**

Sale of Goods act – essentials in contract of sale – sale and agreement to sell – conditions and warranties – documents as to title of the goods – rights of buyer, rights of an unpaid seller.

UNIT – V: **[15 Hrs]**

Law of partnership – partnership deed, duration of partnership, duties and rights of a partner – minor’s position in partnership – reconstitution of a firm – dissolution of a firm.

**TEXT BOOK:**

1. Kapoor N.D., Elements of Mercantile law, Sulthan Chand and sons, 2016.
2. Dr.R.K.Bangia’s, Principle of Mercantile law, AL Agency, 2018.

Part one

|  |  |
| --- | --- |
| **UNIT** | **Chapter** |
| Part One | |
| I | 1 |
| II | 9 |
| Part two | |
| III | 3 |
| IV | 4 |
| V | 5 |

**REFERENCES:**

1. Gogna P.P.S., Text book of Mercantile law, S.Chand publishers, Revised edition 2015.
2. N.D.Kapoors, Elements of Mercantile law, Sultan chand & sons, Revised edition 2016.
3. Avtar Singh, Business law, Eastern Book Company, Revised edition 2018

**WEB RESOURCE:**

1. https://www.tutorialspoint.com/business\_law/index.htm

**PEDAGOGY :** Blended learning.

**COURSE CONTENTS & TEACHING / LEARNING SCHEDULE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module No.** | **Topic** | **No. of Lectures** | **Content Delivery Method** | **Teaching Aids** |
| UNIT – I [15 Hrs] | | | | |
| 1.1 | Law Of Contract – Definition Of Contract | 1 | Chalk & Talk | Black Board |
| 1.2 | Essential Elements Of A Valid Contract | 2 | Chalk & Talk | Black Board |
| 1.3 | Classification Of Contracts. | 2 | Lecture | PPT |
| 1.4 | Offer – Meaning –Requisites Of A Valid Offer. | 1 | Lecture | PPT |
| 1.5 | Acceptance – Legal Rules Relating To Acceptance. | 2 | Lecture | Black Board |
| 1.6 | Consideration – Meaning | 1 | Discussion | Black Board |
| 1.7 | Rules Relating To Consideration | 1 | Discussion | Black Board |
| 1.8 | Capacity To Contract | 1 | Chalk & Talk | Black Board |
| 1.9 | Minor’s Agreement, Persons Of Unsound Mind | 1 | Chalk & Talk | Black Board |
| 1.10 | Free Consent – Meaning | 1 | Lecture | PPT |
| 1.11 | Flaws In Consent - Mistake Misrepresentation | 1 | Lecture | PPT |
| 1.12 | Fraud Coercion And Undue Influence. | 1 | Lecture | PPT |
| UNIT – II [15 Hrs] | | | | |
| 2.1 | Legal Object | 2 | Discussion | Black Board |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2.2 | Agreements Opposed To Public Policy | 3 | Chalk & Talk | Black Board |
| 2.3 | Performance Of Contract Meaning | 3 | Chalk & Talk | Black Board |
| 2.4 | Tender – Requisites Of A Valid Tender | 3 | Lecture | PPT |
| 2.5 | Discharge Of Contract | 2 | Lecture | PPT |
| 2.6 | Modes Of Discharge | 2 | Lecture | Black Board |
| 2.7 | Remedies To Breach Of Contract | 1 | Discussion | Black Board |
| UNIT – III [15 Hrs] | | | | |
| 3.1 | Law Of Agency | 3 | Chalk & Talk | Black Board |
| 3.2 | Types Of Agents | 3 | Chalk & Talk | Black Board |
| 3.3 | Appointment Of Agents | 3 | Chalk & Talk | Black Board |
| 3.4 | Rights And Duties Of Agent | 3 | Lecture | PPT |
| 3.5 | Termination Of Agency. | 3 | Chalk & Talk | Black Board |
| UNIT – IV [15 Hrs] | | | | |
| 4.1 | Sale Of Goods Act | 2 | Lecture | PPT |
| 4.2 | Essentials In Contract Of Sale | 3 | Lecture | PPT |
| 4.3 | Sale And Agreement To Sell | 3 | Lecture | Black Board |
| 4.4 | Conditions And Warranties | 2 | Chalk & Talk | Black Board |
| 4.5 | Documents As To Title Of The Goods | 2 |  |  |
| 4.6 | Rights Of Buyer | 2 | Chalk & Talk | Black Board |
| 4.7 | Rights Of An Unpaid Seller | 1 | Chalk & Talk | Black Board |
| UNIT – V [15 Hrs] | | | | |
| 5.1 | Law Of Partnership | 2 | Lecture | PPT |
| 5.2 | Partnership Deed | 3 | Lecture | Black Board |
| 5.3 | Duration Of Partnership | 2 | Discussion | Black Board |
| 5.4 | Duties And Rights Of A Partner | 3 | Discussion | Black Board |
| 5.5 | Minor’s Position In Partnership | 2 | Lecture | PPT |
| 5.6 | Reconstitution Of A Firm | 3 | Chalk & Talk | Black Board |

**MAPPING OF COs WITH POs**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 2 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 2 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 2 |

3 – Strong 2-Medium 1- Low

**COURSE DESIGNER : Dr. B. RAMDIWAKAR**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Part – IV FUNDAMENTALS OF MANAGEMENT Code: 214603318**

**Non-Major Electives SEMESTER III 2 Hrs/Week**

**Credits 2**

***Preamble:***

* ***To make them understand about the basic managerial function and to help them to identity their managerial competence irrespective of their basic domain.***

**COURSE OUTCOMES (COs)**

On Successful completion of the course, the student will be able to

|  |  |  |
| --- | --- | --- |
| **No.** | **Course Outcome** | **Knowledge Level (According to Bloom’s Taxonomy)** |
| **CO1** | State the basic principles and functions of management. | Up to K3 |
| **CO2** | Give emphasis and explain the need, importance and process of planning in an organization. | Up to K3 |
| **CO3** | Describe and interpret the types of decisions taken by the management. | Up to K3 |
| **CO4** | Paraphrase the levels and structure of an organization. | Up to K3 |
| **CO5** | List out the need and types of control in a corporate (entity) governance. | Up to K3 |

K1-knowledge K2- Understand K3 – Apply

UNIT – I: **[6 Hrs]**

Management - definition, importance – level of management, Henri Fayol’s 14 principles of management – Management Vs Administration, process of MBO.

UNIT – II: **[6 Hrs]**

Planning – definition – characteristics types of plans – Process of Planning.

UNIT – III: **[6 Hrs]**

Decision making – definition – Characteristics of good decisions - steps in decision making.

UNIT – IV: **[6 Hrs]**

Organization – meaning, definition, types of organization – basic types of Departmentation.

UNIT – V: **[6 Hrs]**

Motivation-Techniques-Leadership style - Controlling - meaning; Types of controls

**TEXT BOOK:**

1. Ramasamy T., Principles of Management, Himalaya Publishing House,2019.

**REFERENCES:**

1. Gupta C.B., Management, Theory and Practice, 9th Edition, Sultan Chand and Sons, 2006.
2. L.M. Prasad Principles and Practices of Management, Sultan Chand & Sons, New Delhi, 2015.
3. Prakash chandra Tripathi, Principles of Management 5th Edition, Tata McGraw Hill Education 2012.

**WEB RESOURCE:**

1. https:open.umn.edu
2. https://openstax.org

**PEDAGOGY:** Blended Learning.

**COURSE CONTENTS & TEACHING / LEARNING SCHEDULE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module No.** | **Topic** | **No. of Lectures** | **Content Delivery Method** | **Teaching Aids** |
| UNIT - I [6 Hrs] | | | | |
| 1.1 | Management – definition& importance | 1 | Lecture | Black board |
| 1.2 | level of management | 1 | Lecture | Black board |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1.3 | Henri Fayol’s 14 principles of management | 2 | Lecture & discussion | Black board & PPT |
| 1.4 | Management Vs Administration | 1 | Lecture | Black board |
| 1.5 | process of MBO | 1 | Lecture | Black board |
| UNIT – II [6 Hrs] | | | | |
| 2.1 | Planning , definition | 2 | Lecture & Discussion | Black board& PPT |
| 2.2 | characteristics types of plans | 2 | Lecture | Black board |
| 2.3 | Process of Planning. | 2 | Lecture | Black board |
| UNIT – III [6 Hrs] | | | | |
| 3.1 | Decision making , definition | 2 | Lecture & Discussion | Black board & PPT |
| 3.2 | Characteristics of good decisions | 2 | Lecture | Black board |
| 3.3 | steps in decision making | 2 | Lecture | SMART CLASS |
| UNIT – IV [6 Hrs] | | | | |
| 4.1 | Organization meaning & definition | 2 | Lecture & Discussion | Black board & PPT |
| 4.2 | types of organization | 2 | Lecture & Discussion | Black board& Smart class |
| 4.3 | basic types of Departmentation | 2 | Lecture | Black board |
| UNIT – V [6 Hrs] | | | | |
| 5.1 | Motivation technique | 2 | Lecture & Discussion | Black board & PPT |
| 5.2 | Leadership style | 2 | Lecture & Discussion | Black board & PPT |
| 5.2 | Controlling meaning - Types of controls | 2 | Lecture & Discussion | Black board & PPT |

**MAPPING OF COs WITH POs**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 2 | 3 | 3 | 2 | 3 |
| **CO2** | 3 | 3 | 3 | 2 | 2 |
| **CO3** | 2 | 3 | 3 | 2 | 3 |
| **CO4** | 3 | 3 | 2 | 3 | 2 |
| **CO5** | 3 | 2 | 3 | 3 | 3 |

3 – Strong 2-Medium 1- Low

**COURSE DESIGNER: Mrs. T. JEYAPPRADHA**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Part – IV SOFT SKILLS FOR MANAGERS Code: 214403318**

**Skill-Based Electives SEMESTER III 2 Hrs/Week**

**Credits 2**

***Preamble:***

* ***Today’s world is all about relationship, communication and presenting oneself, ones ideas and the company in the most positive and impactful way to achieve excellence in both personal and professional life.***

**COURSE OUTCOMES (COs)**

On Successful completion of the course, the student will be able to

|  |  |  |
| --- | --- | --- |
| **No.** | **Course Outcome** | **Knowledge Level (According to Bloom’s Taxonomy)** |
| **CO1** | Define soft skills and to develop the various kinds of soft skills in individuals | Up to K3 |
| **CO2** | Identify the skills required for effective managerial communication | Up to K3 |
| **CO3** | List the types of business reports | Up to K3 |
| **CO4** | Develop the problem solving skills and computing the solutions for problems | Up to K3 |
| **CO5** | Duild qualities that are needed to develop effective time management and leadership skills | Up to K3 |

K1-knowledge K2- Understand K3 – Apply

UNIT – I: **[6 Hrs]**

Soft Skills: Introduction, meaning, definition of soft skills -kinds of soft skills: communication skills, positive attitude, strong work ethic, time management abilities, problem solving skills and team work skills. Importance of soft skills.

UNIT – II: **[6 Hrs]**

Communication Skills; meaning, definition of communication, process of communication, skills required for effective managerial communications, role of managerial communications at work place.

UNIT – III: **[6 Hrs]**

Writing Skills: meaning of report writing, types of business reports, drafting invitation, advertisement and E-mail writing.

UNIT – IV: **[6 Hrs]**

Problem Solving Skills-; meaning and definition of problem, stages of problem solving-problem identification, structuring the problem, looking for possible solutions, making a decision, implementation and monitoring feedback.

UNIT – V: **[6 Hrs]**

Time Management and Leadership Skills; meaning and definition of time management, process of time management and ways to improve Time management, meaning and definition of leader, Qualities needed to develop effective leadership.

**TEXT BOOK:**

1. Meena.K. and V.Ayothi, Development of Soft Skills, P.R.Publishers & Distributors Tiruchirapalli. 2013.

**REFERENCES:**

1. Soft Skills for Managers.-Dr.T.Kalyanachakravarthi(2011)
2. Soft Skills- Know yourself& know the world-K.Alex (2012) S.chand&companyLtd. Ram Nagar, New Delhi.
3. Business communication-L.M.Prasad (2013) S.Chand & Publications.

**WEB RESOURCE:**

1. https://www.tutorialsduniya.com/notes/personality-

development-

**PEDAGOGY:** Blended Learning

**COURSE CONTENTS & TEACHING / LEARNING SCHEDULE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module No.** | **Topic** | **No. of Lectures** | **Content Delivery Method** | **Teaching Aids** |
| UNIT – I [6 Hrs] | | | | |
| 1.1 | Soft Skills: Introduction, meaning definition of soft skills | 2 | Chalk & Talk | Black Board |
| 1.2 | kinds of soft skills: communication skills, positive attitude, strong work ethic, time management abilities, problem solving skills and team work skills | 2 | Chalk & Talk | Black Board |
| 1.3 | importance of soft skills. | 2 | Lecture | PPT |
| UNIT – II [6 Hrs] | | | | |
| 2.1 | Communication Skills; meaning, definition of communication | 2 | Lecture | Black Board |
| 2.2 | process of communication | 2 | Discussion | Black Board |
| 2.3 | skills required for effective managerial communications | 1 | Discussion | Black Board |
| 2.4 | Role of managerial communications at work place. | 1 | Chalk & Talk | Black Board |
| UNIT – III [6 Hrs] | | | | |
| 3.1 | Writing Skills: meaning of report writing | 1 | Lecture | PPT |
| 3.2 | Types of business reports | 2 | Lecture | PPT |
| 3.3 | Drafting invitation | 1 | Lecture | PPT |
| 3.4 | Advertisement | 1 | Discussion | Black Board |
| 3.5 | E-mail writing | 1 | Discussion | Black Board |
| UNIT – IV [6 Hrs] | | | | |
| 4.1 | Problem Solving Skills- meaning and definition of problem | 1 | Chalk & Talk | Black Board |
| 4.2 | stages of problem solving | 1 | Lecture | PPT |
| 4.3 | problem identification and structuring the problem | 1 | Lecture | PPT |
| 4.4 | Looking for possible solutions | 1 | Lecture | Black Board |
| 4.5 | Making a decision | 1 | Discussion | Black Board |
| 4.6 | Implementation and monitoring feedback. | 1 | Discussion | Black Board |
| UNIT – V [6 Hrs] | | | | |
| 5.1 | Time Management meaning and definition of time management | 1 | Chalk & Talk | Black Board |
| 5.2 | Process of time management | 1 | Chalk & Talk | Black Board |
| 5.3 | Ways to improve Time management | 1 | Lecture | PPT |
| 5.4 | Leadership Skills; meaning and definition of leader | 1 | Chalk & Talk | Black Board |
| 5.5 | Qualities needed to develop effective leadership | 2 | Chalk & Talk | Black Board |

**MAPPING OF COs WITH POs**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 2 | 3 | 3 | 3 | 3 |

3 – Strong 2-Medium 1- Low

**COURSE DESIGNER: Dr. B. RAMDIWAKAR**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**INTRODUCTION TO GOODS AND SERVICE TAX**

**Self Learning Course-Major SEMESTER - IV Code: 218003318**

**Add. Credits 3**

***Preamble :***

* ***The Course aims to facilitate the members in industry as well in practice by: Providing specialized and updated knowledge in the area of GST in a systematic manner; Enhancing analytical and problem solving skills for decision making.***

UNIT – I:

Introduction to Indirect Tax Structure, Meaning and Objectives of GST, Salient features of GST, Comprehensive Structure of GST in India, Single and Dual GST, Advantages and Challenges of GST Implementation

UNIT – II:

Defects in the structure of Indirect Taxes prior to GST- Tax compliance, GST administrative structure, Impact of GST on Economy, Understanding SGST, CGST, IGST, UTGST

UNIT – III:

Registration of Assessees under GST, Person Liable for Registration, Procedure for registration and cancellation- Levy and collection of GST

UNIT – IV:

Input tax credit, Eligible and Ineligible Input Tax Credit; Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit;

UNIT – V:

Payment of Taxes, mode of payments, Procedures of payments of tax, Advance payments, Refund –TDS- TCS

**TEXT BOOK:**

1. Dr.H.C.Mehrotra and Prof.V.Agarwal Goods and Service Tax – Sahitya Bhawan Publications-2021

**REFERENCES:**

1. Dr.LVR.Prasad & GJ Kiran Kumar Goods and Service Tax –PK Publishers – 2017
2. S.K. Shukla : GST in India, New Royal Book Company, 2018
3. Taxman : Goods and Service Tax, Taxmann Publications Private Limited, 2021

**WEB RESOURCE:**

1. https://youtube.com/playlist?=PLDbyHQXnvp9wCMDKSGdrU6yuQAEPoYk7

**COURSE DESIGNER : Mrs. T. JEYAPPRADHA**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Core subject ORGANISATIONAL BEHAVIOUR**  **Code: 211803401**

**SEMESTER IV 5 Hrs/Week**

**Credits 4**

***COURSE DESCRIPTION:***

***The objective of this course is to understand the vital importance of Human behavior at work.***

***Preamble:***

* ***To impart the basic concepts of Behavioral science to the students with a view to make them understand the vital importance of Human behavior at work.***

**COURSE OUTCOMES (COs)**

On Successful completion of the course, the student will be able to

|  |  |  |
| --- | --- | --- |
| **No.** | **Course Outcome** | **Knowledge Level (According to Bloom’s Taxonomy)** |
| **CO1** | Explain the various models of OB and impact of hawthorne experiments | Up to K3 |
| **CO2** | Compare needtheory and factor theory of motivation.Developing methods to improve employee morale | Up to K3 |
| **CO3** | Identify the traits of an effective leader and summarizing the types of leaders | Up to K3 |
| **CO4** | Explain the various causes of conflicts in the working place and its effects | Up to K3 |
| **CO5** | Summarize formal and informal groups and how to control rumours | Up to K3 |

K1-knowledge K2- Understand K3 – Apply

UNIT – I: **[15 Hrs]**

Nature and Scope of Organizational behaviour – The Hawthorne Experiments - McGregor’s Theory X and Theory Y – Models of OB (Autocratic, Custodial, Supportive and Collegial).

UNIT – II:  **[15 Hrs]**

Motivation – Definition – Maslow’s Need Hierarchy theory of motivation – Herzberg’s Two factor theory of Motivation.

Employee morale –Causes of low morale – Methods of improving morale.

UNIT – III: **[15 Hrs]**

Leadership – Meaning – Importance – Traits of effective leader – Types of leaders – Autocratic – Participative –Free-rein leaders.

UNIT – IV: **[15 Hrs]**

Conflict – Definition –Nature of conflict – Levels of conflict – Sources of conflict – Effects of conflict – Stress – Meaning –Causes of stress – Methods to overcome stress

UNIT – V: **[15 Hrs]**

Group- Meaning-Types of Group-Differences between Formal and Informal Groups – Group cohesiveness –Factors contributing to group cohesiveness –Informal communication – Rumor – Negative effects of rumor – Control of rumor.

**TEXT BOOK:**

1. R Prasad L.M., Organizational Behaviour, 3rd Edition, Sultan Chand and Sons, 2019.

**REFERENCES:**

1. Stephen P. Robbins, Timothy A. Judge Essentials Of Organizational Behavior, Pearson, 2019
2. Aswathappa K, Organizational Behaviour, Himalaya Publishing House, 12th Edition, 2017
3. Gupta C.B., A Textbook Of Organizational Behaviour, S chand Company, 2014

**WEB RESOURCE:**

1. https://nptel.ac.in/courses/110/105/110105034/
2. https://www.measimba.ac.in/pdf/course-materials/PMF1C-OB.pdf

**PEDAGOGY:** Blended Learning

**COURSE CONTENTS & TEACHING / LEARNING SCHEDULE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module No.** | **Topic** | **No. of Lectures** | **Content Delivery Method** | **Teaching Aids** |
| UNIT – I [15 Hrs] | | | | |
| 1.1 | Organizational behavior- Introduction, meaning definition | 2 | Chalk & Talk | Black Board |
| 1.2 | Organizational behavior- Scope | 3 | Chalk & Talk | Black Board |
| 1.3 | The Hawthorne Experiments | 2 | Lecture | PPT |
| 1.4 | McGregor’s Theory X and Theory Y | 2 | Lecture | PPT |
| 1.5 | Models of OB - introduction | 2 | Lecture | Black Board |
| 1.6 | Autocratic, Custodial | 2 | Discussion | Black Board |
| 1.7 | Supportive and Collegial | 2 | Discussion | Black Board |
| UNIT – II [15 Hrs] | | | | |
| 2.1 | Motivation – Introduction and Definition | 2 | Lecture | PPT |
| 2.2 | Maslow’s Need Hierarchy theory of motivation | 3 | Lecture | PPT |
| 2.3 | Herzberg’s Two factor theory of Motivation. | 2 | Lecture | PPT |
| 2.4 | Theory X | 1 | Discussion | Black Board |
| 2.5 | Theory Y | 1 | Discussion | Black Board |
| 2.6 | Employee morale- meaning, introduction | 2 | Chalk & Talk | Black Board |
| 2.7 | Causes of low morale | 2 | Chalk & Talk | Black Board |
| 2.8 | Methods of improving morale. | 2 | Lecture | PPT |
| UNIT – III [15 Hrs] | | | | |
| 3.1 | Leadership – Meaning | 2 | Discussion | Black Board |
| 3.2 | – Importance | 2 | Discussion | Black Board |
| 3.3 | Traits of effective leader | 3 | Discussion | Black Board |
| 3.4 | Types of leaders | 3 | Chalk & Talk | Black Board |
| 3.5 | Autocratic and participative | 3 | Chalk & Talk | Black Board |
| 3.6 | Free rein leadership style | 2 | Lecture | PPT |
| UNIT – IV [15 Hrs] | | | | |
| 4.1 | Conflict – Introduction Definition | 2 | Lecture | PPT |
| 4.2 | Nature of conflict | 2 | Lecture | PPT |
| 4.3 | Levels of conflict | 2 | Lecture | Black Board |
| 4.4 | Sources of conflict | 2 | Chalk & Talk | Black Board |
| 4.5 | Effects of conflict | 1 | Lecture | Black board |
| 4.6 | Stress – Introduction, Meaning | 2 | Chalk & Talk | Black Board |
| 4.7 | Causes of stress | 2 | Chalk & Talk | Black Board |
| 4.8 | Methods to overcome stress | 2 | Lecture | PPT |
| UNIT – V [15 Hrs] | | | | |
| 5.1 | Group – Introduction, Meaning & Definition | 2 | Discussion | Black Board |
| 5.1 | Differences between Formal and Informal Groups | 2 | Discussion | Black Board |
| 5.2 | Benefits of formal and informal groups | 3 | Discussion | Black Board |
| 5.3 | Group cohesiveness Introduction& Meaning | 2 | Lecture | PPT |
| 5.4 | Factors contributing to group cohesiveness | 2 | Lecture | PPT |
| 5.5 | Informal communication | 2 | Chalk & Talk | Black Board |
| 5.6 | Rumor-meaning, Negative effects of rumor | 2 | Lecture | PPT |

**MAPPING OF COs WITH POs**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 2 | 3 | 3 | 3 | 3 |

Strong – 3 Medium – 2 Low – 1

**COURSE DESIGNER: Dr. N. RAJASEKERAN**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Core Subject BUSINESS MATHEMATICS Code: 211803402**

**SEMESTER IV 6 Hrs/Week**

**Credits 4**

***COURSE DESCRIPTION:***

***The objective of this course is to understand the application of mathematical tools in business area***

***Preamble:***

* ***To orient the students regarding the application of mathematical tools in business and orient the students regarding basic mathematic tools.***

**COURSE OUTCOMES (COs)**

On Successful completion of the course, the student will be able to

|  |  |  |
| --- | --- | --- |
| **No.** | **Course Outcome** | **Knowledge Level (According to Bloom’s Taxonomy)** |
| **CO1** | Illustrate Set and Unions/ Intersection of Set Systematically, using table, grid Venn diagrams | Up to K3 |
| **CO2** | Identity Condition of Perpendicular or Parallet two the lines | Up to K3 |
| **CO3** | Estimate the Points o Maxima and Minima and the Corresponding Values | Up to K3 |
| **CO4** | Analyze Marginal Revenue and Marginal cost of Production | Up to K3 |
| **CO5** | Solve a System of Linear Equation using Matrix Inversion | Up to K3 |

K1-knowledge K2- Understand K3 – Apply

UNIT – I: **[18 Hrs]**

Elements of set theory- definition, symbols - types of sets; union and intersection-Venn diagram-operation of sets-De-morgan’s Law.

UNIT – II: **[16 Hrs]**

Analytical Geometry –distance between two points – Equation of a straight line-slope-intercept form, slope and one point form, Two point form of the equation of a straight line-Point of intersection of two lines-simple problems relating to business equation of demand curve, supply curve and total cost curve.

UNIT – III: **[19 Hrs]**

Differential Calculus (Trigonometrical functions excluded)-derivative of a function-standard formulas-rules of differentiation-application on marginal cost and marginal revenue.

UNIT – IV: **[19 Hrs]**

Optimization- criteria for maxima and minima (single variable case only)- simple application problems in maxima and minima relating to minimisation of cost- maximisation of revenue and profit(up to second degree function).

UNIT – V: **[18 Hrs]**

Matrices - addition of matrices – multiplication of matrices- matrix inversion – solving a system of linear equation using matrix inversion

**TEXT BOOK:**

1. Sundaresan V. and Jeyaseelan S.A. An Introduction to Business Matematics, S.Chand and company Ltd, New Delhi. 2018.
2. G.K.Ranganath,C.S.Sampangiram Y.Rajaram, Business Mathematics, Himalaya Publishing house,2018.

**REFERENCES:**

1. Ranagaraj G, Mallieswari R and Rema V, Business Mathematics, Cengage Learning India Pvt. Ltd, 2019
2. Ranganath G.K., Dr.T.V.Narasimha Rao and Y Rajaram business mathematics, Himalaya Publishing House, Mumbai, 2015.
3. P.Mariappan, Business Mathematice, Pearson Education India, 2015.

**WEB RESOURCE:**

1. https://drive.google.com/file/d/1pTaHIWi50gOPo\_1dp5h4lTf-WuGCwVYL/view

**PEDAGOGY:** Participative Method.

**COURSE CONTENTS & TEACHING / LEARNING SCHEDULE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module No.** | **Topic** | **No. of Lectures** | **Content Delivery Method** | **Teaching Aids** |
| UNIT – I [18 Hrs] | | | | |
| 1.1 | Elements Of Set Theory- Definition | 2 | Chalk & Talk | Black Board |
| 1.2 | Symbols | 1 | Chalk & Talk | Black Board |
| 1.3 | Types Of Sets | 3 | Chalk & Talk | Black Board |
| 1.4 | Union And Intersection | 3 | Chalk & Talk | Black Board |
| 1.5 | Venn Diagram | 3 | Lecture | Black Board |
| 1.6 | Operation Of Sets | 3 | Discussion | Black Board |
| 1.7 | De-Morgan’s Law | 3 | Discussion | Black Board |
| UNIT – II [16 Hrs] | | | | |
| 2.1 | Analytical Geometry | 1 | Chalk & Talk | Black Board |
| 2.2 | Distance Between Two Points | 2 | Chalk & Talk | Black Board |
| 2.3 | Equation Of A Straight Line-Slope-Intercept Form | 2 | Chalk & Talk | Black Board |
| 2.4 | Slope And One Point Form | 2 | Chalk & Talk | Black Board |
| 2.5 | Two Point Form Of The Equation Straight Line | 2 | Discussion | Black Board |
| 2.6 | Point Of Intersection Of Two Lines | 2 | Discussion | Black Board |
| 2.7 | Simple Problems Relating To Business Equation Of Demand Curve | 3 | Chalk & Talk | Black Board |
| 2.8 | Supply Curve And Total Cost Curve. | 2 | Chalk & Talk | Black Board |
| UNIT - III [19 Hrs] | | | | |
| 3.1 | Differential Calculus (Trigonometrical Functions Excluded)- | 4 | Discussion | Black Board |
| 3.2 | Derivative Of A Function | 3 | Lecture | Black Board |
| 3.3 | Standard Formulas | 4 | Discussion | Black Board |
| 3.4 | Rules Of Differentiation | 4 | Discussion | Black Board |
| 3.5 | Application On Marginal Cost And Marginal Revenue | 4 | Chalk & Talk | Black Board |
| UNIT – IV [19 Hrs] | | | | |
| 4.1 | Optimization | 4 | Chalk & Talk | Black Board |
| 4.2 | Criteria For Maxima And Minima (Single Variable Case Only | 4 | Discussion | Black Board |
| 4.3 | Simple Application Problems In Maxima And Minima Relating To Minimisation Of Cost | 6 | Chalk & Talk | Black Board |
| 4.4 | Maximisation Of Revenue And Profit(Up To Second Degree Function | 5 | Chalk & Talk | Black Board |
| UNIT – V [18 Hrs] | | | | |
| 5.1 | Matrices | 2 | Discussion | Black Board |
| 5.2 | Addition Of Matrices | 4 | Lecture | Black Board |
| 5.3 | Multiplication Of Matrices | 4 | Chalk & Talk | Black Board |
| 5.4 | Matrix Inversion | 4 | Chalk & Talk | Black Board |
| 5.5 | Solving A System Of Linear Equation Using Matrix Inversion | 4 | Chalk & Talk | Black Board |

**MAPPING OF COs WITH POs**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 2 | 3 | 3 | 3 | 3 |

Strong – 3 Medium – 2 Low – 1

**COURSE DESIGNER: Dr. J. PREMA**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Core Subject BANKING Code: 211803403**

**SEMESTER IV 5 Hrs/Week**

**Credits 3**

***COURSE DESCRIPTION***

* ***The objective of this course is to understand the basic functions of commercial Bank and enrich the knowledge on the banking activities.***

***Preamble:***

* ***To impart knowledge on the function of central bank & RBI, enrich the knowledge on the banking activities and provide latest Information regarding e- banking.***

**COURSE OUTCOMES (COs)**

On Successful completion of the course, the student will be able to

|  |  |  |
| --- | --- | --- |
| **No.** | **Course Outcome** | **Knowledge Level (According to Bloom’s Taxonomy)** |
| **CO1** | Explain the flowchart and relationship of commercial Banks to segment to focus on account of bringing financial inclusion | Up to K3 |
| **CO2** | Define the significant role of Reserve Bank’s credit control | Up to K3 |
| **CO3** | Show the Reserve Bank’s control mechanism in order to contain the tapsy, turvy and present prevailing Sluggish Economy condition too | Up to K3 |
| **CO4** | Infer Preserves on the account of save money and save economy in offering locker facilities | Up to K3 |
| **CO5** | Make use of transfers on the account of security and surety in offering Parabanking Facilities | Up to K3 |

K1-knowledge K2- Understand K3 – Apply

UNIT – I: **[15 Hrs]**

Meaning of Banking – Features of banking – Classification of banks – Banks and economic development – Main Functions and subsidiary services of Commercial Banks – Nationalization of major commercial Banks – Reasons for nationalization.

UNIT – II: **[15 Hrs]**

Creation of credit – Lending – principles of lending – secured and unsecured advances – Deposits – Various kinds of Deposits – Bank asset – clearing house – balance sheet.

UNIT – III:  **[15 Hrs]**

Central bank – functions of the central bank –Reserve Bank of India – Functions of RBI – Control of credit by R.B.I – NABARD – RRB.

UNIT – IV: **[15 Hrs]**

Cheques - Crossing of Cheques – E Cheque - Endorsements – kinds of endorsement-ATM-mobile banking – NEFT – RTGS – debit card – credit card – crypto currencies – Recent trends in Indian banking.

UNIT – V: **[15 Hrs]**

Electronic Banking: Traditional Banking Vs E-Banking – E banking: meaning and objectives – electronic fund transfer – electronic delivery channels – computerization in clearing houses – tele banking – E banking security.

**TEXT BOOK:**

1. Gordon and Natarajan S., Banking Theory, Law and Practice,2017.

|  |  |  |
| --- | --- | --- |
| **UNIT** | **Chapter** | **Pages** |
| I | 32 | 384-385 |
| 24 | 268-282 |
| 30 | 359-362 |
| II | 14 | 167-171 |
| III | 33 | 399-403 |
| 34 | 416-426 |
| IV | 2 | 28,35-44 |
| 6 | 82-83 |
| 8 | 104-111 |
| 9 | 113-118 |
| V | 38 | 475-493 |

**REFERENCES:**

1. S.Natarajan, Indian Banking, S. Chand, 2018.
2. R.N Varshney, banking law and practice, Sultan Chand & Sons, 2018.
3. Bharathi Pathak, Indian Financial System, Pearson, 2018.

**WEBRESOURCE:**

1. http://ebooks.lpude.in/commerce/bcom/term\_4/DCOM208\_BANKING\_THEORY\_AND\_PRACTICE.pdf
2. https://www.classcentral.com/course/swayam-introduction-to-banking-and-financial-markets-17654

**PEDAGOGY:** Participatory and blended learning.

**COURSE CONTENTS & TEACHING / LEARNING SCHEDULE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module No.** | **Topic** | **No.of Lectures** | **Content Delivery Method** | **Teaching Aids** |
| UNIT – I [15 Hrs] | | | | |
| 1.1 | Meaning of Banking | 1 | Chalk & Talk | Black Board |
| 1.2 | Features of banking | 2 | Chalk & Talk | Black Board |
| 1.2 | Classification of banks | 3 | Lecture | PPT |
| 1.3 | Banks and economic development | 2 | Lecture | PPT |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1.4 | Main functions and subsidiary services of Commercial Banks | 3 | Presentation | PPT |
| 1.5 | Nationalization of major commercial Banks | 2 | Chalk & Talk | Black Board |
| 1.6 | Reasons for nationalization | 2 | Discussion | Black Board |
| UNIT – II [15 Hrs] | | | | |
| 2.1 | Creation of credit | 3 | Lecture | PPT |
| 2.2 | principles of lending | 2 | Discussion | PPT |
| 2.3 | secured | 2 | Lecture | Black Board |
| 2.4 | unsecured advances | 2 | Lecture | Black Board |
| 2.5 | Kinds of deposits | 2 | Presentation | PPT |
| 2.6 | Bank asset and clearing house | 2 | Lecture | Black Board |
| 2.7 | Balance sheet | 2 | Discussion | Black Board |
| UNIT – III [15 Hrs] | | | | |
| 3.1 | Central bank and its function | 3 | Chalk & Talk | Black Board |
| 3.2 | Functions of RBI | 3 | Chalk & Talk | Black Board |
| 3.3 | Control of credit by RBI | 3 | Discussion | PPT |
| 3.4 | NABARD | 3 | Lecture | PPT |
| 3.5 | RRB | 3 | Lecture | Black Board |
| UNIT – IV [15 Hrs] | | | | |
| 4.1 | Cheques: Meaning & Crossing of cheques | 2 | Chalk & Talk | Black Board |
| 4.2 | E-Cheque | 3 | Chalk & Talk | Black Board |
| 4.3 | Endorsements: Meaning & Kinds of endorsement | 2 | Lecture | PPT |
| 4.4 | ATM – Mobil Banking | 3 | Discussion | PPT |
| 4.5 | Debit card – credit card – crypto currencies | 2 | Lecture | Black Board |
| 4.6 | Recent trends in Indian Banking | 3 | Discussion | Black Board |
| UNIT – V [15 Hrs] | | | | |
| 5.1 | Electronic banking | 2 | Chalk & Talk | Black Board |
| 5.2 | E banking: objectives | 3 | Chalk & Talk | Black Board |
| 5.3 | Electronic fund transfer | 3 | Lecture | PPT |
| 5.4 | Electronic delivery channels | 3 | Lecture | PPT |
| 5.5 | Computerized clearing houses | 2 | Lecture | Black Board |
| 5.6 | Tele banking & E banking security | 2 | Chalk & Talk | Black Board |

**MAPPING OF COs WITH POs**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 2 | 3 | 3 | 3 | 3 |

Strong – 3 Medium – 2 Low – 1

**COURSE DESIGNER: Mrs. T. JEYAPRADHA**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Core Subject RESEARCH METHODS IN MANAGEMENT Code:211803404**

**SEMESTER IV 5 Hrs/Week**

**Credits 3**

***COURSE DESCRIPTION:***

* ***The objective of this course is to understand the Research and the related activities regards***

***PREAMBLE:***

* ***To enrich the students Knowledge regarding Research and provide knowledge regarding data Collection, Sampling and report writing.***

**COURSE OUTCOMES (COs)**

On Successful completion of the course, the student will be able to

|  |  |  |
| --- | --- | --- |
| **No.** | **Course Outcome** | **Knowledge Level (According to Bloom’s Taxonomy)** |
| **CO1** | Understand the various types of Research Process and its Design. | Up to K3 |
| **CO2** | Select the appropriate sampling while doing research work. | Up to K3 |
| **CO3** | Describe the methods of data collection and its purpose. | Up to K3 |
| **CO4** | Apply the required scaling technique in the research process. | Up to K3 |
| **CO5** | Examine and interpret the data and prepare the report with support of computer and other technologies. | Up to K3 |

K1-knowledge K2- Understand K3 – Apply

UNIT – I: **[15 Hrs]**

Meaning of research – Definition - Objectives – Types - Research Process – Research Design – Types.

UNIT – II: **[15 Hrs]**

Sampling Design – Steps in Sampling Design – Different types of Sampling Design – Criteria of selecting a Sampling procedure.

UNIT – III: **[15 Hrs]**

Methods of data collection – Primary data – Observation – Interview – Questionnaires and schedules – Collection of Secondary data.

UNIT – IV: **[15 Hrs]**

Measurement in research – Measurement scales – Scaling – Meaning – Importance scaling techniques.

UNIT – V: **[15 Hrs]**

Interpretation of data – Steps in writing report – Layout of research – Types of reports – Technical and popular reports – uses of computers.

**TEXT BOOK:**

1. Kothari C.R., Research Methodology, New Age International (P) Ltd., 2014.

UNIT I – Chapter-1,3

UNIT II – Chapter-4

UNIT III – Chapter-6

UNIT IV - Chapter-5

UNIT V –Chapter-14,15

**REFERENCE:**

1. Dr.Tripathi P.C., A Text Book of Research Methodology in management and Social Sciences, Sultan Chand and Sons, 2014.
2. Dr.Ranjithkumar, Research Methodology, Sage Publication,2016.
3. Dr.R.Panneerselvam, Research Methodology, - PHI Learning 2nd edition, April 2014.

**WEB RESOURCE:**

1. https://www.wisdomjobs.com/e-university/research-methodology-tutorial-355.html

**PEDAGOGY :** Blended learning.

**COURSE CONTENTS & TEACHING / LEARNING SCHEDULE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module No.** | **Topic** | **No.of Lectures** | **Content Delivery Method** | **Teaching Aids** |
| UNIT – I [15 Hrs] | | | | |
| 1.1 | Meaning & Definition of research | 1 | Chalk & Talk | Black Board |
| 1.2 | Objectives | 1 | Chalk & Talk | Black Board |
| 1.3 | Types | 2 | Lecture | PPT |
| 1.4 | Research Process | 4 | Lecture | PPT |
| 1.5 | Research Design | 4 | Lecture | Black Board |
| 1.6 | Types of research design | 3 | Discussion | Black Board |
| UNIT – II [15 Hrs] | | | | |
| 2.1 | Sampling Design | 3 | Chalk & Talk | Black Board |
| 2.2 | Steps in Sampling Design | 4 | Lecture | PPT |
| 2.3 | Different types of Sampling Design | 4 | Lecture | PPT |
| 2.4 | Criteria of selecting a Sampling procedure. | 4 | Lecture | PPT |
| UNIT – III [15 Hrs] | | | | |
| 3.1 | Methods of data collection | 3 | Chalk & Talk | Black Board |
| 3.2 | Primary data | 2 | Chalk & Talk | Black Board |
| 3.3 | Observation | 2 | Lecture | PPT |
| 3.4 | Interview | 2 | Lecture | PPT |
| 3.5 | Questionnaires and schedules | 3 | Lecture | Black Board |
| 3.6 | Collection of Secondary data. | 3 | Discussion | Black Board |
| UNIT – IV [15 Hrs] | | | | |
| 4.1 | Measurement in research | 4 | Chalk & Talk | Black Board |
| 4.2 | Measurement scales | 4 | Chalk & Talk | Black Board |
| 4.3 | Scaling Meaning | 3 | Lecture | PPT |
| 4.4 | Importance scaling techniques. | 4 | Chalk & Talk | Black Board |
| UNIT – V [15 Hrs] | | | | |
| 5.1 | Interpretation of data | 3 | Lecture | PPT |
| 5.2 | Steps in writing report. | 4 | Lecture | Black Board |
| 5.3 | Layout of research | 2 | Chalk & Talk | Black Board |
| 5.4 | Types of reports | 3 | Chalk & Talk | Black Board |
| 5.5 | Technical and popular reports | 2 | Chalk & Talk | Black Board |
| 5.6 | uses of computers | 1 | Chalk & Talk | Black Board |

**MAPPING OF COs WITH POs**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 2 |
| **CO2** | 3 | 3 | 3 | 3 | 2 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 2 | 2 | 3 | 3 | 2 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |

Strong – 3 Medium – 2 Low – 1

**COURSE DESIGNER : Dr. B. RAMDIWAKAR**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*Allied INDUSTRIAL LAW Code: 211803421**

**SEMESTER IV 5 Hrs/Week**

**Credits 3**

***Preamble:***

* ***To get a brief introduction about the industrial laws governing regulations of employment and welfare of employees.***
* ***To help the students to gain knowledge on various legal enactments and also to choose law as their profession in future.***

**COURSE OUTCOMES (COs)**

On Successful completion of the course, the student will be able to

|  |  |  |
| --- | --- | --- |
| **No.** | **Course Outcome** | **Knowledge Level (According to Bloom’s Taxonomy)** |
| **CO1** | Sutline the features of the Factories Act and to state the various provisions of the Act | Up to K3 |
| **CO2** | Identify the aspects of the Industrial Employment Standing Orders Act and to describe the procedures for submission of Standing Orders and deduction from wages | Up to K3 |
| **CO3** | Discuss the elements related to Industrial Dispute and to apply the knowledge gathered to solve disputes | Up to K3 |
| **CO4** | Summarize the deductions and to prepare a list of possible deductions from an employee's salary | Up to K3 |
| **CO5** | Illustrate the rules regarding contributions, terms of gratuity and allocation of bonus | Up to K3 |

K1-knowledge K2- Understand K3 – Apply

UNIT – I: **[15 Hrs]**

The Factories Act 1948: Meaning of Factory-Manufacturing process-Worker- Definition of adult-adolescent- Child-Shift-Relay-Occupier-duties of Occupier.

Approval, Licensing and registration of factories-The Inspecting Staff-Powers of Inspectors. Health, Safety and Welfare provisions.

UNIT – II: **[15 Hrs]**

The Industrial Employment (Standing Orders) Act 1946: Definition of Certifying Officer-Employer-Standing Orders- Industrial establishment-Object of the act- Matters to be provided in Standing orders-Procedure for submission and certification of Standing Orders.

The Payment of Wages Act 1936:

Definitions of wages-rules regarding payment of wages.

UNIT – III: **[15 Hrs]**

The Industrial Dispute Act 1947: Definition of Industry-meaning of Industrial Dispute-Lay off-Lockout-strike and Retrenchment-Procedure for settlement of Industrial dispute and authorities under the act- conciliation machinery – adjudication machinery of Industrial dispute.

The Trade Unions Act 1926:

Definition of trade dispute-trade union- registration of trade union-rights and duties of registered trade union.

UNIT – IV: **[15 Hrs]**

Employees Provident Fund Act 1952 Contributions to Employees Provident Fund- Employees’ Pension Scheme Employees State Insurance Act 1948:

Meaning of Insurable employee-rules regarding contribution- Benefits under the act.

UNIT – V: **[15 Hrs]**

Payment of Gratuity act 1972: Scope and coverage - definition for Continuous service -Retirement-Superannuation - payment and forfeiture of gratuity.

Payment of Bonus act 1965: Definition of allocable surplus-available service-Eligibility and disqualification of bonus(determination of bonus not included)-rules relating to minimum bonus-maximum bonus.

**TEXT BOOK:**

1. N.D.Kapoor, Elements of Industrial Law, 12th Edition, Sultan Chand and Sons, 2018.

**REFERENCES:**

1. N.D.Kapoor, Mercantile Law, 35th Edition, Himalaya Publishing House, 2016.
2. Jagdish Rao B., Industrial Law, Revised and Updated Edition, Sahitya Bhawan Publications, 2019.
3. Malik P.L., Handbook of Labour and Industrial Law, 19th Edition, SCC Editorial, 2021.

**WEB RESOURCE:**

1. www.onlinecourses.nptel.ac.in

**PEDAGOGY:** Blended Learning

**COURSE CONTENTS & TEACHING / LEARNING SCHEDULE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module No.** | **Topic** | **No.of Lectures** | **Content Delivery Method** | **Teaching Aids** |
| UNIT – I [15 Hrs] | | | | |
| 1.1 | Topic : 1 Meaning of Factory- Manufacturing process-Worker | 2 | Lecture | Black Board |
| 1.2 | Definition of adult-adolescent- Child-Shift-Relay-Occupier | 3 | Lecture | PPT |
| 1.3 | Duties of Occupier | 3 | Discussion | PPT |
| 1.4 | Approval, Licensing and registration of factories | 3 | Chalk & Talk | PPT |
| 1.5 | Health, Safety and Welfare provisions | 4 | Discussion | Blended Learning |
| UNIT – II [15 Hrs] | | | | |
| 2.1 | Topic 1 : Definition of Certifying Officer-Employer-Standing Orders-Industrial establishment | 1 | Lecture | Black Board |
| 2.2 | Objectives of the act | 3 | Chalk & Talk | Black Board |
| 2.3 | Matters to be provided in Standing orders | 4 | Lecture | LCD |
| 2.4 | Procedure for submission and certification of Standing Orders | 4 | Lecture | Black Board |
| 2.5 | The Payment of Wages Act 1936 | 3 | Discussion | PPT |
| UNIT – III [15 Hrs] | | | | |
| 3.1 | Definition of Industry | 1 | Lecture | Black Board |
| 3.2 | Meaning of Industrial Dispute-Lay off-Lockout-strike and Retrenchment | 1 | Chalk & Talk | Lecture, Case Discussion, Online References |
| 3.3 | Procedure for settlement of Industrial dispute and authorities under the act | 3 | Lecture | PPT |
| 3.4 | Conciliation machinery | 2 | Chalk & Talk | Black Board |
| 3.5 | Adjudication machinery of Industrial dispute | 2 | Discussion | PPT |
| 3.6 | The Trade Unions Act 1926 | 1 | Discussion | LCD |
| 3.7 | Definition of trade dispute-trade union | 1 | Lecture | Black Board |
| 3.8 | Registration of trade union | 2 | Chalk & Talk | PPT |
| 3.9 | Rights and duties of registered trade union | 2 | Blended Learning | PPT, Online References, Field Visit |
| UNIT – IV [15 Hrs] | | | | |
| 4.1 | Contributions to Employees Provident Fund | 4 | Lecture | Black Board |
| 4.2 | Employees’ Pension Scheme | 3 | Chalk & Talk | PPT |
| 4.3 | Meaning of Insurable employee | 2 | Lecture | Black Board |
| 4.4 | Rules regarding contribution | 3 | Lecture | PPT, Online References, Field Visit |
| 4.5 | Benefits under the act | 3 | Discussion | Black Board |
| UNIT – V [15 Hrs] | | | | |
| 5.1 | Payment of Gratuity act 1972 | 2 | Lecture | PPT |
| 5.2 | Scope and coverage | 2 | Discussion | Black Board |
| 5.3 | Definition for Continuous service -Retirement-Superannuation | 1 | Lecture | PPT |
| 5.4 | Payment and forfeiture of gratuity | 2 | Chalk & Talk | Black Board |
| 5.5 | Payment of Bonus act 1965 | 2 | Chalk & Talk | Black Board |
| 5.6 | Definition of allocable surplus, available service | 1 | Discussion | LCD |
| 5.7 | Eligibility and disqualification of bonus(determination of bonus not included)- | 3 | Discussion | Lecture, Case Discussion, Online References |
| 5.8 | Rules relating to minimum bonus-maximum bonus | 2 | Lecture | Black Board |

**MAPPING OF COs WITH POs**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 2 | 2 |
| **CO2** | 2 | 3 | 3 | 2 | 3 |
| **CO3** | 3 | 2 | 2 | 3 | 1 |
| **CO4** | 3 | 2 | 3 | 2 | 3 |
| **CO5** | 3 | 3 | 2 | 3 | 2 |

Strong – 3 Medium – 2 Low – 1

**COURSE DESIGNER: Dr. P. NIRANJANADEVI**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Part – IV BUSINESS ENGLISH Code: 214603418**

**Non-Major Elective SEMESTER IV 2 Hrs/Week**

**Credits 2**

***PREAMBLE:***

* ***To improve the job prospects of the students and to guide them about how to adapt with the current corporate scenario with special focus on communication.***

**COURSE OUTCOMES (COs)**

On Successful completion of the course, the student will be able to

|  |  |  |
| --- | --- | --- |
| **No.** | **Course Outcome** | **Knowledge Level (According to Bloom’s Taxonomy)** |
| **CO1** | Quote the imperative uses and the appealing way of communication in business. | Up to K3 |
| **CO2** | Explain them how to craft a resume and to demonstrate their skills in it. | Up to K3 |
| **CO3** | Apprehend them how to exchange business related information through letters. | Up to K3 |
| **CO4** | Get prepare them focused on team playing skills of students and to improve their participation. | Up to K3 |
| **CO5** | Illustrate the role of internet in global business scenario. | Up to K3 |

K1-knowledge K2- Understand K3 – Apply

UNIT – I: **[6 Hrs]**

Communication - definition & process of Communication: barriers to effective Communication.

Types of Communication - Verbal & Non Verbal.

UNIT – II: **[6 Hrs]**

Job application - Writing cover letter & C.V.

UNIT – III: **[6 Hrs]**

Types of Business letters;

Parts of a Business letter; Qualities of a good business letter

UNIT – IV: **[6 Hrs]**

Negotiations - Introduction, Seven - step negotiating process.

Advertising - Slogans & jingles.

Nesting - Introduction, How to make meetings successful.

Group Discussion - Introduction, Participation in G.D.

UNIT – V: **[6 Hrs]**

Internet - Introduction. Business uses of Internet, Modes of online communication - E.mail, www, Instant Messaging, video conferencing, Remote Access, File Transfer.

E-mail - Golden Rules for effective e-mails - Don’ts of E-mails.

**TEXT BOOK:**

1. Pillai R.S.N.& Bagavathi, Office correspondence & letter wring, 8th edition, 2013

**REFERENCE:**

1. Jyoti Jain, Business Communication, Garima Publication, 2007.
2. Prem P.Bhalla, Business English: A Complete Guide for All Business and Professional Communications,  V&S Publishers 2016
3. R.C. Bhatia, Modern Office Management & Commerical Correspondence, Sterling Publisher, 2015

**WEB RESOURCE :**

1. http://www.learn-english-today.com/business-english/A- business-english-contents .html

**PEDAGOGY :** Blended learning

**COURSE CONTENTS & TEACHING / LEARNING SCHEDULE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module No.** | **Topic** | **No.of Lectures** | **Content Delivery Method** | **Teaching Aids** |
| UNIT – I [6 Hrs] | | | | |
| 1.1 | Communication – definition | 2 | Lecture & Discussion | Black board |
| 1.2 | process of Communication | 1 | Lecture | PPT |
| 1.3 | barriers to effective Communication | 2 | Lecture | Smart class |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1.4 | Types, verbal and non verbal commn. | 1 | Lecture | Black board |
| UNIT – II [6 Hrs] | | | | |
| 2.1 | Job application | 2 | Lecture | Black board |
| 2.2 | Writing cover letter & C.V. | 4 | Lecture | Black board& PPT |
| UNIT – III [6 Hrs] | | | | |
| 3.1 | Types of Business letters | 2 | Lecture | Black board |
| 3.2 | Parts of a Business letter | 2 | Lecture | Blackboard |
| 3.3 | Qualities of a good business letter | 2 | Lecture | Black board |
| UNIT – III [6 Hrs] | | | | |
| 4.1 | Negotiations - Introduction, Seven - step negotiating process | 2 | Lecture | Black board |
| 4.2 | Advertising , Slogans & jingles | 1 | Lecture | Black board & PPT |
| 4.3 | Nesting - Introduction, How to make meetings successful | 1 | Lecture | Black board |
| 4.4 | Group Discussion - Introduction, Participation in G.D | 2 | Lecture | Black board |
| UNIT – V [6 Hrs] | | | | |
| 5.1 | Internet - Introduction. Business uses of Internet | 1 | Lecture& Discussion | PPT |
| 5.2 | Modes of online communication | 1 | Lecture | Black Board |
| 5.3 | E.mail, www, Instant Messaging, video conferencing, Remote Access, File Transfer | 2 | Lecture | Smart class |
| 5.4 | E-mail - Golden Rules for effective e-mails | 1 | Lecture | Google |
| 5.5 | Don’ts of E-mails | 1 | Lecture | Black Board |

**MAPPING OF COs WITH POs**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 2 | 3 |
| **CO2** | 2 | 2 | 3 | 3 | 2 |
| **CO3** | 3 | 3 | 3 | 3 | 2 |
| **CO4** | 2 | 3 | 3 | 2 | 3 |
| **CO5** | 3 | 2 | 2 | 3 | 3 |

Strong – 3 Medium – 2 Low – 1

**COURSE DESIGNER : Dr. J. PREMA**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Part – IV FINANCIAL SERVICES Code: 214403418**

**Skill –Based Electives SEMESTER – IV 2 Hrs/Week**

**Credits 2**

***COURSE DESCRIPTION:***

* ***The objectives of the course make the students to aware and understand various financial services available in financial market and it helpful to take financial decision in future.***

***PREAMBLE:***

* ***To inculcate the student about financial market and its instrument, enable the students to aware and understand various financial services and make them to got career in financial market***

**COURSE OUTCOMES (COs)**

On Successful completion of the course, the student will be able to

|  |  |  |
| --- | --- | --- |
| **No.** | **Course Outcome** | **Knowledge Level (According to Bloom’s Taxonomy)** |
| **CO1** | Understand capital market and money market, its function then decide term of investment | Up to K3 |
| **CO2** | Identify the role of merchant banker and get the picture of availing venture capital | Up to K3 |
| **CO3** | Prepare the student to get high credit score | Up to K3 |
| **CO4** | Have the knowledge of consumer finance | Up to K3 |
| **CO5** | Single out best investment scheme in mutual fund and Insurance | Up to K3 |

K1-knowledge K2- Understand K3 – Apply

UNIT – I : **[6 Hrs]**

Meaning of Indian financial system – Structure – Financial markets –Capital market – Primary market – Secondary market – IPO – Capital market instruments - Money market – Money market instruments – Role of SEBI – NSE –BSE

UNIT – II : **[6 Hrs]**

Merchant banking – role of merchant bankers in share market – Seed capital -Venture capital – Procedure for getting venture capital – Leasing – Types of lease

UNIT – III : **[6 Hrs]**

Credit rating – Meaning –Criteria for credit rating – Credit rating agencies CRISIL – ICRA – CARE – Factoring – types of factoring arrangements – Forfeiting –Bill discounting

UNIT – IV: **[6 Hrs]**

Hirepurchase – Meaning – Feature – Intallement - Meaning – Feature – Housing finance – housing finance services – Refinance facility – Consumer finance – characteristics of consumer finance transactions – Digital banking instruments

UNIT – V : **[6 Hrs]**

Mutual fund – Types – Advantage –Limitation – AMFI regulation – Insurance – meaning – Life insurance – types – General Insurance – Types – IRDA Regulations.

**TEXT BOOK :**

1. Gordon & Natrajan; Financial Markets and Services, Himalaya Publishing House - 2016

Unit : I -Chapter 1 & 2

Unit : II – Chapter 3

Unit : III – Chapter 6

Unit: IV – Chapter 11 & 14

Unit:V – Chapter 4

1. M.Y. Khan Financial services Tata McGraw Hill Education Pvt Ltd., 6th edition,2011.
2. Rajesh Kothari – Financial services in India-SAGE Publications,5th edition 2010.

**REFERENCE:**

1. S Gurusamy, Financial Markets and Institutions, Thomson - 2015

**PEDAGOGY:** Blended Learning

**WEB RESOURCE :**

1. https://www.nseindia.com
2. https://economictimes.indiatimes.com ›
3. https://www.bseindia.com
4. https://www.amfiindia.com
5. https://www.mutualfundindia.com
6. https://www.irdai.gov.in

**COURSE CONTENTS & TEACHING / LEARNING SCHEDULE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module No.** | **Topic** | **No.of Lectures** | **Content Delivery Method** | **Teaching Aids** |
| UNIT – I [6 Hrs] | | | | |
| 1.1 | Indian Financial system, structure, Capital Market, primary and secondary market, IPO | 2 | Lecture | PPT |
| 1.2 | Capital market instruments, money market instruments | 2 | Lecture | PPT |
| 1.3 | Role of SEBI, NSE, BSE | 2 | Lecture | PPT |
| UNIT – II [6 Hrs] | | | | |
| 2.1 | Merchant Bankers, Role of merchant Bankers | 2 | Lecture | Black Board |
| 2.2 | Seed capital, Venture capital, Procedure for getting venture capital | 2 | Chalk & Talk | Black Board |
| 2.3 | Leasing, Types of lease | 2 | Chalk & Talk | Black Board |
| UNIT – III [6 Hrs] | | | | |
| 3.1 | Credit rating, criteria for credit rating | 1 | Lecture | PPT |
| 3.2 | Credit rating agencies CRISIL, CARE, ICRA | 2 | Lecture | PPT |
| 3.3 | Factoring, types of factoring arrangements | 2 | Chalk & Talk | Black Board |
| 3.4 | Forfeiting, Bill discounting | 1 | Discussion | Black Board |
| UNIT – IV [6 Hrs] | | | | |
| 4.1 | Hire purchase meaning, feature | 1 | Chalk & Talk | Black Board |
| 4.2 | Installement meaning, feature | 1 | Chalk & Talk | PPT |
| 4.3 | Housing finance, housing financial services | 1 | Lecture | PPT |
| 4.4 | Refinance facility, consumer finance, characteristics of consumer finance | 2 | Lecture | Black Board |
| 4.5 | Digital banking Instruments | 1 | Lecture | PPT |
| UNIT – V [6 Hrs] | | | | |
| 5.1 | Mutual fund and its types | 1 | Chalk & Talk | Black Board |
| 5.2 | AMFI Regulations | 1 | Lecture | PPT |
| 5.3 | Insurance and life insurance types | 1 | Lecture | PPT |
| 5.4 | General insurance and it types | 1 | Chalk & Talk | Black Board |
| 5.5 | IRDA Regulation | 2 | Lecture | PPT |

**MAPPING OF COs WITH POs**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | 3 | 3 | 3 | 3 | 2 |
| **CO2** | 3 | 3 | 2 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 2 | 3 |
| **CO4** | 3 | 3 | 3 | 2 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 2 |

Strong – 3 Medium – 2 Low – 1

**COURSE DESIGNER: Mrs. T. JEYAPRADHA**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Self Learning Course-Major E-BUSINESS Code: 218003418**

**SEMESTER IV**

**Add. Credits 4**

***PREAMBLE:***

* ***To orient the students towards the updation of Electronic Business.***
* ***To update the students regarding electronic payment system.***

UNIT – I:

Electronic Business – Introduction Economic potential of Electronic Business – Marketing of E-Business – Incentives for energy in Electronic Business.

UNIT – II:

Electronic commerce and internet, benefits of internet for E-Commerce – Impediments and uses – Suggestions to organizations.

UNIT – III:

Electronic Data Interchange, Introduction – EDI as a Business Decision – EDI, a Re-engineering Tool – EDI Implementations.

UNIT – IV:

Electronic payment system – introduction – Banking network in on-line commerce – Digital Economy – Electronic cheques and Funds Transfer.

UNIT – V:

E-Commerce issues: Commercial issues – Security issues – Infrastructure issues – Social and Cultural issues.

**TEXT BOOK:**

1. S.J.P.T., Joseph, E-Commerce: An Indian Perspective, PHI Learning Pvt. Ltd.; 6th edition, 2019.

**REFERENCE:**

1. Santhosh Mahrotra, E-Commerce, Abd Publishers, 2007.
2. Parag Diwan and Sunil Sharma, A Manager’s Guide to E-Business, 1st Edition, Excel Books, New Delhi, 2002.
3. Brahm Canzer, E-Business and Commerce, Dreamtech Press, 2004.

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***