

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.	6 th 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.	6 th 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**

I.1. Sales Management - 211803505

I.2. Service Marketing - 211803506

***Elective-II**

II.1. Consumer Behavior -211803604

II.2. Strategic Management 211803605

***Elective-III**

III.1. Retail management - 211803606

III.2. Tally ERP -9 - 211803607

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:

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

REFERENCES:

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

WEB RESOURCE :

01. www.online.courses.nptel.ac.in

PEDAGOGY : Participative Method / Blended Learning

COURSE CONTENTS & TEACHING / LEARNING SCHEDULE

Mod ule No.	Topic	No.of Lectu res	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:

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

REFERENCES:

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

WEB RESOURCE :

- 01.<https://wpforms.com/the-ultimate-list-of-online-business-statistics>
- 02.<https://youtu.be/suobaJODVji>

PEDAGOGY: Blended learning.

COURSE CONTENTS & TEACHING / LEARNING SCHEDULE

Modu le no.	Topic	No. of lectur es	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

	P01	P02	P03	P04	P05
C01	3	3	3	2	3
C02	2	3	3	3	2
C03	3	3	3	3	2
C04	2	3	3	2	2
C05	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)
C01	Discuss about the entrepreneurship and qualities of entrepreneur.	Up to K3
C02	Identify the methods to start a business.	Up to K3
C03	Describe the different Institutional arrangement for entrepreneurship development.	Up to K3
C04	Cite the concept of project.	Up to K3
C05	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:

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

REFERENCES:

01. Jayashree Suresh, Entrepreneurial Development, Margham publications, 2010.
02. Vasant Desai, Dynamics of Entrepreneurial Development and Management, 4th Edition, Himalaya Publishing house, 2007.
03. Sharma, Sangeetha, Entrepreneurship Development, PHI Learning Pvt.Ltd., 2021.

WEB RESOURCE:

01. <https://youtube.com/playlist?list=PL7oBzHz1wXW3mtolxVnlGn48NLKwrb>

PEDAGOGY: Blended learning.

COURSE CONTENTS & TEACHING / LEARNING SCHEDULE

Mod ule No	Topic	No of Lectu res	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:

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

REFERENCES:

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

WEB RESOURCE :

- 01.<https://nptel.ac.in/courses/110104068/>
02.<https://epdf.pub/theories-and-techniques-of-marketing-management.html>
03.<https://www.youtube.com/watch?v=WPetPmlN1Iw>

PEDAGOGY: Blended learning

COURSE CONTENTS & TEACHING / LEARNING SCHEDULE

Mod ule No	Topic	No.of Lectur es	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
SEMESTER III

Code:211803321
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:

- 01.Kapoor N.D., Elements of Mercantile law, Sulthan Chand and sons, 2016.
 - 02.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:

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

WEB RESOURCE:

- 01.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
C01	3	3	3	3	2
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	2	3
C05	3	3	3	3	2

3 – Strong	2-Medium	1- Low
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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:

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

REFERENCES:

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

WEB RESOURCE:

- 01.<https://open.umn.edu>
02.<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 Administration Vs	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
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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	Build 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:

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

REFERENCES:

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

WEB RESOURCE:

01. <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 Assesseees 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:

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

REFERENCES:

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

WEB RESOURCE:

- 01.<https://youtube.com/playlist?=PLDbyHGXnvp9wCMDKSGdrU6yuQAEPoYk7>

COURSE DESIGNER : Mrs. T. JEYAPPRAHA

Core subject

ORGANISATIONAL BEHAVIOUR
SEMESTER IV

Code: 211803401
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:

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

REFERENCES:

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

WEB RESOURCE:

01. <https://nptel.ac.in/courses/110/105/110105034/>
02. <https://www.measimba.ac.in/pdf/course-materials/PMF1C-OB.pdf>

PEDAGOGY: Blended Learning

COURSE CONTENTS & TEACHING / LEARNING SCHEDULE

Mod ule No.	Topic	No. of Lectur es	Content Delivery Method	Teaching Aids
UNIT – I		[15 Hrs]		
1.1	Organizational behavior- Introduction, definition, meaning	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:

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

REFERENCES:

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

WEB RESOURCE:

01. https://drive.google.com/file/d/1pTaHIWi50gOPo_1dp5h4ITf-WuGCwVYL/view

PEDAGOGY: Participative Method.

COURSE CONTENTS & TEACHING / LEARNING SCHEDULE

Mod ule No.	Topic	No. of Lectur es	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
SEMESTER IV**

**Code: 211803403
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:

01. 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:

01. S.Natarajan, Indian Banking, S. Chand, 2018.
02. R.N Varshney, banking law and practice, Sultan Chand & Sons, 2018.
03. Bharathi Pathak, Indian Financial System, Pearson, 2018.

WEBRESOURCE:

01. http://ebooks.lpude.in/commerce/bcom/term_4/DCOM208_BAN KING_THEORY_AND_PRACTICE.pdf
02. <https://www.classcentral.com/course/swayam-introduction-to-banking-and-financial-markets-17654>

PEDAGOGY: Participatory and blended learning.

COURSE CONTENTS & TEACHING / LEARNING SCHEDULE

Mod ule No.	Topic	No.of Lectu res	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

UNIT IV - Chapter-5
UNIT V –Chapter-14,15

REFERENCE:

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

WEB RESOURCE:

- 01.<https://www.wisdomjobs.com/e-university/research-methodology-tutorial-355.html>

PEDAGOGY : Blended learning.

COURSE CONTENTS & TEACHING / LEARNING SCHEDULE

Mod ule No.	Topic	No.of Lectur es	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
SEMESTER IV

Code: 211803421

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:

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

REFERENCES:

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

WEB RESOURCE:

- 01.www.onlinecourses.nptel.ac.in

PEDAGOGY: Blended Learning

COURSE CONTENTS & TEACHING / LEARNING SCHEDULE

Mod ule No.	Topic	No.of Lectur es	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:

01. 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 :

01. [http://www.learn-english-today.com/business-english/A-
business-english-contents .html](http://www.learn-english-today.com/business-english/A-business-english-contents.html)

PEDAGOGY : Blended learning

COURSE CONTENTS & TEACHING / LEARNING SCHEDULE

Mod ule No.	Topic	No.of Lectur es	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 :

- 01.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

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

REFERENCE:

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

PEDAGOGY: Blended Learning

WEB RESOURCE :

- 01.<https://www.nseindia.com>
02.<https://economictimes.indiatimes.com> ,
03.<https://www.bseindia.com>
04.<https://www.amfiindia.com>
05.<https://www.mutualfundindia.com>
06.<https://www.irdai.gov.in>

COURSE CONTENTS & TEACHING / LEARNING SCHEDULE

Mod ule No.	Topic	No.of Lectur es	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
SEMESTER IV

Code: 218003418

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:

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

REFERENCE:

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