

ANNEXURE - 7

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 40	75 60
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 40*	75 60*
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. Service Marketing - 211803505
I.2. Tally ERP - 9 - 211803506

***Elective-II**

- II.1. Consumer Behavior - 211803604
II.2. Sales Management - 211803605

***Elective-III**

- III.1. Retail management - 211803606
III.2. Data Analytics Lab - 211803607

Core Subject

HUMAN RESOURCE MANAGEMENT
SEMESTER V

Code: 211803501
5 Hrs/Week
Credits 5

Preamble:

- ✍ *To make the students gain knowledge on various human resource management practices adopted in Indian companies*
- ✍ *To enlighten the students in various recruitment & Selection practices followed in Indian organizations.*

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 objectives & functions of Human resource department in the modern era.	Up to K3
CO2	Review the features & merits of Man power planning	Up to K3
CO3	Assess different sources of recruitment and construct the selection process	Up to K3
CO4	Select suitable training methods for different workers in different industries	Up to K3
CO5	Conclude best performance appraisal method for the industries	Up to K3

K1- Knowledge K2 – Understand K3-Apply

UNIT – I:

[15 Hrs]

Human Resource Management – Definition, Nature, objectives, functions – Systems Approach to Human Resource Management – Organizational Structure.

UNIT – II:

[15 Hrs]

Manpower Planning – Features, Objectives – Process of Human Resource Planning – Benefits of Manpower Planning.

UNIT – III:

[15 Hrs]

Recruitment – Sources of recruitment – Selection – Meaning – Selection Process – Job Analysis, Job Description & Job specification.

UNIT – IV:

[15 Hrs]

Training – Need and Importance – Types of Training – Steps in Training Programme – Effectiveness of Training.

UNIT – V:

[15 Hrs]

Promotion – Demotions and Transfer – Performance Appraisal – Methods.

TEXT BOOKS:

01. S.S.Khanka, S.Chand and Company, Human Resource Management, 2016.
02. Ahuja K.K., Personnel Management, Kalyani Publications, 2016.
03. Memoria C.B., Personnel Management, Himalaya Publishing House, 2016.

REFERENCES:

01. Subba Rao P., Personnel and Human Resource Management, Himalaya Publishing House, 2015.
02. Tripathi and Reddy, Personnel Management and Industrial Relations, Himalaya Publishing House, 2015.

WEB RESOURCES:

- 01.<https://www.youtube.com/watch?v=Fa8E3tCDIpo&list=PL6AD978F15B5E8FF6>
- 02.<https://epdf.pub/human-resource-managementc1da8ee67dd34551f43c1ef3afdca4d744798.html>

PEDAGOGY: Blended Learning, PPT, Lecture

COURSE CONTENTS & TEACHING / LEARNING SCHEDULE

Module No.	Topic	No. of Lectures	Content Delivery Method	Teaching Aids
UNIT – I [15 Hrs]				
1.1	Human Resource Management - Intro	2	Lecture	Black Board
1.2	Nature of HRM	2	Lecture	Black Board
1.3	Objectives of HRM	2	Lecture	Black Board
1.4	Functions of HRM	4	Lecture	PPT
1.5	System approach to HRM	2	Lecture	PPT
1.6	Organization Structure	3	Lecture	PPT
UNIT – II [15 Hrs]				
2.1	Man Power Planning - Introduction	2	Lecture	Black Board
2.2	Features of Man Power Planning	2	Lecture	Black Board
2.3	Needs for Man Power Planning	2	Lecture	Black Board
2.4	Objectives of Man Power Planning	2	Lecture	Black Board
2.5	Process of HRP	3	Lecture	PPT
2.6	Benefits of HRP	2	Lecture	PPT
2.7	Limitations of HRP	2	Lecture	PPT
UNIT – III [15 Hrs]				
3.1	Recruitment - Introduction	1	Lecture	Black Board
3.2	Sources of Recruitment	3	Lecture	PPT
3.3	Selection - Introduction	1	Lecture	Black Board
3.4	Selection Process	4	Lecture	PPT
3.5	Job Analysis	2	Lecture	PPT
3.6	Job Description	2	Lecture	PPT
3.7	Job Specification	2	Lecture	PPT
UNIT – IV [15 Hrs]				
4.1	Training - Introduction	2	Lecture	Black Board
4.2	Need for Training	2	Lecture	Black Board
4.3	Importance of Training	2	Lecture	Black Board
4.4	Types of training	3	Lecture	PPT
4.5	Steps in training	3	Lecture	PPT
4.6	Effectiveness of training	3	Lecture	Black Board
UNIT – V [15 Hrs]				
5.1	Promotion	2	Lecture	Black Board
5.2	Demotion	2	Lecture	Black Board
5.3	Transfer	2	Lecture	Black Board
5.4	Performance Appraisal - Introduction	3	Lecture	Black Board
5.5	Methods of performance appraisal	6	Lecture	PPT

UNIT – III: [19 Hrs]

Fund Flow Analysis: Meaning of the Term ‘Fund’ – Meaning of Fund Flow – Meaning of Fund Flow Statement – Calculation of Funds from Operations – Preparation of Statement of Changes in Working Capital – Preparation of Fund Flow Statement (Simple Problems Only). Uses of Fund Flow Statement – Limitations of Fund Flow Statement.

UNIT – IV: [17 Hrs]

Cash Flow Analysis: Meaning – Calculation of Cash from Operations – Preparation of Cash Flow Statement (Simple Problems Only) – Uses of Cash Flow Statement – Limitations of Cash Flow Statement.

UNIT – V: [19 Hrs]

Marginal Costing: Meaning of Marginal Costing – Meaning of Cost–Volume – Profit Analysis – Meanings of the Terms, Contribution, Profit–Volume Ratio, Break–Even Point, Margin of Safety, Angle of Incidence and Key Factor. Calculation of Profit–Volume Ratio, Break–Even Point, and Margin of Safety – Calculation of Sales required to earn a Desired Amount of Profit – (Simple Problems Only).–Advantages of Marginal Costing – Disadvantages of Marginal Costing.

Note:

Questions on problems must be for 60% and on theory for 40%.

TEXT BOOKS:

- 01.Dr. S.N. Maheswari – principles of management accounting – sultan Chand publication- newdelhi 110002, 2011
- 02.Pillai R.S.N., and Bagavathi, Management Accounting, S.Chand & Company Limited, New Delhi, 2016.

REFERENCES:

01. Manmohan and Goyal S.N., Principles of Management Accounting, Sakitya Bhavan.2016
02. Srinivasan N.P., Management Accounting, Sterling Publishers Private Limited.

WEB RESOURCES:

- 01.<https://youtu.be/6f8mHoexnly>
- 02.[Onlinecourse.nptel.ac.in/noc19-mg36/preview](https://onlinecourse.nptel.ac.in/noc19-mg36/preview)
- 03.[Classcentral.com/course/swayam-management-accounting-14177](https://classcentral.com/course/swayam-management-accounting-14177)

PEDAGOGY: Chalk & Talk, Lecture, 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 of Management Accounting	3	lecture	Black board
1.2	Scope of Management Accounting	4	Chalk & talk	Black board
1.3	Advantages of Management Accounting	3	Chalk & talk	Black board
1.4	Limitations of Management Accounting	3	Chalk & talk	Black board

1.5	Distinctions between Financial Accounting and Management Accounting	3	Chalk & talk	Black board
UNIT – II [19 Hrs]				
2.1	Ratio Analysis	1	lecture	Black board
2.2	Meaning of Ratio	1	lecture	Black board
2.3	Importance of Ratio Analysis	1	lecture	Black board
2.4	Limitations of Ratio Analysis	1	lecture	Black board
2.5	Classification of Ratios	2	Chalk & talk	Black board
2.6	Current Ratio	2	Chalk & talk	Black board
2.7	Quick Ratio	2	Chalk & talk	Black board
2.8	Absolute Liquidity Ratio	2	Chalk & talk	Black board
2.9	Proprietary Ratio	1	Chalk & talk	Black board
2.10	Debt–Equity Ratio	1	Chalk & talk	Black board
2.11	Profitability Ratios	1	Chalk & talk	Black board
2.12	Sundry Debtors Turnover Ratio	1	Chalk & talk	Black board
2.13	Inventory Turnover Ratio	1	Chalk & talk	Black board
2.14	Fixed Assets turnover Ratio	1	Chalk & talk	Black board
2.15	Turnover of Capital Employed	1	Chalk & talk	Black board
UNIT – III [19 Hrs]				
3.1	Fund Flow Analysis	1	lecture	Black board
3.2	Meaning of the Term ‘Fund’	1	lecture	Black board
3.3	Meaning of Fund Flow	1	lecture	Black board
3.4	Meaning of Fund Flow Statement	1	lecture	Black board
3.5	Calculation of Funds from Operations	4	Chalk & talk	Black board
3.6	Preparation of Statement of Changes in Working Capital	4	Chalk & talk	Black board
3.7	Preparation of Fund Flow Statement	3	Chalk & talk	Black board
3.8	Uses of Fund Flow Statement	2	Chalk & talk	Black board
3.9	Limitations of Fund Flow Statement	2	Chalk & talk	Black board
UNIT – IV [17 Hrs]				
4.1	Cash Flow Analysis: Meaning	1	lecture	Black board
4.2	Calculation of Cash from Operations	3	lecture	Black board
4.3	Preparation of Cash Flow Statement	5	lecture	Black board
4.4	Uses of Cash Flow Statement	4	lecture	Black board
4.5	Limitations of Cash Flow Statement	4	lecture	Black board
UNIT – V [19 Hrs]				
5.1	Meaning of Marginal Cost	2	lecture	Black board
5.2	Meaning of cost volume profit analysis	3	lecture	Black board
5.3	Meanings of the Terms	5	lecture	Black board
5.4	Calculation of Profit	3	Chalk & talk	Black board
5.5	Determination of the Most Profitable Product Mix	2	Chalk & talk	Black board
5.6	Application of Marginal Costing Techniques	3	Chalk & talk	Black board
5.7	Advantages and disadvantages of marginal costing	1	lecture	Black board

MAPPING OF COs WITH POs

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

3 - Strong

2 - Medium

1- Low

COURSE DESIGNER: Mrs.T. Jeyappradha

Core subject

OPERATIONS MANAGEMENT
SEMESTER V

Code: 211803503

5 Hrs/Week

Credits 4

Preamble:

✍ The objective of this course is to understand the basic of Operations management and practices.

Course Objectives:

The course enables the student:

✍ To orient the students on various functions of production management and enlighten the students on manufacturing practices followed in industrial organizations and technological developments that have taken place in such organizations.

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 the wide Spectrum of Operations Management participation Design to Disposal Procedural	Up to K3
CO2	Compare the incessant and intermittent on account of flow of operation and Stringent Inspection role	Up to K3
CO3	Contrast the Product and production system in the sense of channelizing the flow of operations uninterrupted even on the occasion of abrupt	Up to K3
CO4	Shows the organizational warehouse partition and preserves policy	Up to K3
CO5	Quality conscious on the benchmark model for the prolonging process initiating or imitating either.	Up to K3

K1- Knowledge K2 – Understand K3-Apply

UNIT – I:

[15 Hrs]

Operations Management – Meaning – Scope – Production systems – Continuous production – Intermittent production – Mass and flow production – Batch production – Job order production – Plant location – Importance – Factors affecting plant location.

UNIT – II:

[15 Hrs]

Plant layout – Principles – Process layout – Product layout – Fixed position layout – Cellular layout – Materials management – Objectives – Purchase procedure.

UNIT – III: [15 Hrs]

Functions of inventories – Inventory control and its importance – P and Q systems of inventory control – Double bin system – ABC analysis. Production planning and control – Importance – Steps in production planning and control.

UNIT – IV: [15 Hrs]

Quality control – Need and importance – Control charts and their uses. Material handling – Principles – Factors affecting the choice of material handling equipments.

UNIT – V: [15 Hrs]

Plant maintenance – Importance - breakdown maintenance – Preventive maintenance, work study – Meaning – steps in method study – stop watch time study.

TEXT BOOKS:

01.P.Saravanavel , S.Sumathi., Production and Materials Management, Margham Publications.

Units	Pages
I	Chapter 1.1-1.2; 2.1-2.7;8.1-8.2;9.1-9.13
II	Chapter 11.1;11.5-11.6
III	Chapter 34.1-34.2;34.26-34.28;36.1-36.10;13.7-13.11
IV	Chapter 17.1-17.4;17.6-17.7;32.1-32.2;32.6-32.7;32.5
V	Chapter 16.1-16.4;16.10-16.21;22.1-22.2;22.5-22.6

02.Aswathappa, Sudersana Reddy G., and Krishnna Reddy M., Production and Operations Management, Himalaya Publishing House.2017.

03.Kanna O.P., Industrial Engineering and Management, Dhanpat Rai Publications Private Limited, 2016.

REFERENCE:

01.Stevenson, Production and Operations Management, Tata McGraw – Hill Publishing House, 2016.

WEB RESOURCE:

01.<https://www.tonex.com/operations-management-tutorial/>

PEDAGOGY: Chalk & Talk , Discussion, blended learning

COURSE CONTENTS & TEACHING / LEARNING SCHEDULE

Module No.	Topic	No. of Lectures	Content Delivery Method	Teaching Aids
UNIT – I [15 Hrs]				
1.1	Operations Management: Meaning	1	Chalk & Talk	Black Board
1.2	Operations Management: Scope	2	Chalk & Talk	Black Board
1.3	Production systems	1	Lecture	PPT
1.4	Continuous production	1	Lecture	PPT
1.5	Intermittent production	1	Lecture	Black Board
1.6	Mass and flow production	1	Discussion	Black Board
1.7	Batch production	1	Discussion	Black Board
1.8	Job order production	1	Chalk & Talk	Black Board
1.9	Plant location: Meaning	1	Chalk & Talk	Black Board
1.10	Plant Location: Importance	2	Lecture	PPT
1.11	Factors affecting plant location	3	Lecture	PPT

UNIT – II [15 Hrs]				
2.1	Plant layout : Meaning	1	Discussion	Black Board
2.2	Plant layout :Principles	3	Discussion	Black Board
2.3	Process layout	1	Chalk & Talk	Black Board
2.4	Product layout	1	Chalk & Talk	Black Board
2.5	Fixed position layout	1	Lecture	PPT
2.6	Cellular layout	1	Lecture	PPT
2.7	Materials Management: Meaning	1	Lecture	Black Board
2.8	Materials Management: Objectives	2	Discussion	Black Board
2.9	Purchase procedure	4	Discussion	Black Board
UNIT – III [15 Hrs]				
3.1	Functions of inventories	2	Chalk & Talk	Black Board
3.2	Inventory control: Meaning	1	Chalk & Talk	Black Board
3.3	Inventory control: importance	2	Lecture	PPT
3.4	P and Q systems of inventory control	1	Chalk & Talk	Black Board
3.5	Double bin system	1	Chalk & Talk	Black Board
3.6	ABC analysis	1	Lecture	PPT
3.7	Production planning and control: Meaning	1	Lecture	PPT
3.8	Production planning and control: Importance	2	Lecture	Black Board
3.9	Steps in production planning and control	4	Chalk & Talk	Black Board
UNIT – IV [15 Hrs]				
4.1	Quality control : Meaning	1	Chalk & Talk	Black Board
4.2	Quality control: Need	2	Chalk & Talk	Black Board
4.3	Quality control: Importance	2	Lecture	PPT
4.4	Control charts and its uses	3	Lecture	PPT
4.5	Material handling : Meaning	1	Lecture	Black Board
4.6	Material handling: Principles	3	Discussion	Black Board
4.7	Factors affecting the choice of material handling equipments	3	Discussion	Black Board
UNIT – V [15 Hrs]				
5.1	Plant maintenance: Meaning	1	Chalk & Talk	Black Board
5.2	Plant maintenance: Importance	2	Chalk & Talk	Black Board
5.3	Breakdown maintenance	2	Lecture	PPT
5.4	Preventive maintenance	2	Lecture	PPT
5.5	work study :Meaning	1	Lecture	Black Board
5.6	steps in method study	3	Chalk & Talk	Black Board
5.7	stop watch time study	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

3 - Strong 2 - Medium 1- Low

COURSE DESIGNER: Dr. B. RAMDIWAKAR

Core	PROJECT [INSTITUTIONAL TRAINING]	Code: 211803504
	SEMESTER V	6 Hrs/Week
		Credits 4

Objectives:-

- ✍ *To get the students exposed to various business practices being performed in different industrial units.*
- ✍ *To make the students aware of challenges in running an enterprise and have them to gain firsthand knowledge on how to ward off such challenges.*

RULES GOVERNING PROJECT (INSTITUTIONAL TRAINING)

- Each student should undergo 3 weeks institutional training under a manager during the fourth semester summer vacation and attendance certificate from the organization is to be submitted to the H.O.D. through the Faculty Guide and it is to be inserted in the report.
- He shall undergo the above training in the organization approved by the Faculty Guide.
- The student has to submit two copies of the report in not less than 50 typewritten pages.
- During the work load allotted for Project (Institutional Training) (5 hrs/week) the following activities must be undertaken:
 - Report Discussion by the guide and the student.
 - Report writing
 - Report presentation by the students in the class for general discussion.
- The Project (Institutional Training) report will be evaluated by the faculty guide and an external examiner. The student has to appear for a viva-voce. The Viva-Voce panel will consist of the Faculty Guide, the H.O.D. and an external examiner.
- The Project (Institutional Training) shall be evaluated for a total of 100 marks as specified below :

Internal = 40 Marks	External = 60 Marks
Report = 30	Report = 50
Viva = 10	Viva = 10
Total = 40	Total = 60
- If any candidate does not appear for viva-voce examinations in the V semester, he/she has to appear for viva-voce examination, along with the one to be held for PROJECT (FIELD STUDY) during the VI semester.
- The Training report must contain the following:

Introduction, Industry Profile, Company Profile, Product Profile, Purchase procedures of raw material – Form of Organization, Functions of various departments, Details of marketing of the products, Remarks and Conclusion.

Elective I

**SERVICE MARKETING
SEMESTER V**

**Code: 211803505
5 Hrs/week
Credits 4**

Preamble:

- ✍ **To impart knowledge on the services and the need for effective marketing of services**
- ✍ **To bring forth the importance of meeting customer requirement by designing of appropriate marketing mix for various services**

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 characteristics & types of services.	Up to K3
CO2	Review the stages in new service development and pricing strategies	Up to K3
CO3	Assess the factors influencing the choice of location of service premises	Up to K3
CO4	Select suitable people for service delivery and customer contact employees	Up to K3
CO5	Choose the marketing mix for bank and tourism marketing	Up to K3

K1- Knowledge K2 – Understand K3-Apply

UNIT – I:

[15 Hrs]

Service Marketing- Meaning of services – Characteristics of services – Differences between goods and services – Types of services – services marketing management process.

UNIT – II:

[15 Hrs]

Service product – stages in new service development – service life cycle concept – Branding in services.

Pricing in services – Pricing strategies.

UNIT – III:

[15 Hrs]

Place in service – Factors influencing the choice of location of service premises – Direct distribution – Franchising.

Service promotion – Advertising media for promoting services – Sales promotion tools – Importance of personal selling – Sponsorship.

UNIT – IV:

[15 Hrs]

People in services – customer contact employees – Support personnel – Role of the frontline staff.

Service process – Factors to be considered in designing service process – Service process flow decisions – Service blue print – The front and back office.

UNIT – V:

[15 Hrs]

Physical evidence in services – Ambience – Space – Décor and artifacts – Role of physical evidence in service marketing.

Marketing mix for bank marketing – Marketing mix for tourism marketing.

TEXT BOOK:

01.Vasanti Venugopal and Ragu, V.N., Service Marketing, Himalaya Publishing House. 2013-10

REFERENCES:

- 01.Bateson, John E.G., Managing services marketing, The Dryden press series in marketing - 1998
 02.Jha S.M. Service Marketing, Himalaya Publishing House, 2018
 03.R.C. Agarwal, Salesmanship and Advertising, Lakhmi Narain, Agarwal Publication-2020

WEB RESOURCES:

- 01.<https://www.coursera.org/lecture/marketing-management-two/the-services-marketing-triangle-J40NY>
 02.https://onlinecourses.swayam2.ac.in/imb21_mg51/preview
 03.<https://www.marketingprofs.com/topic/articles/services-marketing>
 04.<https://www.researchgate.net/journal/Journal-of-Services-Marketing-0887-6045>
 05.<https://www.tandfonline.com/toc/wsmq20/current>

PEDAGOGY: Chalk & Talk, Lecture, Discussion

COURSE CONTENTS & TEACHING / LEARNING SCHEDULE

Module No.	Topic	No. of Lectures	Content Delivery Method	Teaching Aids
UNIT – I [15 Hrs]				
1.1	Service Marketing :Meaning	2	Chalk & Talk	Black Board
1.2	Meaning of services	2	Chalk & Talk	Black Board
1.3	Characteristics of services	2	Lecture	PPT
1.4	Differences between goods and services	3	Lecture	PPT
1.5	Types of services	3	Lecture	Black Board
1.6	Services marketing management process	3	Discussion	Black Board
UNIT – II [15 Hrs]				
2.1	Service product: Meaning	2	Discussion	Black Board
2.2	Stages in new service development	3	Discussion	Black Board
2.3	service life cycle concept	2	Chalk & Talk	Black Board
2.4	Branding in services.	3	Chalk & Talk	Black Board
2.5	Pricing in services	3	Lecture	PPT
2.6	Pricing strategies	2	Lecture	PPT
UNIT – III [15 Hrs]				
3.1	Place in service	2	Chalk & Talk	Black Board
3.2	Factors influencing the choice of location of service premises	1	Chalk & Talk	Black Board
3.3	Direct distribution	2	Lecture	PPT
3.4	Franchising	1	Chalk & Talk	Black Board
3.5	Service promotion	1	Chalk & Talk	Black Board
3.6	Advertising media for promoting services	1	Lecture	PPT
3.7	Sales promotion tools	2	Lecture	PPT
3.8	Importance of personal selling	2	Lecture	Black Board
3.9	Sponsorship.	3	Chalk & Talk	Black Board
UNIT – IV [15 Hrs]				
4.1	People in services	1	Chalk & Talk	Black Board
4.2	customer contact employees	2	Chalk & Talk	Black Board
4.3	Support personnel	2	Lecture	PPT
4.4	Role of the frontline staff.	3	Lecture	PPT

4.5	Service process	1	Lecture	Black Board
4.6	Factors to be considered in designing service process	2	Discussion	Black Board
4.7	Service process flow decisions	2	Discussion	Black Board
4.8	Service blue print	1	Lecture	Black Board
4.9	The front and back office.	1	Lecture	Black Board
UNIT – V [15 Hrs]				
5.1	Physical evidence in services	1	Chalk & Talk	Black Board
5.2	Ambience	2	Chalk & Talk	Black Board
5.3	Space	2	Lecture	PPT
5.4	Décor and artifacts	2	Lecture	PPT
5.5	Role of physical evidence in service marketing.	2	Lecture	Black Board
5.6	Marketing mix for bank marketing	3	Chalk & Talk	Black Board
5.7	Marketing mix for tourism marketing.	3	Chalk & Talk	Black Board

MAPPING OF COs WITH POs

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

3 - Strong 2 - Medium 1 - Low

COURSE DESIGNER: Dr. D. Selvamani

Elective – I

TALLY ERP – 9 (Practical)
SEMESTER V

Code: 211803506
5 Hrs/Week
Credit 4

Preamble:

✍ *To enable the students to work in Tally and to understand the accounting procedure clearly and to impart practical knowledge in Tally.*

1. Gateway of Tally – Creating a new company, Altering/deleting the existing company.
2. Creating Ledger Accounts.
3. Creation of Groups.
4. Voucher – Creating and designing.
5. Voucher entries.
6. Journal entries.
7. Preparation of final accounts without adjustments.
8. Performance and ratio analysis.
9. Creating budgets – Annual and month wise.
10. GST – Purchase and sales entry.

REFERENCES:

- 01.Rizwan Ahmed P., Tally ERP.9, Margham Publication, 2019.
- 02.S. Palanivel, Tally-Accounting software, Margham Publication, 2020.

WEB RESOURCE:

- 01.https://www.nsdcindia.org/scmp/assets/image/344343793-Advance_Book.pdf
- 02.<https://www.tallyacademy.org.in/wp-content/uploads/2018/12/Volume-1.pdf>
- 03.<http://www.gacwnlk.org/studymaterials//TALLY%20ERP%209.pdf>

Course Designer: Dr. D. Selvamani

Part – IV	COMPANY LAW	Code: 214403518
Skill Based Elective–V	SEMESTER V	2 Hrs/Week
		Credits 2

Objectives:-

- ✍ *To enlighten the students on the provisions related to forming and functioning of the company.*
- ✍ *To highlight the need for effective management of the company.*

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	To discover the role of companies and its features.	Up to K3
CO2	Classify the contents of associations.	Up to K3
CO3	Describe the classifications of shares and its salient features.	Up to K3
CO4	Identify the duties of directors.	Up to K3
CO5	Categorize the concepts in meetings.	Up to K3

K1- Knowledge K2 – Understand K3-Apply

UNIT – I: **[6 Hrs]**

Company – Meaning – Characteristics – Types of Companies – Differences between public limited company and private limited company.

UNIT – II: **[6 Hrs]**

Memorandum of Association – Meaning – Contents – Articles of Association – Meaning – Contents - Prospectus – meaning

UNIT – III: **[6 Hrs]**

Shares – meaning – types of shares- application and allotment of shares – Dividends.

UNIT – IV: **[6 Hrs]**

Directors – appointment – powers and duties of directors – Remuneration.

UNIT – V:

[6 Hrs]

General meetings of a company – requisites of a valid meeting-
Statutory meeting- Annual General Meeting – Extra-ordinary general meeting.

TEXT BOOK:

01.Kapoor, N.D., Elements of Company Law, Sultan Chand and Sons, 2017.

REFERENCES:

01. Shukla, M.C., Principles of Company Law, S,Chand& Company Ltd., 2017.
02. Avtar Singh., Company Law, Eastern Book Company, 17th Edition 2018.
03. Kapoor , G.K and Dhamija, Sanjay, Company Law and Practice, Taxmann Publishers, 26th Edition, 2022

WEB RESOURCES:

01. Online courses.nptel.ac.in/noc22-mg52/preview

PEDAGOGY: Discussion, Chalk & Talk, Blended Method

COURSE CONTENTS & TEACHING / LEARNING SCHEDULE

Module No.	Topic	No. of Lectures	Content Delivery Method	Teaching Aids
UNIT – I		[6 Hrs]		
1.1	Company meaning	1	Lecture	Black Board
1.2	Characteristics	1	Lecture	Black Board
1.3	Types of Companies	2	Discussion	Black Board
1.4	Differences between public limited company and private limited company	2	Chalk & Talk	PPT
UNIT – II		[6 Hrs]		
2.1	Meaning of MOA	1	Lecture	Black Board
2.2	Contents of Memorandum of Association	2	Chalk & Talk	Black Board
2.3	Articles of association meaning	1	Lecture	LCD
2.4	Contents of AOA	1	Lecture	Black Board
2.5	Prospectus	1	Discussion	PPT
UNIT – III		[6 Hrs]		
3.1	Meaning	1	Lecture	Black Board
3.2	Types of shares	2	Chalk & Talk	Black Board
3.3	Application of shares	1	Chalk & Talk	Black Board
3.4	Allotments of shares	1	Lecture	Black Board
3.5	Dividends	1	Lecture	Blackboard
UNIT – IV		[6 Hrs]		
4.1	Directors	1	Lecture	Black Board
4.2	Appointment of Directors	1	Chalk & Talk	Black Board
4.3	Powers and Duties of directors	2	Lecture	LCD
4.4	Remunerations	2	Lecture	Black Board
UNIT – V		[6 Hrs]		
5.1	Meaning	1	Lecture	Black Board
5.2	Requisites of a valid meeting	1	Chalk & Talk	Black Board
5.3	Statutory meeting	1	Discussion	LCD
5.4	Annual General Meeting – Extra-ordinary general meeting	3	Chalk & Talk	Black Board

Core Subject

FINANCIAL MANAGEMENT
SEMESTER VICode: 211803601
5 Hrs/Week
Credits 4**Preamble:-**

✍ *This course provides general financial management principles and basics of investment management. It helps to provide an analytical skill for decision making in business situation.*

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	Construct various tools for financial analysis and fund management	Up to K3
CO2	Analyze various sources of finance which adopts to business situation.	Up to K3
CO3	Invent the analytical skill for facilitating the decision making in business situations	Up to K3
CO4	Applying credit and collection policy in business.	Up to K3
CO5	Make use of various tools and techniques in the area of finance	Up to K3

K1- Knowledge K2 – Understand K3-Apply

UNIT – I:**[15 Hrs]**

Meaning of Financial Management – Scope of Financial Management – Objectives of Financial Management: Profit Maximization – Meaning, arguments in favour of profit maximization, drawbacks, Wealth Maximization – Merits, criticisms. Financial Decisions: Investment decision, financing decision and dividend decision

UNIT – II:**[15 Hrs]**

Sources of Finance: Sources of short-term, medium-term and long-term finance – Advantages and disadvantages of equity shares from the company's view point – Advantages and disadvantages of debenture finance to the company. Capital structure planning: Factors determining the capital structure (theory only)

UNIT – III:**[15 Hrs]**

Working Capital: Meaning – Gross working capital and net working capital, permanent working capital and temporary working capital – Need for working capital – Factors determining the working capital requirements (Theory only). Management of cash: Motives for holding cash –Meaning of cash budget – Preparing cash budget (simple problems only).

UNIT – IV:**[15 Hrs]**

Management of receivables: Meaning of receivables – Purpose of investing in receivables – Costs of maintaining receivables (Theory only). Cost of Capital: Meaning, significance of the cost of capital – Cost of debt, cost of preference share capital, and cost of equity share capital and cost of retained

earnings – Computation of weighted average cost of capital (simple problems only).

UNIT – V:

[15 Hrs]

Capital Budgeting: Meaning, importance of capital budgeting – Capital budgeting process – Methods of capital budgeting: Pay-Back period method, average rate of return method and net present value method (simple problems only). Dividend Decision: Meaning, determinants of dividend policy (Theory only), forms of dividend, advantages of issue of bonus shares to the company, disadvantages of issue of bonus shares.

Note:

Questions on theory must be for 70% and on problems for 30%.

TEXT BOOK:

01.Shashi K.Gupta and Sharma R.K., Financial Management, Kalyani Publishers, New Delhi, 2016.

REFERENCES:

1. Dr. S.N.Maheswari, Elements of Financial Management, Sultan Chand & Sons, New Delhi, 2015.
2. Kulkarni P.V., Financial Management, Himalaya Publishing House. 2015.
3. Pandey I.M., Financial Management, Vikas Publishing House. 2015.

WEB RESOURCES:

- 01.https://onlinecourses.swayam2.ac.in/cec20_mg05/preview
- 02.<https://www.coursera.org/specializations/financial-management>
- 03.<https://vpf.mit.edu/fundamentals-of-financial-management-2>

PEDAGOGY: Lecture, Blended learning, Chalk & Talk

COURSE CONTENTS & TEACHING / LEARNING SCHEDULE

Module No.	Topic	No. of Lectures	Content Delivery Method	Teaching Aids
UNIT – I [15 Hrs]				
1.1	Meaning of Financial Management	1	lecture	Black board
1.2	Scope of Financial Management	2	lecture	Black board
1.3	Objectives of Financial Management	2	Chalk & talk	Black board
1.4	Profit Maximization	2	Chalk & talk	Black board
1.5	Wealth Maximization	2	Chalk & talk	Black board
1.6	Financial decision	2	Chalk & talk	Black board
1.7	Investment decision	2	Chalk & talk	Black board
1.8	Dividend decision	2	Chalk & talk	Black board
UNIT – II [15 Hrs]				
2.1	Sources of Finance	1	lecture	Black board
2.2	Short term sources	2	lecture	Black board
2.3	Medium term sources	2	lecture	Black board
2.4	Long term sources	2	lecture	Black board
2.5	Advantages and disadvantages of equity shares	2	lecture	Black board
2.6	Advantages and disadvantages of debenture	2	lecture	Black board
2.7	Capital structure	2	lecture	Black board
2.8	Factors determining the capital structure	2	Chalk & talk	Black board

UNIT – III [15 Hrs]				
3.1	Meaning of working capital	1	lecture	Black board
3.2	Types of working capital	2	lecture	Black board
3.3	Factors determining the working capital requirement	2	lecture	Black board
3.4	Management of cash	2	Chalk & talk	Black board
3.5	Motives for holding cash	2	Chalk & talk	Black board
3.6	Methods of accelerating cash inflows	2	Chalk & talk	Black board
3.7	methods of slowing cash outflows	2	Chalk & talk	Black board
3.8	Problems of cash budget	2	Chalk & talk	Black board
UNIT – IV [15 Hrs]				
4.1	Management of receivables	1	lecture	Black board
4.2	Purpose of investing in receivables	1	lecture	Black board
4.3	Costs of maintaining receivables	2	lecture	Black board
4.4	Factors influencing the size of receivables	2	lecture	Black board
4.6	Cost of Capital	2	Chalk & talk	Black board
4.7	Cost of debt	2	Chalk & talk	Black board
4.8	cost of preference share capital	2	Chalk & talk	Black board
4.9	cost of equity share capital	1	Chalk & talk	Black board
4.10	cost of retained earnings	1	Chalk & talk	Black board
4.11	Computation of weighted average cost of capital	1	Chalk & talk	Black board
UNIT – V [15 Hrs]				
5.1	Capital Budgeting	1	lecture	Black board
5.2	importance of capital budgeting	2	lecture	Black board
5.3	Capital budgeting process	2	lecture	Black board
5.4	Methods of capital budgeting	1	Chalk & talk	Black board
5.5	Pay-Back period method	1	Chalk & talk	Black board
5.6	average rate of return method	2	Chalk & talk	Black board
5.7	net present value method	2	lecture	Black board
5.8	Dividend Decision	2	Chalk & talk	Black board
5.9	determinants of dividend policy	1	Chalk & talk	Black board
5.10	forms of dividend	1	Chalk & talk	Black board

MAPPING OF COs WITH POs

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

3 - Strong 2 - Medium 1- Low

COURSE DESIGNER: Mrs.T.Jeyappradha

Core Subject

PROJECT (FIELD STUDY)
SEMESTER VI

Code: 211803602
6 Hrs/Week
Credits 5

Objectives:-

- ✍ *To get the students exposed to real life situations by making them to develop self-confidence in undertaking research on their own.*
 - ✍ *To enlighten the students the manner in which research project can be undertaken and help them to gain practical orientation in this regard.*
1. Each student should undergo 2 weeks Field Study outside the college in any area of management after the start of the VI semester from the 4th week of December to the end 1st week of January.
 2. The student has to submit the Field Study Report in two copies in not less than 50 type-written pages.
 3. The student must decide the topic, construct the questionnaire if any and get the approval of the guide before leaving for field work.
 4. The field study report must contain the following:
 - i. Introduction
 - ii. Objectives
 - iii. Methodology
 - iv. Data analysis
 - v. Findings
 - vi. Suggestions
 - vii. Conclusion
 5. During the work load allotted for field study report (6 hrs/week) the following activities must be undertaken
 - i. Report Discussion by the guide and the student.
 - ii. Report writing and
 - iii. Report presentation by the students in the class for general discussion.
 - iv. Power point presentation may be encouraged.
 6. The field study report will be evaluated by the faculty guide and an external examiner. The student has to appear for a viva-voce. The Viva-Voce panel will consist of the Faculty Guide, the H.O.D. and an external examiner.

Internal = 40 Marks	External = 60 Marks
Report = 30	Report = 50
Viva = 10	Viva = 10
Total = 40	Total = 60

Core Subject

CASE ANALYSIS
SEMESTER VI

Code: 211803603
5 Hrs/Week
Credits 5

Objectives:-

- ✍ *To help the students to develop their analytical and decision making skills relating to the resolution of complex Business problems and*
- ✍ *To develop students oral and written presentation skills.*

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	To summarize the facts in the business cases	Up to K3
CO2	To find out the root cause of the problem	Up to K3
CO3	To identify the reasons for the problems in the concern and develop different alternative course of actions	Up to K3
CO4	To inspect the relative merits & demerits of different alternative courses of actions	Up to K3
CO5	To choose and justify best course of action with the available resources.	Up to K3

K1- Knowledge K2 – Understand K3-Apply

Two cases per week are to be discussed by the students. The cases should be distributed by the teacher concerned on the different functional areas of management.

The students should be trained to discuss the cases in small groups and develop analytical thinking and to present the findings to the common class. The chairmanship should be rotated among the students. This is to develop conference leadership. They should also be trained to write case reports.

The examiner should give a case or a case let and asks the student to identify the problem in the case, analyze the causes and suggest suitable alternative courses of action after considering the relative merits and demerits of each alternative.

Question Paper Pattern:

Analyse the following case and write a report.

The marks may be allocated as follows:

- 01 Summary of case facts and identifying the problem situation or issues – 7 marks.
- 02 Analysing the causes of the problem – 7 marks.
- 03 Stating the various alternative courses of action possible – 7 marks.
- 04 Discussing the relative merits and demerits of each alternative – 7 marks.
- 05 Choosing the best alternative course of action and stating the reasons for the choice – 7 marks.
- 06 Answering the questions given with the case –40 marks

REFERENCE:

A.S.C.I. Case Series I & II, Asia Publishing House.

WEB RESOURCES:

01.<https://www.youtube.com/watch?v=2B-zGIrg7KA>

COURSE CONTENTS & TEACHING / LEARNING SCHEDULE

Module No.	Topic	No. of Lectures	Content Delivery Method	Teaching Aids
UNIT – I [15 Hrs] Case studies in General Management				
1.1	Case Analysis – Introduction	3	Lecture	PPT
1.2	Methods of Solving Case Analysis	3	Lecture	PPT
1.3	Case study 1	3	Lecture & Discussion	PPT
1.4	Case Study 2	3	Lecture & Discussion	PPT
1.5	Case Study 3	3	Lecture & Discussion	PPT
UNIT – I [15 Hrs] Case studies in Marketing				
2.1	Case study 4	3	Lecture & Discussion	PPT
2.2	Case study 5	3	Lecture & Discussion	PPT
2.3	Case study 6	3	Lecture & Discussion	PPT
2.4	Case study 7	3	Lecture & Discussion	PPT
2.5	Case Study 8	3	Lecture & Discussion	PPT
UNIT – I [15 Hrs] Case studies in Human Resources				
3.1	Case study 9	3	Lecture & Discussion	PPT
3.2	Case study 10	3	Lecture & Discussion	PPT
3.3	Case Study 11	3	Lecture & Discussion	PPT
3.4	Case study 12	3	Lecture & Discussion	PPT
3.5	Case Study 13	3	Lecture & Discussion	PPT
UNIT – I [15 Hrs] Case studies in Leadership				
4.1	Case study 14	3	Lecture & Discussion	PPT
4.2	Case study 15	3	Lecture & Discussion	PPT
4.3	Case study 16	3	Lecture & Discussion	PPT
4.4	Case study 17	3	Lecture & Discussion	PPT
4.5	Case Study 18	3	Lecture & Discussion	PPT
UNIT – I [15 Hrs] Case studies in Interpersonal Relationship				
5.1	Case study 19	3	Lecture & Discussion	PPT
5.2	Case study 20	3	Lecture & Discussion	PPT
5.3	Case Study 21	3	Lecture & Discussion	PPT
5.4	Case Study 22	3	Lecture & Discussion	PPT
5.5	Case Study 23	3	Lecture & Discussion	PPT

MAPPING OF COs WITH POs

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

3 - Strong 2 - Medium 1- Low

COURSE DESIGNER: Dr. N. RAJASEKARAN

Elective II

1. CONSUMER BEHAVIOUR
SEMESTER VI

Code: 211803604
5hrs/week
4 credits

Preamble:

✍ To make the students aware of the need for studying consumer behaviour and decision making process of consumers.

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	Demonstrate how knowledge of consumer behavior can be applied to marketing	Up to K3
CO2	Illustrate the relevance of consumer behavior theories and concepts to marketing decisions	Up to K3
CO3	Making use of group and ethical implications of marketing actions on consumer behavior	Up to K3
CO4	Identify and explain factors which influence consumer behavior of society and culture	Up to K3
CO5	Utilize most appropriate techniques and decisions to apply market solutions.	Up to K3

K1- Knowledge K2 – Understand K3-Apply

UNIT I:

[15 Hrs]

Consumer behaviour – Meaning. Consumer Vs customer – Factors influencing buyer behaviour – Three customer roles – Organizational buying Vs. consumer buying - Consumer motives: meaning, types

UNIT II:

[15 Hrs]

Consumer learning – meaning, Learning theories – Classical Conditioning and Operant Conditioning theories only – Elements of learning theories - Consumer involvement: causes, types and models of involvement

UNIT III:

[15 Hrs]

Group – Meaning & types – Types of consumer relevant groups – Family & House hold – Functions of family - Family life cycle – Key family consumption roles

UNIT IV:

[15 Hrs]

Social class – Meaning – Characteristics – Culture – meaning & Characteristics – Hofstede's five dimensions of culture – Sub-culture and its categories – Opinion leadership ; Meaning, Characteristics of opinion leaders, Opinion receivers.

UNIT V:

[15 Hrs]

Diffusion & Innovation: Meaning, Diffusion process, Adopter & Non Adopter categories -Consumer decision making process – meaning, steps in decision making process – Levels of consumer decision making process.

TEXT BOOK:

1. Leon G. Schiffman, Leslie Lazar Kanuk and S.Ramesh Kumar, Consumer Behaviour, Published by Dorling Kindersley Private Limited, 2016- 10th edition.

REFERENCES:

1. M.S. Raju and Dominique Xaradel – Consumer Behaviour, Concepts, applications and Cases, Vikas Publishing House Private Limited, 2008.
2. Dell Hawkins, Roger J Best, Kenneth Aconey and Amit Mookerjee – Consumer Behaviour, Tata McGraw Hill Publishing House, 2007.

WEB SOURCES:

1. <https://www.studocu.com/en-ca/document/athabasca-university/consumer-behaviour/lecture-notes/lecture-notes-consumer-behaviour-chapter-1-5/168389/view>
2. <http://www.mtcglobal.org/notes1-cb.pdf>
3. http://ebooks.lpude.in/management/mba/term_3/DMGT506_CONSUMER_BEHAVIOUR.pdf

Text book referred: DELL HAWKINS

Unit 1: Chapter 1, pg.no-24

Unit 2: Chapter 9, pg.no- 312

Unit 3: Chapter 6,7, pg.no-214,182

Unit 4: Chapter 19 & 7, pg.no – 684-692,229

Unit 5: Chapter 14, pg.no-498-513

PEDAGOGY: Chalk & Talk, Blended learning, Discussion

COURSE CONTENTS & TEACHING / LEARNING SCHEDULE

Module No.	Topic	No. of Lectures	Content Delivery Method	Teaching Aids
UNIT – I [15 Hrs]				
1.1	Consumer behaviour – Meaning	1	Chalk & Talk	Black Board
1.2	Consumer Vs customer	1	Chalk & Talk	Black Board
1.3	Factors influencing buyer behaviour	3	Lecture	PPT
1.4	Three customer roles	2	Lecture	PPT
1.5	Organizational buying Vs. consumer buying	4	Lecture	Black Board
1.6	Consumer motives: meaning,	2	Discussion	Black Board
1.7	Consumer motives: Types	2	Discussion	Black Board
UNIT – II [15 Hrs]				
2.1	Consumer learning – meaning	1	Discussion	Black Board
2.2	Learning theories	3	Lecture	PPT
2.3	Classical Conditioning and Operant Conditioning theories only	3	Lecture	PPT
2.4	Elements of learning theories	3	Lecture	PPT
2.5	Consumer involvement: causes, types	2	Discussion	Black Board
2.6	Models of involvement	3	Discussion	Black Board
UNIT – III [15 Hrs]				
3.1	Group – Meaning	1	Chalk & Talk	Black Board
3.2	Group – Types	2	Lecture	PPT
3.3	Types of consumer relevant groups	3	Chalk & Talk	Black Board
3.4	Family & House hold	2	Chalk & Talk	Black Board
3.5	Functions of family	2	Discussion	Black Board

3.6	Family life cycle	3	Discussion	Black Board
3.7	Key family consumption roles	2	Discussion	Black Board
UNIT – IV [15 Hrs]				
4.1	Social class – Meaning	1	Chalk & Talk	Black Board
4.2	Characteristics	2	Lecture	PPT
4.3	Culture – meaning & Characteristics	2	Chalk & Talk	Black Board
4.4	Hofstede’s five dimensions of culture	2	Lecture	PPT
4.5	Sub-culture and its categories	1	Lecture	PPT
4.6	Opinion leadership ; Meaning	2	Lecture	PPT
4.7	Characteristics of opinion leaders	2	Lecture	Black Board
4.8	Opinion receivers	3	Chalk & Talk	Black Board
UNIT – V [15 Hrs]				
5.1	Diffusion & Innovation: Meaning	2	Chalk & Talk	Black Board
5.2	Diffusion process	2	Chalk & Talk	Black Board
5.3	Adopter & Non Adopter categories	2	Lecture	PPT
5.4	Consumer decision making process	3	Lecture	PPT
5.5	meaning, steps in decision making process	3	Discussion	PPT
5.6	Levels of consumer decision making process.	3	Discussion	Black Board

MAPPING OF COs WITH POs

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

3 - Strong 2 - Medium 1- Low

COURSE DESIGNER: Dr. N. POORNACHELVAN

Elective II

2. SALES MANAGEMENT
SEMESTER V

Code: 211803605
5 Hrs/Week
Credits 4

Preamble:
✍ *The objective of this course is to understand the functions of a sales manager and significance in an organization.*

Course Objectives:
The course enables the student:
✍ *To enlighten the students on various functions of a sales manager and their significance in an organization and orient the students on various opportunities available in selling 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	Understand the nuts and bolts of sales management and sales manager.	Up to K3
CO2	Demonstrate the sales recruitment and training methods.	Up to K3

C03	Apply various selling functions in the crucial market.	Up to K3
C04	Develop opt motivational method and compensation for the salesman.	Up to K3
C05	Determine the sales territory and sales quota with real life circumstances.	Up to K3

K1- Knowledge K2 – Understand K3-Apply

UNIT I: [15 Hrs]

Sales management - Meaning, definition, objectives, nature and scope - Sales manager – duties and responsibilities of a sales manager - functions of a sales manager - qualities of a sales manager.

UNIT II: [15 Hrs]

Sales recruitment and training:- Sales recruitment – meaning- sources of sales recruitment- selection process. Sales training – meaning, methods of sales training- contents of sales training programme.

UNIT III: [15Hrs]

Selling function: -_Prospecting – importance – approaches. Sales presentations – methods of sales presentation. Sales demonstration – benefits of sales demonstration. Tips on handling objections – methods of closing the sale.

UNIT IV: [15 Hrs]

Sales motivation: Meaning – methods of motivation – characteristics of motivation – compensating sales people – characteristics – types of compensation plans.

UNIT V : [15 Hrs]

Sales territory and quotas :-Sales territory – meaning, objectives, factors determining the size of sales territory. Sales quotas - types – procedure for setting sales quotas.

TEXT BOOK:

01.S.A,Chunawalla, Sales management - Himalaya Publishing House, 2016.

REFERENCE:

01. P.K.Sanu,& K.C.Rahut Salesmanship and Sales Management.
- 02.Cundiff and Still – Sales Management, Prentice Hall of India, 2015
- UNIT I – Part-1(chapter-1)
- UNIT II – Part-3(chapter-11,12,13)
- UNIT III – Part-1(chapter-2)
- UNIT IV - Part-3(Chapter-15,16)
- UNIT V – Part-4(Chapter-21,22)

WEBRESOURCES:

1. https://www.tutorialspoint.com/sales_and_distribution_management/index.htm
2. <https://www.wisdomjobs.com/e-university/sales-management-tutorial-309/sales-activities-10348.html>

PEDAGOGY: Blended Learning, Chalk & Tal

COURSE CONTENTS & TEACHING / LEARNING SCHEDULE

Module No.	Topic	No. of Lectures	Content Delivery Method	Teaching Aids
UNIT – I		[15 Hrs]		
1.1	Sales management – Meaning & definition	1	Chalk & Talk	Black Board
1.2	objectives	2	Chalk & Talk	Black Board
1.3	nature and scope	2	Lecture	PPT
1.4	Sales manager	1	Lecture	PPT
1.5	duties and responsibilities of a sales manager	3	Lecture	Black Board
1.6	functions of a sales manager	3	Discussion	Black Board
1.7	qualities of a sales manager.	3	Discussion	Black Board
UNIT – II		[15 Hrs]		
2.1	Sales recruitment – meaning	1	Lecture	PPT
2.2	sources of sales recruitment-	3	Lecture	PPT
2.3	selection process.	3		
2.4	Sales training – meaning,	1	Discussion	Black Board
2.5	methods of sales training-	3	Discussion	Black Board
2.6	contents of sales training programme.	4	Chalk & Talk	Black Board
UNIT – III		[15 Hrs]		
3.1	Prospecting	1	Lecture	PPT
3.2	Prospecting – importance	2	Lecture	Black Board
3.3	approaches	2	Discussion	Black Board
3.4	Sales presentations	1	Discussion	Black Board
3.5	methods of sales presentation.	2	Discussion	Black Board
3.6	Sales demonstration	1	Chalk & Talk	Black Board
3.7	benefits of sales demonstration.	2	Chalk & Talk	Black Board
3.8	Tips on handling objections	2	Lecture	PPT
3.9	methods of closing the sale.	2	Chalk & Talk	Black Board
UNIT – IV		[15 Hrs]		
4.1	Sales motivation: Meaning	1	Lecture	PPT
4.2	methods of motivation –	3	Lecture	Black Board
4.3	characteristics of motivation	3	Chalk & Talk	Black Board
4.4	compensating sales people	2	Discussion	Black Board
4.5	characteristics	3	Chalk & Talk	Black Board
4.6	types of compensation plans.	3	Chalk & Talk	Black Board
UNIT – V		[15 Hrs]		
5.1	Sales territory – meaning	2	Lecture	Black Board
5.2	objectives,	3	Discussion	Black Board
5.3	Factors determining the size of sales territory.	3	Discussion	Black Board
5.4	Sales quotas	2		
5.5	Sales quota types	3	Chalk & Talk	Black Board
5.6	Procedure for setting sales quotas.	2	Chalk & Talk	Black Board

MAPPING OF COs WITH POs

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

3 - Strong 2 - Medium 1- Low

COURSE DESIGNER: Dr. N. Poornachelvan

Elective III

**RETAIL MANAGEMENT
SEMESTER VI**

**Code: 211803606
5 Hrs/Week
Credits 4**

Preamble:

To familiarize the concept of retailing and recent trends in retailing.

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	To define the basics of retailing and to describe the opportunities and challenges of a retailer	Up to K3
CO2	To distinguish between store formats and non store formats and to demonstrate the importance of store locations	Up to K3
CO3	To identify the various types of Merchandise and to illustrate the steps in category management.	Up to K3
CO4	To apply the knowledge gathered in retailing in store designing and to employ effective price setting methods.	Up to K3
CO5	To demonstrate effective customer service strategies and employ ethical retailing methods	Up to K3

K1- Knowledge K2 – Understand K3-Apply

UNIT – I:

[15 Hrs]

Introduction to retailing – Meaning & Definition – Characteristics of retailing – Functions of a retailer – Reasons for retail growth – Career opportunities in retailing – Challenges faced by the retailer.

UNIT – II:

[15 Hrs]

Retail format: Store based and Non store based retailing – Store location – importance of location – Types of retail location – Steps involved choosing a retail location.

UNIT – III:

[15 Hrs]

Merchandise planning – Concepts, Types of merchandise – The process of merchandise planning.

Merchandise procurement - Meaning – Steps in merchandise procurement – Category Management - meaning, Process of category of management

UNIT – IV:

[15 Hrs]

Store Design: Elements of store design – Visual Merchandising – Meaning – Tools used for visual merchandising. Private label – Meaning
Retail Pricing: setting retail price – Types of retail pricing – Retail communication mix – Meaning – Methods of communication

UNIT – V:

[15 Hrs]

Customer service strategies – significance – Essentials – Customer Relationship Management.

Online Retailing – Meaning and Advantages - Types of E-Retailers

TEXT BOOK:

- 01.Harjit Singh, Retail Management: A Global perspective (Text and Cases)
S.Chand & Company Ltd., 2011.

REFERENCES:

- 01.Swapna Pradhan, Retail Management, Tata Mcgraw Hill publishing company Ltd.2015
02.Suja Nair, Retail Management, 4th Edition, Himalaya Publishing House.2017.

WEB RESOURCES:

- 01.<https://online.course.nptel.ac.in/noc22-mg51/preview>.

PEDAGOGY: Discussion, Lecture, Chalk & Talk, 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	1	Lecture	Black Board
1.2	Characteristics of retailing	2	Lecture	Black Board
1.3	Functions of a retailer	3	Discussion	LCD
1.4	Reasons for retail growth	3	Chalk & Talk	Black Board
1.5	Career opportunities in retailing	3	Lecture	PPT
1.6	Challenges faced by the retailer	3	Discussion	Black Board
UNIT – II [15 Hrs]				
2.1	Store based and Non store based retailing	3	Lecture	Black Board
2.2	Store location	3	Chalk & Talk	Black Board
2.3	Importance of location	3	Lecture	LCD
2.4	Types of retail location	3	Lecture	Black Board
2.5	Factors to be considered while choosing a retail location	3	Chalk & Talk	Black Board
UNIT – III [15 Hrs]				
3.1	Merchandise Planning Concepts	2	Lecture	Black Board
3.2	Types of merchandise	3	Chalk & Talk	Black Board
3.3	The process of merchandise planning	4	Chalk & Talk	Black Board
3.4	Merchandise procurement - Meaning	2	Lecture	Black Board
3.5	Steps in merchandise procurement	4	Discussion	Blackboard
UNIT – IV [15 Hrs]				
4.1	Elements of store design	2	Lecture	Black Board
4.2	Visual Merchandising – Meaning	2	Chalk & Talk	Black Board
4.3	Tools used for visual merchandising	3	Blended Learning	LCD, Online References, Field Visit
4.7	Setting retail price	3	Lecture	Black Board
4.8	Types of retail pricing	3	Chalk & Talk	Black Board
4.9	Retail communication mix	2	Lecture	Black Board
UNIT – V [15 Hrs]				
5.1	Customer service strategies - Significance	3	Lecture	Black Board
5.2	Essentials	3	Chalk & Talk	Black Board
5.3	Customer Relationship Management.	3	Discussion	Black Board
5.5	Online Retailing – Meaning and Advantages	3	Blended Learning	Black Board
5.6	Types of E-Retailers	3	Discussion	PPT, LCD, Online Reference

MAPPING OF COs WITH POs

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

3 - Strong

2 - Medium

1- Low

COURSE DESIGNER: Dr. P. Niranjana Devi

Elective III

DATA ANALYTICS IN BUSINESS LAB
SEMESTER VI

Code:211803607
5 Hrs/Week
Credit 4

Preamble:

✍ To enlighten the students with the knowledge of various components of Advance Excel Formula used in business.

1. Creation an automated attendance sheet using excels formula.
2. Create an automatic salary slip generator using excel.
3. Create general ledger and trial balance with excel automatic.
4. Create income statement and balance sheet in excel automatic.
5. Create a Time Series Forecasting and prepare chart in excel.
6. Calculate average through Mean, Median, and Mode in excel.
7. Calculate a Correlation Microsoft Excel.
8. Create income tax calculation in excel.
9. Create an automatic GST invoice in excel.
10. Create GST monthly Tax computation using excels.
11. Excel Program to prepare Pay Bill.
12. Prepare chart using Marks details, Pay particulars, Sales and Profit details.

REFERENCES:

01. R.K. Taxali., “PC Software for Windows Made Simple”. MCGRaw – Hill Publishin Company Ltd., New Delhi, (Current Edition)
02. Sanjay Saxena,”MS-OFFICE 2000”, Vikas Publishing House Private Ltd., New Delhi.(Current Edition)
03. Timothy J.O’Leary and LinaiO’Leary, “MS-OFFICE”, IRWIN/McGraw HILL, New Delhi, (Current Edition).
04. Excel 2019 All-in-One BPB Publication By Lokesh Lawani. 2019.
05. ADVANCE EXCEL 2016 TRAINING GUIDE By Ritu Arora. 2018 BPB publication.

WEB RESOURCES:

- 01.<https://ncert.nic.in/textbook/pdf/leca102.pdf>
- 02.<https://www.gacbe.ac.in/pdf/ematerial/18BCS5EL-U5.pdf>

TEXT BOOK:

01.J.P.Jain J.P.Singh, Modern Business Communication, Principles and Techniques, Regal publications-Dec,2007.

REFERENCES:

01. K.K.Sinha, Business communication – Taxmann publications-Fourth edition-2018
02. R.K.Madhukar, Business communication, S.Chand publishing co-Third edition -2018
03. R.C.Sharma,Krishna Mohan, Business Correspondence and Report Writing, Tata Mc Graw hill publishing co-2009

WEB RESOURCES:

01. <https://nptel.ac.in/courses/110105052>

PEDAGOGY: Blended Learning, Discussion, Chalk & Talk

COURSE CONTENTS & TEACHING / LEARNING SCHEDULE

Module No.	Topic	No. of Lectures	Content Delivery Method	Teaching Aids
UNIT – I		[6 Hrs]		
1.1	Definition	1	Lecture	Black Board
1.2	Nature	1	Lecture	Black Board
1.3	Process & Channels of communication	2	Discussion	Black Board
1.4	Basic principles - Barriers to communication	2	Chalk & Talk	PPT
UNIT – II		[6 Hrs]		
2.1	Introduction	2	Lecture	Black Board
2.2	Contents of Business letters	2	Chalk & Talk	Black Board
2.3	Importance of Business letter writing	2	Lecture	LCD
UNIT – III		[6 Hrs]		
3.1	Introduction	1	Lecture	Black Board
3.2	Types of letters	5	Chalk & Talk	Black Board
UNIT – IV		[6 Hrs]		
4.1	Application letter	2	Lecture	Black Board
4.2	Employment Interview	2	Chalk & Talk	Black Board
4.3	Group Discussion	2	Lecture	LCD
UNIT – V		[6 Hrs]		
5.1	Introduction	1	Lecture	Black Board
5.2	Fax – e-mail – internet	2	Chalk & Talk	Black Board
5.3	voicemail – video conferences	1	Discussion	LCD
5.4	VOIP-PBX	2	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. P. Niranjana Devi
