

**PROGRAMME PROFILE**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**TOTAL CREDITS: 140** **TOTAL TEACHING HRS: 180**

PART	COURSE	TITLE OF THE PAPER	CODE	L	T	H	C
<b>I SEMESTER</b>							
I	Language (Tamil/Hindi/Sanskrit)	Tamil-I/Hindi-I /Sanskrit-I/ French-I	20ULTFC1001 20ULHFC1001 20ULSFC1001 19ULFFC1001	4	2	6	3
II	English	General English – I	20UGEFC1001	4	2	6	3
III	Core Major Paper I	Principles of Management	20UBACT1001	4	2	6	4
III	Core Major Paper II	Financial Accounting	20UBACT1002	4	2	6	4
III	<b>Allied Paper I</b>	Insurance for Business Process Services	20UBAAT1001	4	2	6	5
IV	Soft Skill	Essentials of Communication Skills	20USSLC1001	-	-	-	3
<b>II SEMESTER</b>							
I	Language (Tamil/Hindi/Sanskrit)	Tamil-II/Hindi-II/Sanskrit-II/French-II	20ULTFC2002, 20ULHFC2002 20ULSFC2002 19ULFFC2002	4	2	6	3
II	English	General English-II	20UGEFC2002	4	2	6	3
III	Core Major Paper III	Human Resource Management and Organisational Behaviour	20UBACT2003	4	2	6	4
III	Core Major Paper IV	Commercial Law	20UBACT2004	4	2	6	3
III	<b>Allied Paper II</b>	Accounting for Business Process services	20UBAAT2002	4	2	6	5
IV	Soft Skill	Essentials of Spoken and Presentation Skills	18USSSP2002	-	-	-	3
IV	EVS	Environmental Studies	18UESVE2001	-	-	-	2
IV	Value Education-I	YOGA and Wellness	18UYGVE2002	-	-	-	2
<b>III SEMESTER</b>							
III	Core Major Paper V	Management Accounting	20UBACT3005	4	2	6	4
III	Core Major Paper VI	Managerial Economics	20UBACT3006	4	2	6	4
III	Core Major Paper VII	BUSINESS STATISTICS I	20UBACT3007	4	2	6	4
III	Core Major Practical-I	Computer Application In Business I	20UBACP3001	-	-	6	3
III	<b>Allied Paper III</b>	Retail Environment and Market Research for Business Process Services	20UBAAT3003	4	2	6	5
IV	Non-Major Elective	Stress management-I	20UBANT3001	-	-	-	2

IV SEMESTER							
III	Core Major VIII	Production Management	20UBACT4008	4	2	6	4
III	Core Major IX	Business Statistics– II	20UBACT4009	4	2	6	4
III	Core Major X	Marketing Management	20UBACT4010	4	2	6	4
III	Core Major Practical II	Computer Applications In Business II	20UBACP4002	-	-	6	3
III	<b>Allied Paper –IV</b>	Banking for Business Process Services	20UBAAT4004	4	2	6	5
IV	Non-Major Elective	Stress Management-II	20UBANT4002	-	-	-	2
V SEMESTER							
III	Core Major XI	Material Management	20UBACT5011	4	2	6	3
III	Core Major XII	Business Maths and Operations Research	20UBACT5012	4	2	6	3
III	Core Major XIII	Financial Management	20UBACT5013	4	2	6	4
III	Core Major XIV	Business Ethics and Values	20UBACT5014	4	2	6	4
III	<b>Core Elective-I</b>	Capital Market for Business Process Services	20UBAAT5001	4	2	6	5
IV	Skill based Elective	Skill Enhancement course (Campus to corporate)	20USSSES--3	-	-	-	3
VI SEMESTER							
III	Core Major XV	Total Quality Management	20UBACT6015	4	2	6	4
III	Core Major XVI	Entrepreneurial Development	20UBACT6016	4	2	6	3
III	<b>Core Elective-II</b>	Managing Business Process-I	20UBAET6002	4	2	6	5
III	<b>Core Elective-III</b>	Managing Business Process-II	20UBAET6003	4	2	6	5
III	Core PROJECT I	Project	20UBAET6001	-	6	6	4
IV	Computing Skills	ArthaVidya	20USSCS6---4	-	-	-	3
IV	Internship	Internship	20UBAIP6001	-	-	-	2

**L =Lecture Hrs; T =Tutorial Hrs; H = Hrs per week; C =Credits**

#### LIST OF ELECTIVES

Elective paper I – **Capital Market for Business Process Services**

Elective paper II - **Managing Business Process-I**

Elective paper III – **Managing Business Process-II**

Elective paper IV-Customer Relationship management

Elective Paper V – Business Environment

## RUBRICS FOR CONTINUOUS ASSESSMENT

<b>Assignment</b>	✓
<b>Seminar</b>	✓
<b>Field visit</b>	----
<b>Participatory Learning</b>	✓
<b>Group Discussion</b>	✓
<b>Flipped/Blended Learning</b>	✓

**Assessment Model (from 2020 – 21 onwards)**  
**Under graduation programme**  
**40% Internal 60% External**

S.No	Assessment Component	Marks	Weighted %
<b>A.</b>	<b>Theory</b>		
1	<b>INTERNAL ASSESSMENTS</b>	2 x 50 = 100	15
	Continuous Assessment Test(best two out of three)		
2	Quiz/Group Discussion/Seminar/Assignment/Role Play/ Case Study/ Open Book/ snap Test/ Video Presentation/ Review (any three to be considered)	3 x 10 = 30	15
3	MCQ (one test to be conducted online during the semester)	20	05
4	<b>Attendance*</b>	<b>05*</b>	<b>05</b>
5	<b>EXTERNAL ASSESSMENT</b>	75	60
	End semester examinations		
	Grand Total		<b>100</b>
<b>B</b>	<b>Practical</b>		
1	<b>INTERNAL ASSESSMENTS</b>	2 x 50 = 100	15
	Continuous Assessment Test(best two out of three)		
2	Record + Observation	10 +10 = 20	15
3	MCQ (one test to be conducted online during the semester)	20	05
4	<b>Attendance*</b>	<b>5*</b>	<b>05</b>
5	<b>EXTERNAL ASSESSMENT</b>	60	60
	End semester Examinations		
	Grand Total		<b>100</b>

**Attendance\* - awarding marks for attendance (out of 5)**

**Attendance below 60% = 0 marks; 61% to 75% = 3 marks; 76% to 90% = 4 marks; above 91% = 5 marks**



**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**SDNB VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**  
**CHENNAI-600044.**

**COURSE FRAME WORK**

**SEMESTER I**

SEM	COURSE CODE	COURSE TITLE	TITLE OF THE PAPER	HRS	CREDITS	CA	SE	T
I	20ULTFC1001 20ULHFC1001 20ULSFC1001 19ULFFC1001	Language (Tamil/Hindi/Sanskrit)	Tamil-I/Hindi-I /Sanskrit-I	6	3	40	60	100
I	20UGEFC1001	English	General English – I	6	3	40	60	100
I	20UBACT1001	Core Major Paper I	Principles of Management	6	4	40	60	100
I	20UBACT1002	Core Major Paper II	Financial Accounting	6	4	40	60	100
I	20UBAAT1001	Allied Paper I	Insurance for Business Process Services	6	5	40	60	100
I	18USSLC1001	Soft Skills	Essentials of Communication Skills	-	3	50	-	50
			<b>TOTAL</b>	<b>30</b>	<b>22</b>			

## SEMESTER –I

### PRINCIPLES OF MANAGEMENT

**TOTAL HOURS: 90**  
**CREDITS : 4**

**SUB.CODE-20UBACT1001**  
**L-4 T-2 P: 0**

#### COURSE OBJECTIVES:

1. To inculcate the students with the knowledge and understanding of the principles of management.
2. To enable the student manager to gain valuable insight into the working of business.
3. The course will review the evolution of management thought, function and practice to focus on Indian experiences, approaches and cases.

#### COURSE OUTCOMES

<b>CO NO.</b>	<b>CO Statement</b>
CO1	Understand the evolution of Management, significance, roles and skills of managers.
CO2	Evaluate and understand all the functions of management
CO3	Analyse organizational structure, delegation including opportunities and threats that will impact management of an organization and improve problem solving skill.
CO4	Outline leadership behaviour and traits along with learning recruitment and selection process
CO5	Apply effectively Control and Coordination to manage business successfully.

## **SYLLABUS**

### **UNIT I**

**(18 HOURS)**

Introduction: Concept, nature, process and significance of management; Managerial roles and Skills – Development of Management Thought: Classical and Neo-Classical – Contingencies approach - Taylor, Henry Fayol

### **UNIT II**

**(18 HOURS)**

Planning - Nature – Importance – Forms – Types – Steps in planning – Objectives – Policies – Procedures and Methods – Nature and Types of policies – Decision Making – Process of decision making- Types of decisions – Problems involved in decision-making

### **UNIT III**

**(18 HOURS)**

Organizing – Types of Organization (Line and Staff, Committees, Projects, Matrix), Informal Organisation - Organizational structure - Departmentation – Span of Control ,MBO- Meaning, steps involved in MBO, merits and demerits, MBE- Meaning.

Delegation –meaning, need and types, Authority – uses of authority – Differences between Authority and Power, Responsibility – Centralisation- Meaning, Decentralisation – Meaning, Distinction between Centralisation and Decentralisation.

### **UNIT IV**

**(18 HOURS)**

Staffing – Meaning and Nature-Functions-Importance-Sources of Recruitment-Selection procedure - Directing - Nature, purpose and Scope-Leadership –Traits and Types.

### **UNIT V**

**(18 HOURS)**

Co-ordination - Need for Co-ordination – Types – Techniques – Distinction between co-ordination and co-operation – Requisites for excellent Co-ordination.

Controlling – Meaning, importance and Types of controls – Control Process.

### **TEXT BOOKS:**

1. C.B Gupta, 2012, Business Management, Ninth edition, Sultan Chand Sons, New Delhi.
2. L.M.Prasad, 2010, Principles and practice of Management, Sultan chand&sons, New Delhi.
3. R.K.Sharma& Shashi K.Gupta, 2010 , Principles of Management , Kalyani Publishers

### **BOOKS FOR REFERENCE:**

1. Koontz O' Donell, 2015, Essentials of Management, , Tata McGraw Hill.
2. M Prakash and Parag Diwan, 2010, Management principles and practices , Excel books, New Delhi.
3. Appannaiah&Dinakar, 2017, Managing organizations, , Himalaya publishing house, Mumbai
4. James A. F. Stoner, R. Edward Freeman, Daniel R Gilbert, 2011, Management, Pearson, Noida.
5. Neeru Vasishth, 2014, Principles of Management text and cases, Taxmann publications private limited,



**E-LEARNING RESOURCES:**

1. [file:///C:/Users/bmlab34/Downloads/116\\_Sample\\_Chapter.pdf](file:///C:/Users/bmlab34/Downloads/116_Sample_Chapter.pdf)
2. <http://www.civicus.org/view/media/Overview%20of%20Planning.pdf>
3. <https://www.managementstudyhq.com/advantages-and-disadvantages-of-mbo.html>
4. <http://egyankosh.ac.in/bitstream/123456789/13299/1/Unit-7.pdf>
5. <http://www.yourarticlelibrary.com/planning/planning-types-corporate-operational-functional-and-proactive-planning/25637>

**MAPPING OF CO WITH PSO**

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	2	3	2	3
CO 2	3	3	3	2	1	2
CO 3	3	3	3	2	2	3
CO 4	3	3	2	3	2	2
CO 5	3	3	2	3	3	3
Average	3	3	2.4	2.6	2	2.6

**KEY:** 3–Significant 2 –Moderate 1– Low 0 -Nil

**PEDAGOGY (TEACHING METHODOLOGY):**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning- Discussion oriented flipped learning and Group based flipped learning

E-content Problem Solving-Group Discussion,

Role Modelling

Quiz,

Assignment

**QUESTION PAPER PATTERN END SEMESTER EXAMINATION**

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if Any
<b>INTERNAL SETTING</b>					
K1&K2	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No Choice)	25X1=25	Choose the right option.	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2,k3,K4, K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		

**SEMESTER –I**  
**FINANCIAL ACCOUNTING**

**TOTAL HOURS: 90**  
**CREDITS : 4**

**SUB.CODE-20UBACT1002**  
**L-4 T-2 P: 0**

**COURSE OBJECTIVES:**

1. Understand the basic accounting concepts and their application in business.
2. Apply the dual-entry recording framework to a series of transactions that results in a balance sheet.
3. Gain knowledge on the preparation of financial statements.
4. Develop the skills needed to analyse financial statements effectively, and Students will be exposed to take decisions on depreciation method to be adopted

**COURSE OUTCOMES**

<b>CO NO.</b>	<b>CO Statement</b>
<b>CO1</b>	Keep in mind the basic accounting concept and their application in business
<b>CO2</b>	To understand and apply dual entry record framework to a series of transaction
<b>CO3</b>	To apply and gain knowledge on the preparation of financial statements.
<b>CO4</b>	To analyze financial statement and take decision on depreciation method to be adopted
<b>CO5</b>	Prepare section accounting from incomplete data and apply basic ratio analysis.

## **SYLLABUS**

### **UNIT I**

**(18 HOURS)**

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions - Objectives of Accounting - Accounting Transactions - Double Entry Book Keeping - Journal, Ledger, Preparation of Trial Balance - Preparation of Cash Book – An overview of Accounting standard AS 1 TO AS 6 (Only Theory)

### **UNIT II**

**(18 HOURS)**

Preparation of Final Accounts of a Sole Trading Concern - Adjustments - Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings – Meaning & definition of Non – Performing Assets.

### **UNIT III**

**(18 HOURS)**

Preparation of Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations

### **UNIT IV**

**(18 HOURS)**

Classification of errors - Rectification of errors - Preparation of Suspense Account. Bank Reconciliation statement

### **UNIT V**

**(18 HOURS)**

Depreciation - Meaning, Causes, Types - Straight Line Method - Written down Value Method (Change in Method excluded)

**Proportionate of Ratio for Theory and Problems 20:80.**

**Only simple problem**

#### **TEXTBOOKS:**

- 1.R.L.Gupta &V.K.Gupta, 2005,Financial Accounting, Sultan Chand and sons, New Delhi, 2. Dr.S.N.Maheshwari, , 2005,Principles of Management Accounting, Sultan Chand and sons, New Delhi
3. R.L.Gupta&V.K.Gupta, 2019, Advanced Accounting, Sultan Chand & Sons, New Delhi.
4. Shashi K. Gupta & R.K. Sharma, 2017,Financial& Management Accounting, Kalyani Publishers.

#### **BOOKS FOR REFERENCE:**

1. T.S.Reddy&Y.Hariprasad Reddy, 2006, Financial & Management Accounting, Margham Publications, Chennai,
2. M.C.Shukla, T.S.Grewal&S.C.Gupta, 2003,Advanced Accounts, S.Chand, New Delhi,
3. S.Pandian, 2008, Accounting for Managers, Ane Book Pvt.Ltd, New Delhi,
4. N.P.Srinivasan&M.SakthivelMurugan, 2006, Accounting For Management, S.Chand, New Delhi
5. R.S.N.Pillai&Bagavathi, 2003,Management accounting, S.Chand, New Delhi,

## E-LEARNING RESOURCES:

1. <https://www.taxmann.com/blogpost/2000001622/accounting-principles-andconcepts.aspx>
2. <https://courses.lumenlearning.com/sac-finaccounting/chapter/ledgers-journals-andaccounts/>
3. <http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859>
4. <https://efinancemanagement.com/financial-accounting/financial-statement-notes>
5. <https://www.learnbse.in/cash-flow-statement-cbse-notes-class-12-accountancy/>

### MAPPING OF CO WITH PSO

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	2	2
CO 2	3	3	3	2	2	2
CO 3	3	3	3	3	3	2
CO 4	3	3	3	2	3	3
CO 5	3	2	3	3	3	2
AVERAGE	3	2.8	3	2.6	2.6	2.2

KEY :3–Significant 2 –Moderate 1– Low 0 -Nil

## PEDAGOGY (TEACHING METHODOLOGY):

Lecture (Chalk and Talk-OHP-LCD)  
Problem Solving-Group Discussion-Role Modeling  
Assignments  
Peer Learning

### QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if any
<b>INTERNAL SETTING</b>					
K1,K2,K3	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No Choice)	25X1=25	Choose the write option.	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2,k3,K4,	<b>Section B</b> 5 out of 7 Questions	5*5=25	Short		

K5,K6	*5 Marks		answers/500 Words		
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**SEMESTER –I**  
**INSURANCE FOR BUSINESS PROCESS SERVICES**

**TOTAL HOURS:90**  
**CREDITS : 5**

**SUB.CODE: 20UBAAT1001**  
**L- 4 T- 2 P-0**

**COURSE OBJECTIVES:**

1. To understand the fundamental laws, phenomena and entities in the field of insurance and reinsurance, adoption of theoretical and practical knowledge and skills in the field of insurance.
2. To provide students with the knowledge of general principles and practices of insurance. It is designed to help students understand the theories, regulatory framework of insurance, types of insurance, and the major types of insurance products.
3. After successful completion of this course, students should be able to use insurance as a tool to manage personal and/or group assets.

**COURSE OUTCOMES**

S.NO	COURSE OUTCOME
CO-1	Define basic terms, risk, risk transfer entities in the marketing process of the insurance business.
CO-2	Identify the importance of insurance activities on the macro and micro levels.
CO-3	Prepare an offer of insurance product and calculate the premium for the most important (most frequently used) insurance products.
CO-4	Format by examining the input variables, new insurance products to offer.
CO-5	Detect the potential market for the product created, as well as ways to improve already existing products.

## SYLLABUS

### UNIT I

(18 HOURS)

Important terminologies in Insurance & parties in insurance contract –Types of Insurance (Personal, Commercial, Health, Life ,etc.) –History of Insurance – Types of Insurance companies –Concept of Risk – Types of risk - Risk of Management – Basic concept ( Hazards, Perils, Assets, etc.)- Characteristics of Insurable risk - Fundamentals of Insurance-Characteristics of a valid contract-Principles & Practices of insurance contract – Business units in an Insurance company – Overview of Insurance Life Cycle (Underwriting, Policy Servicing, Claims, etc.)- Reinsurance concept.

### UNIT II

(18 HOURS)

Important terminologies in a Life Insurance policy – Parties in a Life Insurance policy – Individual Life Insurance plans – Supplementary Benefits– Ownership rights – Life insurance policy life cycle ( New Business & Underwriting, Policy servicing, Claims, etc.) – Concept of Annuity – Types of Annuity– Principles of Group Insurance .

### UNIT III

(18 HOURS)

Non-Life Insurance concepts : Hazards, Perils, Catastrophe, Property and casualty insurance- Indemnity, Deductibles, Retention, Premiums, Limits, Salvage, Subrogation, etc. – Insurance Providers – Co-Insurance, Reinsurance, Captive Insurance – Underwriting process – Policy Servicing process – Claims process – Reinsurance

### UNIT IV

(18 HOURS)

Concept of Healthcare Insurance – How Healthcare Insurance works – Calculation of health insurance premium. Healthcare regulations &Standards ; HIPAA – Medicare – Medicaid - Individual Health Insurance policies – Group Health Insurance Policies – Managed Care plan.

### UNIT V

(18 HOURS)

Concepts of Retirement Services – Retirement Planning – Asset Allocation & Asset Classes – Life stages of an Investor – Defined Benefits & Defined Contribution – Individual Retirement Arrangement in USA – Third Party

### TEXT BOOKS:

1. Jagpoor Singh KannaPriyka, 2016,Banking and Insurance ,Kalyani Publishers; 2nd edition
2. P.K.Gupta, 2017,Principles Of Insurance,.
- 3.[G. Krishnaswamy](#), 2008,A Textbook on Principles and Practice of Life Insurance,
- 4 E.Rejda George and McNamara Michael, 2017,Principles of Risk Management and Insurance,
5. HargovindDayal,2017,The Fundamentals of Insurance: Theories, Principles and Practices ,

### BOOKS FOR REFERENCE:

1. Mirshra. M.v and Mishra S.B, 2014,Insurance Principle & Practice”, revised 5<sup>th</sup> edition, ,S. Chand & Sons Delhi.
2. George E. Rejda& Michael McNamara, 2013, Principles of Risk Management and Insurance, 12th Edition (Pearson Series in Finance)
3. S. Arunajatesan and T.R. Vishwanathan, 2009, Risk Management and Insurance: Macmillan publications, New Delhi.
4. Tripathy.N.P, 2005, Insurance: Theory and Practice (Prentice Hall India Learning Private Limited
5. Dr.Premavathy N.,2007” Element of Insurance”, Sri Vishnu Publication, Chennai.

### E-LEARNING RESOURCES:

- 1) <https://www.geektonight.com/banking-and-insurance-notes/>
- 2) <https://www.ona.ca/resources/terms/>
- 3) <https://www.acko.com/general-info/non-life-insurance/>
- 4) <https://www.investopedia.com/articles/retirement/11/5-steps-to-retirement-plan.asp>
- 5) <https://corporatefinanceinstitute.com/resources/knowledge/strategy/asset-allocation/>

### MAPPING OF CO WITH PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	2	1	3	1
CO2	3	2	2	2	3	3
CO3	2	1	2	2	3	2
CO4	3	2	1	1	3	2
CO5	2	3	2	2	3	2
AVERAGE	2.6	2	1.8	1.6	3	2

KEY :3–Significant 2 –Moderate 1– Low 0 -Nil

### PEDAGOGY (TEACHING METHODOLOGY):

Lecture (Chalk and Talk- LCD)

Problem Solving-Group Discussion-Role Modeling

Assignments

### QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if any
<b>INTERNAL SETTING</b>					
K1,K2,K3	<b>Section A</b> Multiple Choice 25 Questions *1Marks (No Choice)	25X1=25	Choose the right option.	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2,k3,K4,K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		

## SEMESTER II

SEM	COURSE CODE	COURSE TITLE	TITLE OF THE PAPER	HRS	CREDITS	CA	SE	T
II	20ULTFC2002, 20ULHFC2002 20ULSFC2002 19ULFFC2002	Language (Tamil/Hindi/ Sanskrit)	Tamil-II/Hindi-II/Sanskrit-II	6	3	40	60	100
II	20UGEFC2002	English	General English-II	6	3	40	60	100
II	20UBACT2003	Core Major Paper III	Human Resource Management and Organisational Behaviour	6	4	40	60	100
II	20UBACT2004	Core Major Paper IV	Commercial Law	6	3	40	60	100
II	20UBAAT2002	Allied Paper II	Accounting for Business Process services	6	5	40	60	100
II	18USSSP2002	Soft Skills	Essentials of Spoken and Presentation Skills	-	3	50	-	50
II	18UESVE2001	EVS	Environmental Studies	-	2	50	-	50
II	18UYGVE2002	Value Education	YOGA and Wellness	-	2	50	-	50
			TOTAL	30	25			



**SEMESTER –II**

**HUMAN RESOURCE MANAGEMENT & ORGANISATIONAL BEHAVIOUR**

**TOTAL HOURS:90**

**SUB.CODE-20UBACT2003**

**CREDITS : 4**

**L- 4 T- 2 P-0**

**COURSE OBJECTIVES:**

1. To teach relevant, practical and applicable human resource management skills to equip the student with the foundation competencies for working as HR practitioners in business.
2. To introduce contemporary theory and practice in modern human resource management and the range of tools and methods available to address HR challenges and problems.
3. To understand about the organizational structure, its types, decentralization and delegation of the authority.
4. To identify the communication process, theories of motivation and types of leadership.

**COURSE OUTCOMES**

<b>CO NO.</b>	<b>CO Statement</b>
<b>CO1</b>	Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions.
<b>CO2</b>	Design a training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results.
<b>CO3</b>	Evaluate a company's implementation of a performance-based pay system.
<b>CO4</b>	Demonstrate knowledge of employee benefit concepts, plan design, administrative considerations and regulations governing employee benefit practices
<b>CO5</b>	Assess the fundamentals of organizational behaviour and OB Model.

## SYLLABUS

### UNIT I

**(18 HOURS)**

Definition of Human resource management – importance – role of HR manager.

Workmen’s compensation Act 1923, Employees State Insurance Act 1948, Employees Provident Fund Act 1952, Maternity Benefits Act 1961, Payment of Gratuity Act 1971.

### UNIT II

**(18 HOURS)**

Training and Development – methods of training, Performance Appraisal and its methods.

### UNIT III

**(18 HOURS)**

Remuneration – Wages and Salaries – meaning, objectives, essentials of sound wage structure, methods of wage payment, Incentives- meaning, essentials of sound incentive plan, types of wage incentive plans.

### UNIT IV

**(18 HOURS)**

Organizational Behaviour – Meaning & Definition. Group In Organization – Definition – Characteristics – Types Of Groups – Stages Of Group Development – Group Norms – Characteristics – Group Cohesiveness

### UNIT V

**(18 HOURS)**

Quality of Work life – Meaning – Definition – Importance – Criteria for Measuring Quality of Work life – Measures to Improve Quality of Work life – Benefits.

### TEXT BOOKS:

1. Dr. C B. Gupta, 2018 ,Human Resource Management, Sultan Chand & Sons, New Delhi,
2. K. Aswathappa, 2013 Human Resource Management, Mc Graw Hill, India Pvt Ltd.,
3. L.M.Prasad, 2006,Organizational behaviour, Sultan Chand, New Delhi.
4. J. Jayashankar, 2005, Organizational Behavior, Margham publications, Chennai.
- 5.R S Dwivedi, 2009,Human Resource Management, Himalaya Publishing House Pvt Ltd.,

### BOOKS FOR REFERENCE:

1. Dr. P C. Tripathi, 2008 , Personnel Management & Industrial Relations, Sultan Chand & Sons, New Delhi,
2. Gary Dessler,2008, Human Resource Management, Pearson Prentice Hall, India,
3. Dr. S. Khanka, 2013 , Human Resource Management, S. Chand & company ltd., New Delhi,
4. Subha Rao P, 2017,OrganisationalBehaviour, Himalaya Publishing house, Mumbai
5. Stephen P Robins, 2018, Organisational behavior, Pearson Education, Noida

**E-LEARNING RESOURCES:**

1. <http://www.yourarticlelibrary.com/hrm/human-resource-management-functionsmanagerial-operative-and-advisory-function/27995>
2. <http://www.whatishumanresource.com/strategic-human-resources-management>
3. <https://www.tbs-sct.gc.ca/gui/ipg-expr-eng.asp>
4. [https://www.tutorialspoint.com/recruitment\\_and\\_selection/what\\_is\\_selection.htm](https://www.tutorialspoint.com/recruitment_and_selection/what_is_selection.htm)
5. <https://www.toppr.com/guides/business-management-and-entrepreneurship/humanresource-management/selection-process/>

**MAPPING OF CO WITH PSO**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	2	2	3
CO2	2	2	2	2	3	2
CO3	2	2	2	1	2	3
CO4	2	1	2	2	2	2
CO5	3	3	2	3	3	3
AVERAGE	2.4	2.2	2	2	2.2	2.6

KEY :3–Significant 2 –Moderate 1– Low 0 -Nil

**PEDAGOGY (TEACHING METHODOLOGY):**

- Lecture (Chalk and Talk-LCD)
- Flipped Learning-E Content, Videos
- Group Discussion-Seminar- Assignment

**QUESTION PAPER PATTERN END SEMESTER EXAMINATION**

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if Any
<b>INTERNAL SETTING</b>					
K1 &K2	<b>Section A</b> Multiple Choice 25 Questions *1Marks (No Choice)	25X1=25	Choose the right option.	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2,k3,K4,K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		

**SEMESTER –II**  
**COMMERCIAL LAW**

**TOTAL HOURS:90**

**SUB.CODE-20UBACT2004**

**CREDITS : 4**

**L- 4 T- 2 P-0**

**COURSE OBJECTIVES:**

1. To acquaint the students with principles and legal aspects of various legislations like contract, offer and acceptance.
2. To provide a basic knowledge of the Indian Legal system under which business has to be operated.
3. To provide an insight into the application of commercial laws to business transactions.

**COURSE OUTCOMES**

<b>CO NO.</b>	<b>CO Statement</b>
<b>CO1</b>	Assess the elements of a valid contract in contract formation.
<b>CO2</b>	To know the factors to be included in contract to perform.
<b>CO3</b>	Apply legal principles of performance, discharge and breach of contract in contractual dealings
<b>CO4</b>	To know how to find the solution after breaking the contracts
<b>CO5</b>	To provide the knowledge regarding Remedies for breach of contract

## **SYLLABUS**

### **UNIT I**

**(18 HOURS)**

Introduction – meaning and Definition of contract – essential element of valid contract – classification of contract

### **UNIT II**

**( 18 HOURS)**

Offer – legal rule as to offer – acceptance – legal rules to acceptance. Consideration – legal rule as to consideration

### **UNIT III**

**( 18 HOURS)**

Capacity to contract – free consent – meaning – coercion – undue influence – misrepresentation and fraud.  
Contingent contract – Wagering agreement.

### **UNIT IV**

**( 18 HOURS)**

Discharge of contract by performance – agreement, impossibility of performance, supervening, lapse of time, operation of law and discharge by breach of contract.

### **UNIT V**

**(18 HOURS)**

Remedies for breach of contract – Quasi contract- kinds.

### **TEXT BOOKS:**

1. Kapoor N. D., 2006, Business law, Sultan Chand and sons, New Delhi,
2. N.D.Kapoor ,Sultan Chand & Sons, 2020, Mercantile law, New Delhi.
3. Shukla M.C ,S.Chand&co.Ltd, 2019, Mercantile Law, New Delhi.
4. G.K Kapoor, Sultan Chand & Sons and ,2018, Business & Corporate laws New Delhi.
5. F. Ferrari and Friedrich Rosenfeld, 2021, International Commercial Arbitration: A Comparative Introduction, Edward Elgar Publishing

### **REFERENCE BOOKS:-**

1. S. S. Gulshan, Business law, 2008, Excel books, , New Delhi
2. K R Bulchandani, 2017, Business Law for management, Himalaya Publication, Mumbai.
3. Ewan McKendrick, 2009, Goode on Commercial Law, LexisNexis Publication.
4. Fidelma White and Robert Bradgate, 2000, Commercial Law, LexisNexis Publication.
5. David P. Twomey and Marianne Jennings, 2002, Anderson's Business Law and the Legal Environment, Comprehensive Volume, South-Western College Publishing

### **E-LEARNING RESOURCES**

1. <https://www.owlgen.com/question/what-are-the-essential-elements-for-a-contract-to-be-valid>
2. <https://www.casrilanka.com/casl/images/stories/EDBA/contract%20law.pdf>
3. [https://www.lawnotes.in/Indian\\_Contract\\_Act,\\_1872](https://www.lawnotes.in/Indian_Contract_Act,_1872)
4. <https://taxguru.in/company-law/memorandum-articles-association-companiesact2013.html>

### MAPPING OF CO WITH PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	1	2	2	1	2
CO2	3	2	2	3	3	2
CO3	3	2	2	1	3	2
CO4	3	1	2	3	3	2
CO5	3	1	2	2	2	1
AVERAGE	3	1.4	2	2.2	2.4	1.8

KEY :3–Significant 2 –Moderate 1– Low 0 -Nil

#### PEDAGOGY (TEACHING METHODOLOGY):

1. Lecture (Chalk and Talk-OHP-LCD)
2. Flipped Learning- Discussion oriented flipped learning, Group based flipped learning and Virtual flipped classroom
3. E Content, Videos
4. Problem Solving- Case study analysis
5. Quiz, Assignments

#### QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if any
<b>INTERNAL SETTING</b>					
K1&K2	<b>Section A</b> Multiple Choice 25 Questions *1Marks (No Choice)	25X1=25	Choose the right option.	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2,k3,K4,K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		

**SEMESTER –II**  
**ACCOUNTING FOR BUSINESS PROCESS SERVICES**

**TOTAL HOURS: 90**  
**CREDITS: 5**

**SUB.CODE-20UBAAT2002**  
**L- 4 T- 2 P-0**

**COURSE OBJECTIVES:**

1. To impart students into basic accounting concepts and principles.
2. To prepare the students to have a strong hold in accounts.
3. To impart the basic accounting knowledge as applicable to business.

**COURSE OUTCOMES**

<b>CO NO.</b>	<b>CO Statement</b>
<b>CO1</b>	Understand the basic accounting principles and concepts along with comprehending significance of BPS.
<b>CO2</b>	Evaluate and study activities involved in Accounts Payable, Accounting impact and working capital improvement
<b>CO3</b>	Analyse activities in Accounts Receivable and customer support activities
<b>CO4</b>	Analysis of Financial statements and variances, budgeting and budgetary control.
<b>CO5</b>	Identify basics of Accounting standard, integration of support functions along with study of future and challenges of BPS.

## **SYLLABUS**

### **UNIT I (18 HOURS)**

Basic Accounting principles – concepts- objectives of accounting - assumptions- conventions, systems of book keeping, classification of accounts, basic accounting – rules – accounting cycle.

### **UNIT II (18 HOURS)**

Organisations, Types, Outsourcing BPO, Why BPS, classification of BPS, Types of BPS. BPS Industry in India, Roles and responsibilities in BPS.

### **UNIT III (18 HOURS)**

Accounts Payable, Vendor Master Creation and maintenance, Vendor creation request, Vendor portal, Invoice processing, Department functions, Invoice Life Cycle, Precautions to be taken. Credit Note, CN Processing Precautions, Debit Note, ERS and Advantages vendor payments, Vendor Reconciliation Benefits, OCR, Steps, Advantages, and disadvantages.

### **UNIT IV (18 HOURS)**

ERP – Meaning, Need, ERP with Complete function, challenges in implementation of ERP, advantages of ERP, Effectiveness in Productivity, book close and financial statements. Quantitative benefits and non-quantitative benefits.

### **UNIT V (18 HOURS)**

Accounting standards- Introduction – scope, procedure, compliance, Indian Accounting Standard, International Accounting Standard, IFRS, Advantages, XBRL, and Structure of IFRS.

#### **TEXT BOOK:**

- 1.Reddy, T.S. & Murthy, 2017 “ Finance Accounting”, Chennai Margham Publication.
2. Jain&Narang,2010,AdvancedAccounting,KalayaniPublishers.
- 3.Dr. S.Ganeson& S.R. Kalavathi ,Finance and Management Accounting ,Thirumalai Publication.
- 4.Gupta,R.L and Radhaswamy M, 2000, Financial Accounts, Theory Methods and publications. , 13<sup>th</sup> Revised Edition.New Delhi: Sultan Chand & Sons.

#### **BOOKS FOR REFERENCE:**

1. T.S.Reddy&Y.Hariprasad Reddy, 2006, Financial & Management Accounting, Margham Publications, Chennai,
2. M.C.Shukla, T.S.Grewal&S.C.Gupta, 2003, Advanced Accounts, S.Chand, New Delhi,
3. S.Pandian, 2008, Accounting for Managers, Ane Book Pvt.Ltd, New Delhi,
4. N.P.Srinivasan&M.SakthivelMurugan, 2006, Accounting For Management, S.Chand, New Delhi
5. R.S.N.Pillai&Bagavathi, 2003,Management accounting, S.Chand, New Delhi,



**E-LEARNING RESOURCES:**

1. <https://nios.ac.in/media/documents/vocinsservices/m1-5f.pdf>
2. <http://jnujprdistance.com/assets/lms/LMS%20JNU/MBA/MBA%20-%20BPO%20Management/Sem%20III/Introduction%20to%20BPO/Introduction%20to%20BPO.pdf>
3. <https://www.accountingcoach.com/accounts-payable/explanation/2>
4. [http://www.fitrix.com/wp-content/uploads/Whitepaper\\_What\\_Is\\_ERP.pdf](http://www.fitrix.com/wp-content/uploads/Whitepaper_What_Is_ERP.pdf)
5. <https://www.caclub.in/list-of-accounting-standards-of-icai-as/>

**MAPPING OF CO WITH PSO**

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	3	2
CO 2	3	3	3	2	1
CO 3	3	3	3	2	2
CO 4	3	3	2	3	2
CO 5	3	3	2	3	3
AVERAGE	3	3	2.4	2.6	2

KEY :3–Significant 2 –Moderate 1– Low 0 –Nil

**PEDAGOGY (TEACHING METHODOLOGY):**

Chalk & talk method, case study,  
Use of Power Point/Slides/LCD Problem Solving  
Quiz, Assignments

**QUESTION PAPER PATTERN END SEMESTER EXAMINATION**

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if any
<b>INTERNAL SETTING</b>					
K1,K2,K3	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No Choice)	25X1=25	Choose the right option.	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2,k3,K4,K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		

### SEMESTER III

SEM	COURSE CODE	COURSE TITLE	TITLE OF THE PAPER	HRS	CREDITS	CA	SE	T
III	20UBACT3005	Core Major Paper V	Management Accounting	6	4	40	60	100
III	20UBACT3006	Core Major Paper VI	Managerial Economics	6	4	40	60	100
III	20UBACT3007	Core Major Paper VII	Business Statistics– I	6	4	40	60	100
III	20UBACP3001	Core Major Practical-I	Computer Application In Business I	6	3	40	60	100
III	20UBAAT3003	Allied Paper III	Retail Environment and Market Research for Business Process Services	6	5	40	60	100
III	20UBANT3001	Non-Major Elective	Stress management-I	-	2	50	-	50
			TOTAL	30	22			

**SEMESTER –III**  
**MANAGEMENT ACCOUNTING**

**Total Hours: 90**

**SUB.CODE: 20UBACT3005**

**CREDITS : 4**

**L- 4 T- 2 P-0**

**COURSE OBJECTIVES:**

1. The course encourages thinking in a new and more creative way when analyzing or forecasting financial information.
2. Introduce new tools common to financial statement analysis and how to use them in practical applications.
3. Understand how financial statement information can help solve business problems and increase the ability to read and understand financial statements and related information.

**Course outcomes:**

<b>CO NO.</b>	<b>CO Statement</b>
<b>CO1</b>	Apply managerial accounting and its objectives in a way that demonstrates a clear understanding of ethical responsibilities
<b>CO2</b>	Prepare a master budget and demonstrates an understanding of the relationship between the components.
<b>CO3</b>	Enable to need for a balance between financial and non-financial information in decision making, control and performance evaluation applications of the management.
<b>CO4</b>	Enable students develop the ability to collect, analyse, and communication quantitative information to assist management in more effective planning and control decisions.
<b>CO5</b>	Utilize marginal costing technique for decision making

## SYLLABUS

**UNIT I** (18 HOURS)  
Management Accounting – Meaning, Nature, Scope and Functions Need, Importance and Limitations – Management Accounting vs. Cost Accounting - Management Accounting Vs. Financial Accounting.

**UNIT II** (18 HOURS)  
Analysis and Interpretation of Financial Statements – Nature, Objectives, Essentials and Tools. Methods – Comparative Statements, Common Size Statement and Trend Analysis.

**UNIT III** (18 HOURS)  
Ratio Analysis – Interpretation, Benefits and Limitations. Classification of Ratios – Liquidity, Profitability, Turnover, Capital Structure and Coverage

**UNIT IV** (18 HOURS)  
Funds Flow and Cash Flow Analysis.  
Budgets and Budgetary Control – Meaning, Objectives, Merits and Demerits. Types Of Budgets – Production, Cash And Flexible Budgets

**UNIT V** (18 HOURS)  
Marginal Costing (Excluding Decision Making) Absorption Costing and Marginal Costing – CVP Analysis – Breakeven Analysis – Breakeven Chart.

**Proportionate ratio for theory & problems: 20: 80**

### TEXT BOOKS:

1. T.S Reddy&Hariprasad Reddy , 2006,Management Accounting , Margham Publication
2. Dr. S.N. Maheswari, 2000.Management Accounting - Sultan Chand,
3. Pillai and Bhagawathi, 2000 Management Accounting –S. Chand & Co.,
4. Shashi K.Guptha And R.K.SharmaKalyani ,2001 Financial And Management Accounting –Publications
5. Jain & Narang,2003, Cost Accounting, Kalyani Publishers.

### BOOKS FOR REFERENCE:

- 1.M.Y.Khan&P.K.Jain, 2013, Management Accounting, McGraw Hill Education, New Delhi,
2. T.S.Reddy&Y.Hariprasad Reddy, 2006, Financial & Management Accounting, Margham Publications,
3. R.S.N.Pillai&Bagavathi, 2003, Management accounting, S.Chand, New Delhi,
4. N.P.Srinivasan&M.SakthivelMurugan, 2006, Accounting For Management, S.Chand, New Delhi.
5. S.Pandian, 2008, Accounting for Managers, Ane Book Pvt.Ltd, New Delhi,

**E-LEARNING RESOURCES:**

1. <https://courses.lumenlearning.com/sac-managacct/chapter/introduction-to-budgetingand-budgeting-processes/>
2. <https://www.mbaknol.com/financial-management/most-important-types-of-budgetsin-managerial-accounting/>
3. <https://www.civilserviceindia.com/subject/Management/notes/cost-accounting.html>
4. [https://www.tutorialspoint.com/accounting\\_basics/cost\\_accounting\\_cvp\\_analysis.htm](https://www.tutorialspoint.com/accounting_basics/cost_accounting_cvp_analysis.htm)
5. <https://www.edupristine.com/blog/costing-methods>

**MAPPING FOR CO WITH PSO**

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	2	1	2	1
CO 2	3	2	3	3	2	3
CO 3	2	2	3	3	2	1
CO 4	3	3	3	2	3	3
CO 5	3	3	3	2	2	3
AVERAGE	2.8	2.6	2.8	2.2	2.2	2.2

KEY :3–Significant 2 –Moderate 1– Low 0 -Nil

**PEDAGOGY (TEACHING METHODOLOGY):**

Lecture (Chalk and Talk- LCD)

Seminar Peer

Learning

Self-Study Papers

**QUESTION PAPER PATTERN END SEMESTER EXAMINATION**

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if Any
<b>INTERNAL SETTING</b>					
K1,K2,K3	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No Choice)	25X1=25	Choose the right option.	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2,k3,K4, K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		

**SEMESTER –III**

**MANAGERIAL ECONOMICS**

**TOTAL HOURS:90**

**SUB.CODE: 20UBACT3006**

**CREDITS : 4**

**L- 4 T- 2 P-0**

**COURSE OBJECTIVES:**

1. The study the concept of Managerial Economics by applying a series of basic economics principles.
2. To gain knowledge on issues related to optimal pricing strategies, demand forecasting, and optimal financing, appropriate hiring decisions, and investment decisions, among others, can be successfully tackled with managerial economics tools.
3. To make them understand the relevance of economics in business decisions. To help them be equipped with economic tools for business analysis

**COURSE OUTCOMES:**

<b>CO NO.</b>	<b>CO Statement</b>
<b>CO1</b>	To understand the basic elements of managerial economics concepts.
<b>CO2</b>	To Forecast demands for a product and decide on the demand decisions.
<b>CO3</b>	To know what to produce, where to, when to, how to, for whom to produce.
<b>CO4</b>	To frame policy for production to minimize the cost and maximum the profit
<b>CO5</b>	To understand the basics of market

## **SYLLABUS**

### **UNIT I**

**(18 HOURS)**

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of the firm

### **UNIT II**

**(18 HOURS)**

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis - Meaning of demand – Law of demand – Types of demand – Determinants of demand – elasticity of demand – Demand forecasting – Meaning of Consumer surplus – Inflation – Stagflation.

### **UNIT III**

**(18 HOURS)**

Production and cost analysis – Production – Factors of production – Production function – Concept – Law of variable proportion – Law of return to scale and economies of scale – cost analysis – Different cost concepts – Cost output relationships – Short run and long run – Revenue curves of firms – Supply analysis.

### **UNIT IV**

**(18 HOURS)**

Pricing - methods and strategies – Objectives- Factors – General consideration of pricing – methods of pricing - Dual pricing – Price discrimination.

### **UNIT V**

**(18 HOURS)**

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly.

### **TEXT BOOKS:**

1. DR.S.Sankaran, 2017, Managerial economics, Margham Publications, Chennai .
2. K.P.M Sundharam & E.N. Sundharam, 2018, Business Economics ,sultan Chand & Sons, New Delhi.
- 3., R.L Varshney and K L Maheshwari, 2003, Managerial Economics Sultan Chand Publications, New Delhi.
4. P.L Mehta , Managerial Economics, 2018, Sultan Chand Publications, New Delhi
5. Joel Dean , 2009, Managerial economics, , Prentice Hall of India Pvt Ltd., New Delhi

### **BOOKS FOR REFERENCE:**

1. DR.R.L.Varshney & K.L.Maheshwari , 2018. Sultan Chand & Sons, New Delhi
2. Micro economics, 2012., Students helpline publishing house(P)Ltd. Hyderabad
3. Sumithra Pal 2008, Managerial economics, Mac Millan.
4. BPP Learning media, 2009, Economics, VIVA books pvt.ltd. New Delhi.
5. Craig h.Petersen, W.Cris Lewis & Sudhir K Jain, 2009, Pearson Education Inc, New Delhi.

## E -LEARNING RESOURCES:

1. <https://businessjargons.com/determinants-of-elasticity-of-demand.html>
2. <http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>
3. <https://www.intelligenteconomist.com/profit-maximization-rule/>
4. [ps://scholar.cu.edu.eg/?q=mahmoudarafa/files/1.3\\_market\\_structures\\_and\\_price.pdf](ps://scholar.cu.edu.eg/?q=mahmoudarafa/files/1.3_market_structures_and_price.pdf)
5. <http://www.economicdiscussion.net/inflation/inflation-types-causes-and-effects-with-diagram/6401>

### MAPPING FOR CO WITH PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	3	2	2	2
CO2	3	2	3	2	2	2
CO3	3	2	2	2	3	2
CO4	3	2	3	2	3	3
CO5	3	2	3	2	3	3
AVERAGE	3	2	2.8	2	2.6	2.4

KEY :3–Significant 2 –Moderate 1– Low 0 -Nil

### PEDAGOGY (TEACHING METHODOLOGY):

Lecture (Chalk and Talk- LCD)

Seminar Peer

Learning

Self-Study Papers

### QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if any
<b>INTERNAL SETTING</b>					
K1 and K2	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No Choice)	25X1=25	Choose the write option.	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2, K3, K4, K5, K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		



**SEMESTER –III**  
**BUSINESS STATISTICS -I**

**TOTAL HOURS:90**

**SUB.CODE: 20UBACT3007**

**CREDITS : 4**

**L- 4 T- 2 P-0**

**COURSE OBJECTIVES:**

1. The basic aim of this course is to impart knowledge of basic statistical tools & techniques .
2. Statistics will emphasis on their application in Business decision process and Management.
3. Understand the concepts of statistics in the context of business.
4. Apply the statistical tools in decision-making.

**COURSE OUTCOMES:**

<b>CO NO.</b>	<b>CO Statement</b>
<b>CO1</b>	Describe and discuss the key terminology, concepts tools and techniques used in Business statistical analysis
<b>CO2</b>	Critically evaluate the underlying assumptions of analysis tools.
<b>CO3</b>	Understand and critically discuss the issues surrounding sampling and significance.
<b>CO4</b>	Develop the skill of performing the calculations needed for various methods of analysis.
<b>CO5</b>	Solve a range of problems using the techniques covered.

## SYLLABUS

### UNIT I

(18 HOURS)

Introduction: Meaning– Definition of Statistics – Importance and Scope of Statistics – Limitations Of Statistics

### UNIT II

(18 HOURS)

Collection of Data – Classification and Tabulation Of Data – Types And Importance  
Frequency Distribution – Frequency Table – Discrete and Continuous Series.

### UNIT III

(18 HOURS)

Measures of Central Tendency – Types of Averages: Arithmetic Mean, Geometric Mean, and Harmonic Mean –Median – Mode

### UNIT IV

(18 HOURS)

Measures of Dispersion- Range, Quartile Deviation, Mean Deviation, and Standard Deviation - Combined Mean & Standard Deviation.  
Skewness – Meaning, Definition And Types – Karl Pearson’s Co-Efficient Of Skewness And Bowley’s Co-Efficient Of Skewness.

### UNIT V

(18 HOURS)

Correlation Analysis: Meaning, Significance and Types of Correlation- Scatter Diagram, Karl Pearson’s Co-Efficient of Correlation and Spearman’s Rank Correlation.

Regression Analysis: Meaning and Importance – Regression Equations.

**Proportionate ratio for theory & problems - 20: 80**

### TEXT BOOKS:

1. S.P.Gupta 2007 ,**Elements Of Business Statistics** ,New Delhi, **Sultan Chand Publications**
2. S.P.Gupta ,2000,Statistical Methods , Sultan Chand Publications
3. R.S.N.Pillai and Bhagavathy ,2009,Business Statistics –, S.Chand& Co., New Delhi
4. Dr.P.R.Vittal ,2012,Business Statistics –, Margam Publications.  
Regression Analysis: Meaning and Importance – Regression Equations.
5. N.Arora,S.Arora,2009,Statistics for Management, S.Chand and Company Ltd,New Delhi

### BOOKS FOR REFERENCE:

1. P.R.Vittal, 2004,Business Mathematics and Statistics, Margham publications, Chennai.
2. J.K.Sharma, 2007, Business Statistics, Pearson education, New Delhi,
3. Richard.I.Levin, David.S.Rubin, 2011,Statistics for Management; Pearson Education; New Delhi
4. DivyaSaxena, 2010 ,Business Statistics, Vayu Education of India; New Delhi
5. R.P.Hooda , 2005 ,Statistics for Business and Economics; Macmillan Business Books; New Delhi

**E-LEARNING RESOURCES:**

1. <https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/>
2. <https://www.toppr.com/guides/business-mathematics-and-statistics/measures-of-central-tendency-and-dispersion/measure-of-dispersion/>
3. <https://www.toppr.com/guides/business-mathematics-and-statistics/measures-of-central-tendency-and-dispersion/measure-of-dispersion/>
4. <https://ncert.nic.in/textbook/pdf/kest106.pdf>
5. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC374386/>

**MAPPING FOR CO WITH PSO**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	2	2	3	3
CO2	3	2	2	2	2	3
CO3	3	2	3	3	1	2
CO4	3	3	2	2	2	3
CO5	3	3	3	1	2	3
Average	3	2.4	2.4	2	2	2.8

KEY :3–Significant 2 –Moderate 1– Low 0 -Nil

**PEDAGOGY (TEACHING METHODOLOGY):**

1. Lecture –LCD
2. Flipped Learning- Discussion oriented flipped learning and Virtual flipped classroom
3. E Content, Videos
4. Quiz, Assignment

**QUESTION PAPER PATTERN END SEMESTER EXAMINATION**

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if any
<b>INTERNAL SETTING</b>					
K1,K2,K3	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No Choice)	25X1=25	Choose the right option..	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2,k3,K4, K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		

## SEMESTER –III

### COMPUTER APPLICATION IN BUSINESS I

**TOTAL HOURS:90**

**SUB.CODE:20UBACP3001**

**CREDITS : 3**

**L- 0 T- 0 P-6**

#### COURSE OBJECTIVES

- 1: To enable the students to understand the basics of Tally Accounting Software.
- 2: To make the students do simple applications of Tally in Business operations

#### COURSE OUTCOMES

On successful completion of the course the Students will be able to

<b>CO 1</b>	Acquire the knowledge of Accounting process through computers.
<b>CO2</b>	Understand the preparation of Trial Balance using Tally ERP 9
<b>CO3</b>	Preparation of final accounts with adjustments.
<b>CO4</b>	Categorize stock items and stock group
<b>CO5</b>	Classify purchase order and sales order processing.

#### COURSE OUTLINE

##### Tally ERP 9.0

- Unit I:** **(Hours 18)**  
Introduction to Tally.ERP 9 – list of ledgers and groups in Tally ERP 9.0 - Preparation of Trial Balance
- Unit II:** **(Hours 18)**  
Preparation of final accounts – balances of fixed assets, current assets, share holders funds, short-term and long term liabilities - final accounts with adjustments –Cost centre
- Unit III :** **(Hours 18)**  
Voucher entries postings – preparation of accounting vouchers – preparation of inventory vouchers
- Unit IV:** **(Hours 18)**  
Purchase and sales order entries – processing, allowing invoice with inventory details
- Unit V:** **(Hours 18)**  
Introduction to GST – preparation of accounting entries for GST – with input tax credit, reversal credit

## MAPPING OF COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	2	1	2
CO2	2	2	2	2	2
CO3	3	3	1	2	2
CO4	2	2	2	1	2
CO5	2	2	1	2	1
TOTAL	11	12	8	8	9
AVERAGE	2.2	2.4	16	1.6	1.8

3–Significant 2 –Moderate 1– Low 0 –Nil

### PEDAGOGY (TEACHING METHODOLOGY):

1. Lecture –LCD
2. Flipped Learning- Discussion oriented flipped learning and Virtual flipped classroom
3. E Content, Videos

### MAJOR PRACTICAL – I

#### COMPUTER APPLICATIONS IN BUSINESS

#### (LAB BASED)

	Practical		
1	INTERNAL ASSESSMENTS		
	Continuous Assessment Test(best two out of three)	2 x 50 = 100	15
2	Record + Observation	10 +10 = 20	15
3	MCQ (one test to be conducted online during the semester)	20	05
4	<b>Attendance</b>	<b>5</b>	<b>05</b>
5	EXTERNAL ASSESSMENT		
	End semester Examinations	60	60
	Grand Total		<b>100</b>

## SEMESTER –III

### RETAIL ENVIRONMENT& MARKET RESEARCH FOR BUSINESS PROCESS SERVICES

**TOTAL HOURS:90**

**SUB CODE: 20UBAAT3003**

**CREDITS :5**

**L- 4 T- 2 P-0**

#### **COURSE OBJECTIVES:**

1. The primary objective of the course is to have students develop marketing competencies in retailing and retail consulting.
2. The course is designed to prepare students for positions in the retail sector or positions in the retail divisions of consulting companies. Besides learning more about retailing and retail consulting.
3. The course is designed to foster the development of the student's critical and creative thinking skills.

#### **COURSE OUTCOMES:**

<b>CO NO.</b>	<b>CO Statement</b>
<b>CO1</b>	Understand the marketing competencies in Retailing
<b>CO2</b>	Evaluate significance and need for Retailing
<b>CO3</b>	Analyse market research and promotional strategies
<b>CO4</b>	Design product planning , advertising and consumer research
<b>CO5</b>	Apply Retail Research , Media Research and consumer data to develop Competitive strategy

## **SYLLABUS**

### **UNIT I**

**(18 HOURS)**

Market - Market Research – Nature and scope of Market Research- Need for Market Research - concept of consumer packaged goods (CPG) and Fast moving consumer goods (FMCG) –characteristics of FMCG Products- sectors in FMCG market.

### **UNIT II**

**(18 HOURS)**

Primary Research - Secondary Research - Custom Study , Syndicated study Research Types Quantitative Research methodology ,Qualitative Research methodology.

### **UNIT III**

**(18 HOURS)**

What is Consumer Research? Need for consumer research ,consumer research cycle, Consumer Research for new product launches Consumer Research for existing products

### **UNIT IV**

**(18 HOURS)**

Retail Research - Need for Retail Research - Retail data -Importance of Retail Data Validation - Retail Research reports. Media Research, Importance of Media research, Media data- Importance of media data validation-Media Research reports- consumer panel – importance of consumer panel- panel research reports.

### **UNIT V**

**(18 HOURS)**

Retailing -Importance and Characteristics of Retailing-functions of Retailing - Retail formats - Retail Industry in India-Recent trends in Retailing.

### **TEXT BOOKS:**

1. Pilli, R.S.N&Bagavathi, 2012, Modern Marketing Principles & Practices, S.Chand&co, New Delhi.
2. Phillip Kotler 2012, Principle of Marketing New Delhi Prentice hall of India.
- 3.Erick Hansen And HelkkJuslin,Istrategic Marketing In The Global Forest Industries

### **BOOKS FOR REFERENCE:**

1. Swapna Pradhan, 2013-Retail Marketing ,New Delhi 3<sup>rd</sup> Edition, Tata MCGraw Hill education private limited.
- 2 Peter, M. Chisan-Marketing Research 3<sup>rd</sup> Edition MCGraw- hill Back company UK limited England.

### **E LEARNING SOURCES**

- 1.<https://www.zamaros.net/Market%20Research.pdf>
- 2.<https://open.oregonstate.education/strategicmarketing/chapter/chapter-3-the-marketing-environment-and-information-approach>
- 3.<https://scholarworks.waldenu.edu/cgi/viewcontent.cgi?article=7175&context=dissertations>
- 4.<https://educationaltechnologyjournal.springeropen.com/articles/10.1186/s41239-019-0136-3>

### MAPPING FOR CO WITH PSO

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	1	3	1
CO 2	3	3	2	3	2
CO 3	3	3	2	2	3
CO 4	3	3	2	1	3
CO 5	3	3	3	3	1
AVERAGE	3	3	2	2.4	2

KEY :3–Significant 2 –Moderate 1– Low 0 -Nil

#### PEDAGOGY (TEACHING METHODOLOGY):

1. Lecture –LCD
2. Flipped Learning- Discussion oriented flipped learning and Virtual flipped classroom
3. E Content, Videos
4. Quiz, Assignment

#### QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if any
<b>INTERNAL SETTING</b>					
K1 &K2	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No Choice)	25X1=25	Choose the right option..	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2,k3,K4, K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		



## **SEMESTER –III**

### **STRESS MANAGEMENT**

**(OFFERED TO THE STUDENTS OF OTHER DEPARTMENTS)**

**TOTAL HOURS:90**

**SUB CODE: 20UBANT3001**

**CREDITS :2**

**L- 4 T- 2 P-0**

#### **UNIT-I**

Meaning-Definition of Stress-Nature of Stress-Levels of stress

#### **UNIT-II**

Factors causing stress-Individual stressors-Organisational stressors-Extra Organisational Stressors- Group Stressors.

#### **UNIT-III**

Consequences of Stress- for the individual – Family - Organisation

#### **UNIT-IV**

How to manage stress-Coping strategies for stress-Individual coping approaches-organisational coping approaches.

#### **UNIT-V**

Personality and Stress- Stress - Performance relationship – ABC Strategy

#### **REFERENCE BOOK:**

1. Bradley D. (2000) Hyperventilation Syndrome, Kyle Cathie Ltd.
2. Cooper C., Palmer S. (2000) Conquer Your Stress, Chartered Institute of Personnel and Development.
3. Davis M. (2000) the Relaxation and Stress Reduction Work Book, New Harbinger inc.
4. Edwards M. (2000) Stress Management for Cancer Patients: a Self Help Manual, Acorn Publishing.
5. Chaitow L., Bradley D., Gilbert C. (2002) Multidisciplinary Approaches to Breathing Pattern Disorders, Churchill Livingstone.

**SEMESTER IV**

<b>SEM</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>TITLE OF THE PAPER</b>	<b>HRS</b>	<b>CREDITS</b>	<b>CA</b>	<b>SE</b>	<b>T</b>
IV	20UBACT4008	Core Major VIII	Production Management	6	4	40	60	100
IV	20UBACT4009	Core Major IX	Business Statistics– II	6	4	40	60	100
IV	20UBACT4010	Core Major X	Marketing Management	6	4	40	60	100
IV	20UBACP4002	Core Major Practical II	Computer Applications In Business II	6	3	40	60	100
IV	20UBAAT4004	Core Allied-IV	Banking for Business Process Services	6	5	40	60	100
IV	20UBANT4002	Non-Major Elective	Stress Management-II	-	2	50	--	50
			<b>TOTAL</b>	<b>30</b>	<b>22</b>			

## SEMESTER –IV

### PRODUCTION MANAGEMENT

**TOTAL HOURS: 90**

**SUB.CODE-:20UBACT4008**

**CREDITS : 4**

**L- 4 T- 2 P-0**

#### Course Objectives

1. The primary objective of the course is to make students understand the production and operation function and familiarize with the technique for planning and control.
2. The course is designed to understand the concepts of production and role of production manager.
3. The course is designed to create awareness about importance of good plant location and layout and enable to make effective location and layout decisions.
4. To provide knowledge on various tools and techniques for effective cost control, quality control and production efficiency.

#### COURSE OUTCOMES

CO NO.	CO Statement
CO1	Develop an understanding of the role of production manager and also Select a suitable production system.
CO2	Analyse and decide a good location for the plant and its layout.
CO3	Demonstrate efficient planning and control of production activities.
CO4	Develop strategies to ensure high quality products are manufactured and distributed.
CO5	Identify the ways and means to attain a competitive edge in the market through effective method, materials and labour

## **SYLLABUS**

### **UNIT I**

**(18 HOURS)**

Production – Meaning, Scope and Objectives of Production Management – Functions and Responsibilities of Production Managers – Production Procedure – Recent Trends in Production Management – Production System : Types, Advantages and Disadvantages.

### **UNIT II**

**(18 HOURS)**

Production Planning and Control: Objectives – Functions – Stages – Routing and Scheduling – Dispatching and Follow up. Maintenance Management: Objectives – Advantages – Loss due to Breakdown – Breakdown Maintenance: Objectives – Disadvantages – Suitability – Preventive Maintenance: Objectives – Forms – Advantages – Limitations.

### **UNIT III**

**(18 HOURS)**

Plant Location: Objectives – Major Components – Importance – Factors influencing Plant Location – Advantages and Disadvantages of Urban, Sub-Urban and Rural Locations, Plant Layout: Objectives- Principles – Factors influencing Plant Layout - Types of Plant Layout.

### **UNIT IV**

**(18 HOURS)**

Work Study: Objectives – Major components – Importance – Procedure – Benefits – Method study: Objectives – Procedure involved in Method study – Work Measurement: Objectives - Techniques – Procedures – Steps for conducting time study.

### **UNIT V**

**(18 HOURS)**

Inspection : Objectives – Functions – Centralized and Decentralized Inspection – Quality Control: Objectives – Advantages - SQC (Statistical Quality Control ) :Techniques – Benefits – Control Charts – Advantages – X Chart – R Chart – C Chart – P Chart – Quality Circle – Characteristics – Advantages - TQM – Meaning and Importance.

### **TEXT BOOKS:**

1. P.Saravanavel and S.Sumathi, 2006, Production and Materials Management, Margham publications, Chennai.
2. K.Shridhara Bhat, 2005,Production Management; Himalaya Publishing House; Nagpur
3. R.B Khanna, 2005 , Production and materials management , Prentice Hall Publications,
4. S.N Chari, 2004,Production and materials management, Tata McGraw-Hill,
5. Paneerselvam, 2012, Production and operations management, Prentice Hall Publications, Newdelhi.

### **BOOKS FOR REFERENCE:**

1. KanishkaBedi, 2013 ,Production and operations management, Oxford University press, Newdelhi.
2. K.C. Jain &P.L.Verma, 2019, Production and operations management, Dreamtech Press.
3. Adam and Ebert,2000, Production and Operations Management: Concepts, Models and Behaviour, Prentice-Hall
4. William Stevenson,2008,Operations Management – Impor,McGraw-Hill Education
- 5.Elwood S. Buffa ,2002, Modern Production/Operations Management , John Wiley & Sons Inc

## E LEARNING SOURCES

1. <http://www.nitc.ac.in/app/webroot/img/upload/Production%20Management%20Module%201%20Course%20notes.pdf>
2. <https://www.slideshare.net/KirtiGupta64/latest-trends-in-production-and-operationalmanagement>
3. <http://www.yourarticlelibrary.com/business/plant-layout-business/plant-layout-conceptobjectives-principles-and-types/69514>
4. <https://mymbaguide.com/notes-on-production-planning-and-control/>
5. <https://www.wisdomjobs.com/e-university/production-and-operations-management-tutorial295/inspection-9633.html>

### MAPPING FOR CO WITH PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	3
CO2	3	3	2	2	2
CO3	3	2	3	2	2
CO4	2	2	2	2	2
CO5	3	3	2	2	3
AVERAGE	2.8	2.4	2.4	2.2	2.4

KEY :3–Significant 2 –Moderate 1– Low 0 –Nil

### PEDAGOGY (TEACHING METHODOLOGY)::

1. Lecture –LCD
2. Flipped Learning- Discussion oriented flipped learning and Virtual flipped classroom
3. E Content, Videos
4. Quiz, Assignment

### QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if any
<b>INTERNAL SETTING</b>					
K1&K2	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No Choice)	25X1=25	Choose the write option.	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2,k3,K4, K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		

**SEMESTER IV**  
**BUSINESS STATISTICS II**

**TOTAL HOURS : 90**

**SUBCODE: 20UBACT4009**

**CREDITS : 4**

**L-T-P: 4-2-0**

**COURSE OBJECTIVES:**

1. To impart knowledge of basic statistical tools & techniques with emphasis on their application in Business decision process and Management
2. To understand the concepts of statistics in the context of business
3. To apply statistical tools in decision-making
4. To utilizes statistical analysis in Research

**COURSE OUTCOMES:**

<b>CO No.</b>	<b>CO Statement</b>
CO1	Understand the fundamental statistic concepts and some of their application and to organize, and present data
CO2	Define and explain terminology used to describe time series, including trend, seasonal effects, cyclical effects, outlier and white noise
CO3	Develop the nonparametric and parametric test and Compute the chi-square test for independence and interpret the results
CO4	Understand and critically discuss the issues surrounding sampling and significance.
CO5	Understand the role of between-group and within-group variability in testing differences between group means

## **SYLLABUS**

### **UNIT I**

**(18 HOURS)**

Time Series Analysis – Meaning, Need & Components Of Time Series –Different Methods: Simple Average Method, Freehand, Semi-Average, Moving Average & Least Square Method – Seasonal Indices-Ratio to Trend,Ratio-Moving average method.

### **UNIT II**

**(18 HOURS)**

Index Numbers – Definition, Uses, Methods Of Construction Of Index Number – Types – Unweighted And Weighted Index Numbers, Simple Aggregate, Price Relative Method – Laspeyre’s Method, Paasche’s Method, Bowley’s Method & Fisher’s Index Numbers – Time & Factor Reversal Tests – Cost Of Living Index.

### **UNIT III (Theory only)**

**(18 HOURS)**

Sampling Techniques: Types of Sampling – Random and Non- Random Sampling – Sampling Procedures – Sampling Errors.

Test of Hypothesis –Procedure of Testing Hypothesis – Errors in Testing Hypothesis.

### **UNIT IV (Simple problems)**

**(18 HOURS)**

Chi- square test – Conditions for application of Chi –square – Uses of chi-square test & Cautions while applying chi-square test-Goodness of fit

### **UNIT V(Simple problems)**

**(18 HOURS)**

Analysis of variance – Assumption on analysis of variance – One-way classification – Two-way classification

### **TEXT BOOKS:**

1. **S.P.Gupta**2007 ,**Elements Of Business Statistics** –,New Delhi, **Sultan Chand Publications**
2. S.P.Gupta , 2000 ,Statistical Methods , Sultan Chand Publications
3. R.S.N.Pillai And Bhagavathy,2005, Business Statistics, S.Chand& Co., New Delhi
4. Dr.P.R.Vittal ,2003,Business Statistics –, Margam Publications.
5. N.Arora,S.Arora,2007,Statistics for Management; S.Chand and Company Ltd,New Delhi.

### **BOOKS FOR REFERENCE:**

1. P.R.Vittal, 2004,Business Mathematics and Statistics, Margham publications, Chennai.
2. J.K.Sharma, 2007, Business Statistics, Pearson education, New Delhi,
3. Richard.I.Levin, David.S.Rubin, 2011,Statistics for Management; Pearson Education; New Delhi
4. DivyaSaxena, 2010 ,Business Statistics, Vayu Education of India; New Delhi
5. R.P.Hooda , 2005 ,Statistics for Business and Economics; Macmillan Business Books; New Delhi

**E-LEARNING RESOURCES:**

1. <https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/>
2. <https://www.toppr.com/guides/business-mathematics-and-statistics/measures-of-central-tendency-and-dispersion/measure-of-dispersion/>
3. <https://www.toppr.com/guides/business-mathematics-and-statistics/measures-of-central-tendency-and-dispersion/measure-of-dispersion/>
4. <https://sol.du.ac.in/mod/book/view.php?id=1317&chapterid=1071>
5. <https://www.scribd.com/doc/19848703/Methods-of-Time-Series>

**MAPPING FOR CO AND PSO**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	2	3	2	1
CO2	2	2	1	2	3	2
CO3	2	3	2	2	2	2
CO4	2	2	2	3	3	1
CO5	3	3	2	2	3	2
AVG	2.4	2.4	1.8	2.4	2.6	1.6

KEY :3–Significant 2 –Moderate 1– Low 0 -Nil

**PEDAGOGY (TEACHING METHODOLOGY):**

- Lecture (Chalk and Talk-OHP-LCD)
- Flipped Learning- Discussion oriented flipped learning and Group based flipped learning
- E-content
- Problem Solving-Group Discussion, Role Modeling .
- Quiz,Assignment, Peer Learning.

**QUESTION PAPER PATTERN END SEMESTER EXAMINATION**

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if Any		
<b>INTERNAL SETTING</b>							
K1,K2,K3	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No Choice)	25X1=25	Choose the write option.	50	Choose one question from each unit		
<b>EXTERNAL SETTING</b>							
K2,k3,K4, K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words				



## SEMESTER –IV

### MARKETING MANAGEMENT

**TOTAL HOURS:90**

**SUB.CODE: 20UBACT4010**

**CREDITS : 4**

**L- 4 T- 2 P-0**

#### **COURSE OBJECTIVES:**

1. This course aims to familiarize students with the marketing function in organizations.
2. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing.
3. The course will use and focus on Indian experiences, approaches and cases

#### **COURSE OUTCOMES:**

<b>CO NO.</b>	<b>CO Statement</b>
<b>CO1</b>	The module introduces and develops the concepts of marketing in a critical way and focuses on the application of the marketing conceptual frameworks
<b>CO2</b>	To know the concepts of Product and Product mix and to describe the new product development with suitable examples.
<b>CO3</b>	To comprehend the concepts of Market segmentation and its bases and to acquire the buyer's behaviour involved in buying decision making.
<b>CO4</b>	To acquire the in-depth knowledge about Promotion, Advertising and Sales Promotion.
<b>CO5</b>	To learn various Channels of distribution (Manufacturers- Wholesalers-Retailers-Consumers)

## **SYLLABUS**

### **UNIT I (18 HOURS)**

Fundamentals of Marketing – Role and Importance of Marketing — Marketing Environment - Functions of Marketing- Concept of Marketing Mix

Buyer behavior – factors influencing buyer behavior– buying motives.

Market segmentation – need and basis of segmentation – targeting – positioning.

### **UNIT II (18 HOURS)**

The Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods – Capital Goods - New Product Development Process – Product Life Cycle- Branding –Labelling - Packaging

### **UNIT III (18 HOURS)**

Pricing – Factors Influencing Pricing Decisions – Pricing Objectives – Pricing Policies and Procedures – Different Methods of Pricing.

### **UNIT IV (18HOURS)**

Promotional Mix – Forms of Promotion – Sales Promotion - Advantages and Limitations — Sales Promotion at different Levels - Personal Selling - Features – Functions - Kinds of Salesmanship – Kinds of Salesman - Publicity – Advertising – Kinds - Effectiveness Of Advertising – Public Relations

### **UNIT V (18 HOURS)**

Distribution Mix –Channel Objectives- Channel Functions – Factors to be considered in selecting a Channel – Importance of Channels -Various Kinds of Marketing Channels – Distribution Problems.

#### **TEXT BOOKS:**

1. Dr. C B Gupta, Dr. N. Rajan Nair, 2018, Marketing Management, Sultan Chand & Sons, New Delhi.
2. Philip Kotler, , 2004, Marketing Management, Prentice Hall of India Pvt Ltd., New Delhi.
3. S.Jayasankar ,2005,Marketing Management , Margham Publication
4. Dr. R.L. Varshney& Dr. S.L. Gupta,2002, Marketing Management, Sultan Chand & Sons Publication.
5. Kevin Lane Keller ,2000,Strategic Brand Management, WILLFORD Press

#### **BOOKS FOR REFERENCE:**

1. M. Vidhya, 2010 , Marketing, MJP Publishers, Chennai,
2. Alexander Chernev, 2014 , Strategic Marketing Management, Cerebellum Press.
3. David Meerman Scott, 2007 the New Rules of Marketing & PR, John Wiley & Sons, Inc., USA,
4. Philip Kotler , 2017 HermawanKartajaya, IwanSetiawan, Marketing 4.0, John Wiley & Sons, Inc., USA
5. Jacquelyn Ottman, 2011, the New Rules of Green Marketing, Green Key Publishing Ltd.

## E-LEARNING RESOURCES:

1. <https://www.feedough.com/market-segmentation-definition-basis-types-examples/>
2. <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/16952-market-segmentation.html>
3. [https://www.tutorialspoint.com/consumer\\_behavior/consumer\\_behavior\\_tutorial.pdf](https://www.tutorialspoint.com/consumer_behavior/consumer_behavior_tutorial.pdf)
4. <http://www.yourarticlelibrary.com/marketing/market-segmentation/consumerbehaviour-meaningdefinition-and-nature-of-consumer-behaviour/32301>
5. <https://www.feedough.com/what-is-green-marketing-the-complete-guide/>

### MAPPING FOR CO WITH PSO

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	2	2	1	2	1
CO 2	1	3	2	2	1	2
CO 3	3	3	2	3	2	1
CO 4	3	3	3	3	2	2
CO 5	3	2	3	3	3	2
AVERAGE	2.6	2.6	2.4	2.4	2	1.6

KEY :3–Significant 2 –Moderate 1– Low 0 -Nil

### PEDAGOGY (TEACHING METHODOLOGY):

1. Lecture –LCD
2. Flipped Learning- Discussion oriented flipped learning and Virtual flipped classroom
3. E Content, Videos
4. Quiz, Assignment

### QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if any
<b>INTERNAL SETTING</b>					
K1&K2	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No Choice)	25X1=25	Choose the right option.	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2,k3,K4, K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		

**SEMESTER –IV  
MAJOR PRACTICAL – II**

**COMPUTER APPLICATIONS IN BUSINESS – II**

**TOTAL HOURS:90**

**SUB.CODE: 20UBACP4002**

**Credits : 3**

**L- 0 T- 0 P-6**

**COURSE OBJECTIVES**

Objective 1: To enable students to know about the applications of SPSS package

Objective 2: To make students use MS-Excel appropriately in business.

**COURSE OUTCOMES**

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

<b>CO No.</b>	<b>CO statements</b>
<b>CO1</b>	Understand Measures of Central Tendency using SPSS
<b>CO2</b>	Analyze Dispersion and Correlation using SPSS
<b>CO3</b>	Utilize MS-Excel to calculate NPV, to prepare Cash Budget and Flexible Budgets
<b>CO4</b>	Evaluate the Break-Even Analysis
<b>CO5</b>	Demonstrate the Variance of Analysis using MS-Excel

**COURSE OUTLINE**

**SPSS - Statistical Package for Social Science**

**Unit I: Measures of Central Tendency (18 Hours)**

Construction of frequency tables - Graphical representation of data - Measures of central tendency – computation of mean, median and mode

**Unit II: Dispersion and Correlation (18 Hours)**

Measures of dispersion – Computation of standard deviation and variance - Correlation co-efficient – computation of Karl Pearson’s and Spearman’s correlation-chi square test- ANOVA using SPSS.

**MS-Excel**

**Unit III: Budgets (18 Hours)**

Calculation of NPV of projects –preparation of Cash Budget - Flexible Budgets

**Unit IV: Break- Even Analysis (18 Hours)**

Break-Even Analysis - Comparison of prices across years of Multiple products

**Unit V: Variance Analysis (18 Hours)**

Variance Analysis – Material and Labour only

## MAPPING OF COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	3	2	1
CO2	3	1	3	2	2
CO3	2	1	2	2	2
CO4	3	3	2	2	1
CO5	2	3	3	2	2
<b>TOTAL</b>	<b>13</b>	<b>9</b>	<b>13</b>	<b>10</b>	<b>8</b>
<b>AVERAGE</b>	<b>2.6</b>	<b>1.8</b>	<b>2.6</b>	<b>2</b>	<b>1.6</b>

KEY :3–Significant 2 –Moderate 1– Low 0 –Nil

### **PEDAGOGY (TEACHING METHODOLOGY):**

1. Lecture –LCD
2. Flipped Learning- Discussion oriented flipped learning and Virtual flipped classroom
3. E Content, Videos
4. Quiz

### **COMPUTER APPLICATIONS IN BUSINESS II (LAB BASED)**

<b>Practical</b>			
1	<b>INTERNAL ASSESSMENTS</b>	2 x 50 = 100	15
	Continuous Assessment Test(best two out of three)		
2	Record + Observation	10 +10 = 20	15
3	MCQ (one test to be conducted online during the semester)	20	05
4	<b>Attendance</b>	<b>5</b>	<b>05</b>
5	<b>EXTERNAL ASSESSMENT</b>	60	60
	End semester Examinations		
<b>Grand Total</b>			<b>100</b>

**SEMESTER –IV**  
**BANKING FOR BUSINESS PROCESS SERVICES**

**TOTAL HOURS:90**

**SUB CODE: 20UBAAT4004**

**CREDITS : 5**

**L- 4 T- 2 P-0**

**Course Objective:** To enrich students with the knowledge of the functioning of banks. To help students realize the quintessential role of banks in the world today.

**COURSE OUTCOMES**

<b>CO NO.</b>	<b>CO Statement</b>
<b>CO1</b>	Build a strong formation on knowledge in different areas of banking
<b>CO2</b>	To acquire knowledge on legal banking functions and financial systems
<b>CO3</b>	Develop an attitude for working efficiently and effectively in business world by learning modern banking systems
<b>CO4</b>	To get familiarize with various banking concepts and fund transferring and clearing systems
<b>CO5</b>	To enable them to understand international trade system.

## SYLLABUS

### Unit I (18 HOURS)

Overview of Banking - Functions of a Bank —Deposits - Loans and Advances - Payments - ATM Management –AML- KYC- Account Servicing - Issuer of Cheque Books - Account Conversions and Closure.

### Unit II (18 HOURS)

Basics of Cards - Types of Cards - Components of Cards - Card Maintenance - Payments - Concepts, applications, investigations, Statement validations - Dispute Processing and Fraud Investigations - Collections including Data Review, Field Collections and A/c maintenances and Collection Audit.

### Unit III (18 HOURS)

Lead Generation - Mortgage Originations – meaning, Mortgage Products - Major parties in mortgage industry –Prewriting, Underwriting-meaning-verification and closing- Mortgage -Payment Processing - Bankruptcy- Front End Activities- Support functions - Domain Learning and Development - Regulatory Agencies

### Unit IV (18 HOURS)

Cash Management Overview - Introduction to Funds Transfer - Various types of Funds transfer - Settlement and Payment Structuring - Various Clearing Systems - Overview - Pre Funds Transfer - Post Funds Transfer- NOSTRO –VOSTRO- MIS and treasury Reporting - Risk management aroundpayments

### Unit V (18 HOURS)

Introduction to Trade - Parties - Risks - Documents in International Trade - Letter of Credit (L/C) - Parties to L/C & Types of L/C- Trade Compliance - Trade Advisory--Documentary Collection & Documentary Credit - Guarantee / SBLC - Types of Guarantee - Issuance, Amendment, Claim / Settlement & Cancellation.Basics and outline of UCP 600, ISBP, URCCC 522, URR 725, URDG and ISP98-CDCS-Certification overview.

#### TEXT BOOK:

1. Tannan. M.L, 2014 Banking Law & Practice. New Delhi Sultan & Chennai Limited.
2. Varshney 2014 Banking Theory law & Practice New Delhi Sultan & Chand Limited.
3. Gorden&Natrajan ,2013 Banking Theory Himalaya Publishing house.
4. Banking Theory law & Practice-R. Rajesh T. Sivagnasithi Tata MCGraw-Hill Publishing Co-limited.
5. Principles & Practices of Banking, 2016.

#### BOOKS FOR REFERENCE:

- 1.Principles and Practices of Banking , 2015, IIBF,.
- 2.Principles and Practices of Banking ,2021,JAIB, N K Gupta (Author), IBC Academy Publications Edition.
- 3Abinash Kumar Mandilwar, 2019,Principles & Practices of Banking.
- 4.Principles & Practices of Banking,2015, Indian Institute Of Banking, Finance, MACMILLAN.
- 5.The Principles of Banking, 2012, Moorad Choudhry,.

## E-LEARNING RESOURCES:

1. <https://www.investopedia.com/terms/a/aml.asp>
2. <https://affairsclooud.com/types-of-cards-used-in-banking-system/>
3. <https://www.testingxperts.com/blog/quality-assurance-banking-system>
4. <https://treasuryxl.com/what-is-cash-management/>
5. <https://www.businessmanagementideas.com/international-trade/list-of-documents-used-in-international-trade-business/17403>

### MAPPING FOR CO AND PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	2	2	2	3
CO2	2	2	2	1	3	3
CO3	2	2	2	2	3	2
CO4	2	3	2	2	3	3
CO5	2	2	1	1	2	3
<b>AVERAGE</b>				<b>1.6</b>	<b>2.6</b>	<b>2.8</b>

KEY :3–Significant 2 –Moderate 1– Low 0 –Nil

### PEDAGOGY (TEACHING METHODOLOGY):

1. Lecture –LCD
2. Flipped Learning- Discussion oriented flipped learning and Virtual flipped classroom
3. E Content, Videos
4. Quiz, Assignment

### QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if any
<b>INTERNAL SETTING</b>					
K1&K2	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No Choice)	25X1=25	Choose the right option.	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2,k3,K4, K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		



## SEMESTER V

SEM	COURSE CODE	COURSE TITLE	TITLE OF THE PAPER	HRS	CREDITS	CA	SE	Total
V	20UBACT5011	Core Major XI	Material Management	6	3	40	60	100
V	20UBACT5012	Core Major XII	Business Math's and Operations Research	6	3	40	60	100
V	20UBACT5013	Core Major XIII	Financial Management	6	4	40	60	100
V	20UBACT5014	Core Major XIV	Business Ethics and Values	6	4	40	60	100
V	20UBAAT5001	Core Elective-I	Capital Market for Business Process Services	6	5	40	60	100
V	20USSSES--3	Skill Enhancement course	Campus to corporate	-	3	50	-	50
			TOTAL	<b>30</b>	<b>22</b>			

**SEMESTER V**  
**MATERIALS MANAGEMENT**

**TOTALHOURS: 90**

**SUB CODE: 20UBACT5011**

**CREDIT : 3**

**L-T-P: 4-2-0**

**COURSE OBJECTIVES:**

1. To impart knowledge about purchasing, storing and distributing the materials
2. To enable to connect their experience with corporate business
3. To develop and analyse the skills needed to make production systems more efficient

**COURSE OUTCOMES**

<b>CO No.</b>	<b>CO Statement</b>
CO1	Understand the significance, functional areas and integrated approach to Material management
CO2	Analyse Inventory control tools and Replenishment system in a scientific manner.
CO3	Identify purchase management objectives and duties along with evaluating methods of Import procedure
CO4	An ability to evaluate store keeping functions and responsibilities and identify factors of good store layout and location.
CO5	Design vendor evaluation and development strategies and apply principles of material handling

## **SYLLABUS**

### **UNIT I**

**(18 HOURS)**

Materials Management: Objectives-Importance-Functional areas of Materials Management- Integrated Approach to Materials Management- Advantages of combined materials and purchase department.

### **UNIT II**

**(18 HOURS)**

Inventory Control: Inventory Models –EOQ- Determination of Stock Levels-Replenishment System (P system )-EBQ –Tools of Inventory Control: ABC-VED- FSN Analysis-Just in Time-Meaning and Benefits.

### **UNIT III**

**(18 HOURS)**

Purchase Management-Objectives-Duties of Purchase Department –Purchase Parameters-Purchase Procedure-Centralized and Decentralized Purchasing –Import Sourcing-Methods of Foreign Buying-Import Substitution-Import Purchase Procedure.

### **UNIT IV**

**(18 HOURS)**

Store Keeping-Objectives-Types of Stores-Functions & Responsibilities of Store Keeper-Store Location – Centralized and Decentralized Stores- Store Layout- Principles of Good Store Location and Layout – Factors Influencing Stores Layout-Safety and Security of Stores –Stores Material Accounting-Bin Card and Stores Ledger-Spare Parts-Features- Classification-Factors involved in Spares Stocking.

### **UNIT V**

**(18 HOURS)**

Vendor Development-Meaning and Scope-Stages in Source Selection and evaluation-Vendor rating-Methods of Evaluation of Suppliers-Buyer- Seller relationship. Materials handling-Meaning and Importance- Principles.

### **TEXT BOOKS:**

1. .P.Saravanavel and S.Sumathi,2000, Production and Materials Management, Margham Publications
2. K.Shridhara Bhat ,2002,Material Management; Himalaya Publishing House; Mumbai
3. Adam and Ebert,2000, Production and Operations Management: Concepts, Models and Behaviour, Prentice-Hall
4. William Stevenson,2008,Operations Management –Impor,McGraw-Hill Education.
- 5.Elwood S. Buffa ,2002, Modern Production/Operations Management , John Wiley & Sons Inc

### **BOOKS FOR REFERENCE:**

1. R.B Khanna,2005, production and materials management , Prentice Hall Publications
2. S.N Chari, 2010,Productin and materials management, Tata McGraw-Hill
3. Raghuram .G&Rangaraj. N.,2000, Logistics and Supply chain Management-Cases and concepts, Macmillan
4. S.N Chari, 2004,Production and materials management, Tata McGraw-Hill,
5. Paneerselvam, 2012, Production and operations management, Prentice Hall Publications, Newdelhi.

**E LEARNING SOURCES:**

1. <http://www.yourarticlelibrary.com/material-management/materials-management-objectivesscope-and-functions/57432>
2. <https://www.slideshare.net/DevikaAntharjanam/3integrated-approach-tomaterialmanagement>
3. <https://www.slideshare.net/rohit3615/materials-handling-15528281>
4. <https://www.investopedia.com/terms/e/economicorderquantity.asp>
5. <https://www.slideshare.net/zebakhan38/transportation-warehousing-and-inventory-decisions>

**MAPPING FOR CO AND PSO**

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	2	3	1
CO 3	3	3	1	2	2
CO 4	3	3	2	3	2
CO 5	3	3	2	3	3
AVG	3	3	2	2.8	2.2

KEY :3–Significant 2 –Moderate 1– Low 0 -Nil

**PEDAGOGY (TEACHING METHODOLOGY):**

- Lecture (Chalk and Talk-OHP-LCD)
- Flipped Learning- Discussion oriented flipped learning and Group based flipped learning
- E-content
- Problem Solving-Group Discussion
- Role Modelling
- Quiz
- Assignment
- Peer Learning

**QUESTION PAPER PATTERN END SEMESTER EXAMINATION**

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if any
<b>INTERNAL SETTING</b>					
K1&K2	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No Choice)	25X1=25	Choose the write option.	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2,k3,K4, K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		

## SEMESTER –V

### BUSINESS MATHS AND OPERATION RESEARCH

**TOTAL HOURS: 90**

**SUB.CODE-20UBACT5012**

**CREDITS: 4**

**L- 4 T- 2 P-0**

#### **COURSE OBJECTIVES:**

1. To develop mathematical continuity for learning.
2. To apply mathematical concepts in finding solutions to business problems
3. To develop the skills of the students in the concepts of Mathematics and operational research.
4. The course will also serve as a prerequisite for post graduate and specialized studies and research.

#### **COURSEOUTCOMES:**

<b>CO NO.</b>	<b>CO Statement</b>
<b>CO1</b>	Clearly define the different ways in which interest on money can be calculated.
<b>CO2</b>	Able to understand the basic knowledge on fundamental probability concepts, including random variable, probability of an event, additive rules and conditional probability.
<b>CO3</b>	Be able to find the nature (maximum and minimum) of a turning point to find optimum feasible solution.
<b>CO4</b>	Solve the various problems on Network, PERT and CPM.
<b>CO5</b>	Prepare Linear programming models and solving problems on Assignment

## SYLLABUS

### UNIT I

(18 HOURS)

Simple Interest – Compound Interest – Discount on Bills & Present Value

### UNIT II

(18 HOURS)

Probability: meaning – important terms in probability – Addition theorem – multiplication theorem – Bayes theorem.

### UNIT III

(18 HOURS)

Assignment Models – Formulation – Solution.(Simple Problems). Transportation Model – Basic Feasible Solution-NWCR, LCM & VAM- Solving For Optimal Solution – MODI

### UNIT IV

(18 HOURS)

Network Analysis – Construction – Numbering Of Events – Time Calculation –CPM& PERT Analysis. Calculation of Float- Total, Free And Independent Float.

### UNIT V

(18 HOURS)

Linear Programming – Components Of LPP- Use Of LPP in Management Decision Making – Characteristics Of LPP – Meaning of Slack Variable – Basic Feasible Solution, Optimal And Unbounded Solution. LPP Formulation- Graphical Method – Simplex Method – Maximization and Minimization (Simple Problems-only  $\leq$  type)

### TEXT BOOKS:

1. P.R Vittal , 2018,Business mathematics & Statistics , Marghampublications,Chennai.
2. S.R.Arora& Dinesh Khattar ,2015, Business Mathematics with applications, S.Chand& company ltd, New Delhi
- 3.Prof. B. Sunderasan, K. Ganesan& K.S. GanapathySubramaniyam, 2017,Resource Management Techniques –AR Publications.
- 4.S. P. Gupta, 2014 ,SulthanchandStatistical methods, New Delhi
- 5.DivyaSaxena, 2010 ,Business Statistics, Vayu Education of India; New Delhi

### BOOKS FOR REFERENCE:

1. R.S, Soni,2009., Essentials of Business Mathematics &Business Statistics, Ane Books Pvt Ltd, New Delhi,
2. D.C Sancheti& V.K Kapoor, 2018, Business Mathematics, Sultan Chand &Sons, New Delhi.
3. S.P. Gupta & P.K. Gupta, 2015, Business Statistics & Business Mathematics,Sultan Chand &sons ,New Delhi,
4. Introductory Mathematics for business &economics , 2016,Sultan Chand & Sons, New Delhi
5. D.Bose.An Introduction to Mathematical Methods, Himalaya Publishing House,Chennai,

## E-LEARNING RESOURCES:

1. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=25>
2. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=25>
3. <http://www.ignouhelp.in/ignou-ms-51-study-material/>
4. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=25>
5. <https://www.pearsonhighered.com/assets/samplechapter/0/1/3/4/0134437764.pdf>

### MAPPING FOR CO AND PSO

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO6
CO 1	3	2	1	3	2	1
CO 2	2	2	2	1	2	3
CO 3	3	3	2	2	3	2
CO 4	2	2	2	2	3	2
CO 5	3	3	2	3	2	2
AVG	2.6	2.4	1.8	2.2	2.4	2

KEY :3–Significant 2 –Moderate 1– Low 0 -Nil

### PEDAGOGY (TEACHING METHODOLOGY):

Lecture (Chalk and Talk)

Problem Solving

Quiz

Peer Learning

### QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if any
<b>INTERNAL SETTING</b>					
K1,K2,K3	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No Choice)	25X1=25	Choose the right option..	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2,k3,K4, K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		

### SEMESTER –V

## FINANCIAL MANAGEMENT

**TOTAL HOURS: 90**

**SUB CODE: 20UBACT5013**

**CREDITS: 4**

**L-4 T-2 P-0**

### **COURSE OBJECTIVES:**

1. To provide knowledge on the tools and conventions of Financial Management.
2. To develop and increase the decision making ability in the area of finance
3. To familiarize the students with the various sources of Finance which a business house can mobilize.
4. To develop the ability to measure the risk and return of various the portfolios. •
5. To develop the skills to analyze the impact of various financing alternatives on the wealth maximization and valuation of the firm.
6. To provide adequate knowledge on the functions of financial manager

### **COURSE OUTCOMES:**

<b>CO No.</b>	<b>CO Statement</b>
CO1	Measure risk and return and explain the trade-off between risk and return
CO2	Calculate the value of various financial assets
CO3	List the primary sources of capital and incorporate their cost when making investment decisions.
CO4	Estimate project cash flows to distinguish between value-creating and value destroying investments.
CO5	Estimate cash flows from a project, including operating, net working capital, and capital spending.



## SYLLABUS

### **UNIT I (Theory & Problems) (18HOURS)**

Financial Management: Definition, Meaning, Objective and Scope – Functions

Capital Structure: Meaning and Importance - Factors Influencing Capital Structure – Components – Leverages- EBIT – EPS Analysis.

### **UNIT II (Theory & Problems) (18 HOURS)**

Cost of capital –meaning –merits &demerits-Capital Budgeting Decisions: Meaning and importance. Nature of Investment Decisions – Investment Evaluation Criteria – Payback Period – Accounting Rate Of Return – Discounted Payback Period – Net Present Value – Internal Rate Of Return (Simple Problems – Risk Analysis excluded ) – Capital Rationing.

### **UNIT III (Theory & Problems) (18 HOURS)**

Working Capital – Definition – Operating cycles – Need for Working Capital – Kinds – Determinants - Sources of working capital finance. (Simple Problems)

### **UNIT IV (Theory only) (18 HOURS)**

Dividend – Meaning and Importance of Dividend Decisions – Types of dividends – Determinants of Dividend Policy.

### **UNIT V (Theory & Problems) (18 HOURS)**

Inventory Management- Meaning - Purpose of holding inventory - Risk and Benefits of holding Inventory, Techniques of Inventory Management. (Simple problems)

Proportionate ratio for theory & Problems 60: 40

### **TEXT BOOKS:**

1. I M Pandey, 2013, Financial Management, Vikas Publishing House Pvt Ltd., Noida.
2. M Y Khan, P K Jain, 2012 , Basic Financial Management, Mc Graw Hill, India Pvt Ltd.,
3. D. Chandra Bose,2006, financial management,Prentice Hall India Pvt., Limited
4. Howard A. Frank,2006,,Public Financial Management, Quorum Books
5. V. Rajesh Kumar, Y. Nagaraju,2018, financial management,McGraw ,Hill education pvt ltd.

### **BOOKS FOR REFERENCE:**

1. Dr. R P Rustogi, 2018 , Basic Financial Management, Sultan Chand & Sons, New Delhi,
2. Dr. S N Maheshwari, 2017, Elements Of Financial Management, Sultan Chand & Sons, New Delhi,
3. Prasanna Chandra, 2015,Financial Management, Mc Graw Hill, India Pvt Ltd.,
4. Arthur J. Keown, John D. Martin, J William Petty, David F. Scott, Jr., 2009 Financial Management, Pearson Prentice Hall, India,
5. Bhabatosh Banerjee,2015, Fundamentals Of Financial Management, PHI Learning Pvt Ltd, Delhi.

**E-LEARNING RESOURCES:**

1. <https://edugeneral.org/blog/informative/functions-of-financial-management/>
2. <https://www.mbaknol.com/financial-management/objectives-of-financialmanagement/>
3. [www.investopedia.com/terms/o/optimal-capital](http://www.investopedia.com/terms/o/optimal-capital)
4. <https://www.civildserviceindia.com/subject/Management/notes/financial-andoperating-leverage.html>
5. <http://www.businessstudynotes.com/finance/financial-management/capitalbudgeting-techniques-examples/>

**MAPPING FOR CO AND PSO**

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	1	3	2
CO 2	3	2	3	2	3	3
CO 3	3	3	3	3	3	3
CO 4	3	2	3	3	3	2
CO 5	3	3	3	2	3	2
AVG	3	2.6	3	2.2	3	2.4

KEY :3–Significant 2 –Moderate 1– Low 0 -Nil

**TEACHING METHODOLOGY:**

- Lecture (Chalk and Talk-OHP-LCD)
- Flipped Learning- Discussion oriented flipped learning and Group based flipped learning
- E-content
- Problem Solving-Group Discussion
- Role Modelling
- Quiz
- Assignment
- Peer Learning

**QUESTION PAPER PATTERN END SEMESTER EXAMINATION**

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if any
<b>INTERNAL SETTING</b>					
K1,K2,K3	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No Choice)	25X1=25	Choose the right option..	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2,k3,K4, K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		

**SEMESTER-V**  
**BUSINESS ETHICS & VALUES**

**TOTAL HOURS: 90 HOURS**

**SUB CODE: 20UBACT5014**

**CREDITS : 4**

**L-T-P : 4-2-0**

**COURSE OBJECTIVES:**

1. To understand the role and importance of Ethics and Values in business.
2. To understand the various dimensions of Ethical issues.
3. To provide a basic knowledge on ethical consciousness and combating ethical violations.
4. To provide an insight into the provisions relating to Corporate Governance.
5. To help the students understand the significance of ethics and values and the importance of practicing ethics and be socially responsible.

**COURSE OUTCOMES:**

<b>S.NO</b>	<b>COURSE OUTCOME</b>
CO-1	Identify and analyze an ethical issue in the subject matter under investigation or in a relevant field.
CO-2	Identify the multiple ethical interests at stake in a real-world situation or practice.
CO-3	Identify ethical concerns in research and intellectual contexts, including academic integrity, use and citation of sources, the objective presentation of data, and the treatment of human subjects.
CO-4	Assess their own ethical values and the social context with respect to hiring, screening and promotion.
CO-5	Demonstrate knowledge of ethical values in business.

## **SYLLABUS**

### **UNIT I**

**(18 HOURS)**

Introduction – Ethics, Morality and Value System. Business Ethics – Definition – Importance Of Ethics In Business – Arguments For And Against Business Ethics – Role Of CEO – Impact On Business Culture.

### **UNIT II**

**(18 HOURS)**

Types of Ethical Issues – Bribery and Corruption – Theft and Piracy – Coercion & Compulsion – Deception & Duplicity – Unfair Discrimination.

### **UNIT III**

**(18 HOURS)**

Internal Ethics of Business: - Hiring Employees – Screening Practices – Promotion – Wages – Exploitation of Employees – Discipline – Whistle Blowing.

### **UNIT IV**

**(18 HOURS)**

External Ethics: - Ethics of Competition and Fair Prices – Consumer Rights – Ethics in Advertisements & False Claims. Ethics of Environment Protection & Pollution Control.

### **UNIT V**

**(18 HOURS)**

Social Responsibility of Business towards Shareholders, Employees, Customers, Dealers, Community & Government – Social Audit.

### **TEXT BOOKS:**

1. S.Sankaran, 2006, Business Ethics & Values, Margham Publishers,
2. C S Anoop Jain, 2018, Ethics, Governance and Sustainability, AJ Publication,
3. ShailendraKumar , Alok Kumar Rai , 2019, Business Ethics .
4. Fernando, 2012, Business Ethics and Corporate Governance, Second Edition.
5. Andrew Crane , Dirk Matten, 2016, Business Ethics.

### **BOOKS FOR REFERENCE:**

1. D.Senthil Kumar & A. SenthilRajan, 2000, Business Ethics and Values, , Himalaya Publishing House.
2. Manuel.G.Velasquez, 2003, Business Ethics Concepts and cases, Prentice hall, New Delhi,
3. Robert. A Peterson & O.C.Ferrell, 2006, Business Ethics, Prentice hall, New Delhi,
4. U.C.Mathur, 2005, Corporate Governance and Business Ethics, Macmillan, New Delhi,
5. Roshan Lodha, 2016, Ethics, Governance and Sustainability, Kolkata, , Law point Publication.

## E-LEARNING SOURCES

1. [http://ww2.it.nuigalway.ie/staff/h\\_melvin/prof\\_skill/L1\\_handout.pdf](http://ww2.it.nuigalway.ie/staff/h_melvin/prof_skill/L1_handout.pdf)
2. [https://www.academia.edu/8076604/Internal\\_and\\_External\\_Factors](https://www.academia.edu/8076604/Internal_and_External_Factors)
3. [https://americanenglish.state.gov/files/ae/resource\\_files/business\\_ethics\\_ch4.pdf](https://americanenglish.state.gov/files/ae/resource_files/business_ethics_ch4.pdf)
4. [http://corporatelawreporter.com/companies\\_act/section-135-of-companies-act-2013-corporate-social-responsibility/](http://corporatelawreporter.com/companies_act/section-135-of-companies-act-2013-corporate-social-responsibility/)
5. <https://smallbusiness.chron.com/key-elements-corporate-governance-57244.html>
6. <https://smallbusiness.chron.com/key-elements-corporate-governance-57244.html>
7. <https://www.corporate-cases.com/2013/01/clause-49-of-listing-agreement.html>

### MAPPING FOR CO AND PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	3	2	3	3	2
CO2	3	3	3	3	3	2
CO3	3	2	3	3	3	2
CO4	3	3	3	3	3	3
CO5	3	2	3	3	3	1
AVG	2.8	2.6	2.8	3	3	2

KEY :3–Significant 2 –Moderate 1– Low 0 –Nil

### PEDAGOGY (TEACHING METHODOLOGY):

Lecture (Chalk and Talk- LCD)

Seminar Peer

Learning

### QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if any
<b>INTERNAL SETTING</b>					
K1,K2,K3	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No Choice)	25X1=25	Choose the right option.	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2,k3,K4, K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		

**SEMESTER V**

**Capital Markets for Business Process Services**

**TOTAL HOURS: 90**  
**CREDITS : 5**

**SUB CODE: 20UBAAT5001**  
**L-T-P : 4-2-0**

**COURSE OBJECTIVES:**

- 1.To provide basic knowledge of the financial services market
- 2.To understand financial services offered by financial intermediaries
- 3.To analyze nonbanking finance companies, banks and financial institutions

**COURSE OUTCOMES:**

<b>CO No.</b>	<b>CO Statement</b>
CO1	Understanding of the basic ideas of capital market

CO2	Understand theoretical and conceptual tools used in investment banking
CO3	To provide the knowledge of risks and rewards of investing in mutual funds
CO4	To provide a comprehensive overview and in-depth understanding of the private equity
CO5	To Understand the types of risk in capital market and techniques to mitigate it.

## SYLLABUS

### UNIT I

**(18 HOURS)**

Introduction to Capital Markets-Securities - Types of Securities-Equities-Fixed Income & Govt Securities-Derivatives-OTC Products-Participants in a Trade & Global Financial Markets-Financial Markets-Exchanges-OTC Products and Financial Markets-Participants in a Trade-Overview of regulators & important regulations.

### UNIT II

**(18 HOURS)**

Investment Banking-Basics of Investment Banking-Trade Life Cycle-Clearing and Settlement-Securities Lending-Prime Brokerage-Collateral Management-Corporate Actions : Mandatory & Voluntary-Corporate Actions : How they affect securities

### UNIT III

**(18 HOURS)**

Funds-Mutual Funds-Transactions in Mutual Funds-Fund Expenses-Transfer Agency-Hedge Funds-Understanding Hedge Funds-Hedge Fund strategies.

### UNIT IV

**(18 HOURS)**

Private Equity-Understanding Private Equity Operations-Fund Accounting & NAV Calculations-Performance reporting-Reconciliations in Asset Management

**UNIT V**

**(18 HOURS)**

Risk Management in Capital Markets-Counterparty Credit Risk Management-Market Risk Management

**TEXT BOOKS:**

1. Gorden .E&Natarajan.K ,2014 Financial Service Himalaya Publishing House
2. Preethi Singh 2013,Investment Management Security Analysis & Portfolio Management.

**BOOKS FOR REFERENCE:**

1. Gopalakrishnan.V, 2014 Investment Management S. Chand & Son New Delhi.
2. Shashi.K Gupta R.K Sharma 2014 ,Financial Management New Delhi Kalyani Publisher

**E LEARNING RESOURCES:**

- 1.<https://corporatefinanceinstitute.com/resources/knowledge/finance/security/>
- 2.[https://en.wikipedia.org/wiki/Capital\\_market](https://en.wikipedia.org/wiki/Capital_market)
- 3.<https://www.investopedia.com/terms/i/investment-banking.asp>
- 4.<https://www.investopedia.com/terms/h/hedgefund.asp>
- 5.<https://www.wise-geek.com/what-is-the-role-of-risk-management-in-capital-markets.htm>

**MAPPING FOR CO WITH PSO**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>CO1</b>	3	3	2	3	3	3
<b>CO2</b>	3	3	3	2	3	3
<b>CO3</b>	3	3	3	3	3	3
<b>CO4</b>	3	2	3	3	3	3
<b>CO5</b>	3	3	3	2	2	2
<b>AVG</b>	3	2.8	2.8	2.6	2.8	2.8

KEY :3–Significant 2 –Moderate 1– Low 0 -Nil

**PEDAGOGY (TEACHING METHODOLOGY):**

- Lecture (Chalk and Talk-OHP-LCD)
- Flipped Learning- Discussion oriented flipped learning and Group based flipped learning



- E-content
- Problem Solving-Group Discussion
- Role Modelling
- Quiz
- Assignment
- Peer Learning

### QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if any
<b>INTERNAL SETTING</b>					
K1&K2	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No Choice)	25X1=25	Choose the right option.	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2,k3,K4, K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		

### SEMESTER-V

#### SKILL BASED ELECTIVE

#### CAMPUS TO CORPORATE

**TOTAL HOURS: 75**

**CREDITS : 3**

**SUB CODE—20USSSES--3**

**L-T-P : 4-2-0**

#### COURSE OBJECTIVES

1. To develop and train skills needed for Campus to Corporate Jobs transition
2. To initiate confidence and develop self esteem
3. To bring positive changes in the attitude and behaviour of students

#### COURSE OUTCOMES

<b>CO No.</b>	<b>CO Statement</b>
CO1	Understand overview of corporate and BPS industry and transitioning from college to corporate environment.
CO2	Evaluate professional competencies and interview facing skills.
CO3	Apply acquired skills by reciting stories and roleplaying
CO4	Develop vocabulary, writing skills and conversation skills.

## **SYLLABUS**

### **UNIT I** (18 HOURS)

Overview of Corporate & BPS Industry- Overview of Corporate-Overview of BPS Industry- Difference between Campus and Corporate- Learn the Culture- Impact of your attitude and behaviour- Consider the language- Establish and maintain relationship-Respect others- Be Confident-Keep on learning-Consider the body language

### **UNIT II** (18 HOURS)

Grooming for Corporate-Corporate Etiquettes-Dressing & Grooming Skills- Workplace etiquette-Business etiquette-E-Mail etiquette-Telephone etiquette- Meeting etiquette-Presentation Skills

### **UNIT III** (18 HOURS)

Professional Competencies-Analytical Thinking-Listening Skills-Time management-Team Skills-Assertiveness- Participating in Group Discussion-Interview facing-Ownership-Attention to Detail

### **UNIT IV** (18 HOURS)

Elementary Level English Communication-Grammar-Phonetics-One on one basic conversation skill practice-

Intermediate Level English Communication-Reading Comprehension-Listening Comprehension- Improving Vocabulary-Improving Writing Skills-Comprehension while interacting face to face

**UNIT V**

(18 HOURS)

Advanced Level English Communication-Recitation of short stories-Interview Skills-Group Discussion-Social Conversation Skills-Presentation-One Act Plays

**TEXT BOOKS:**

1. Rajendra Pal & Kerlahali J.S, 2010 ,Essential of Business communication ,New Delhi Sultan Chand & Sons.
2. English phonetics for Indian students – T. Balasubramanian, Trinity Press New Delhi.
3. Campus to Corporate and beyond – Purav Bhatt
4. What I did not learn at IIT: Transitioning from campus to workplace-Rajeev Agarwal
5. Campus to Corporate: are you ready for the change- Ashutoshsharma

**BOOKS FOR REFERENCE:**

1. Campus to corporate, 2015 , your roadmap to employability – Joshi,Gangadhar DDC/LCC and I Edition.
2. Campus to corporate by Sharma, Ashutosh DDC/LCC 2012 and 4<sup>th</sup> Edition

**E RESOURCES:**

- 1.<https://biz30.timedoctor.com/business-process-outsourcing-industry/>
- 2.<https://www.managementstudyguide.com/corporate-dressing-and-personal-grooming.htm>
- 3.<https://uwaterloo.ca/centre-for-teaching-excellence/teaching-resources/teaching-tips/tips-students/being-part-team/teamwork-skills-being-effective-group.htm>
- 4.<https://www.briantracy.com/blog/writing/how-to-improve-your-vocabulary/>
- 5.<https://www.thebalancecareers.com/job-interview-skills-to-get-hired-4138625>

**MAPPING FOR CO WITH PSO**

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO6
CO 1	3	3	2	2	2	3
CO 2	3	2	2	3	3	3
CO 3	3	3	3	3	3	3
CO 4	3	2	2	3	2	2
CO 5	3	1	2	3	2	2
AVG	3	2.2	2.2	2.8	2.4	2.6

KEY :3–Significant 2 –Moderate 1– Low 0 -Nil

**PEDAGOGY (TEACHING METHODOLOGY):**

- Lecture (Chalk and Talk-OHP-LCD)
- Flipped Learning- Discussion oriented flipped learning and Group based flipped learning
- E-content
- Problem Solving-Group Discussion

- Role Modelling
- Quiz
- Assignment
- Peer Learning

### QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if any
<b>INTERNAL SETTING</b>					
K1&K2	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No Choice)	25X1=25	Choose the right option.	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2,k3,K4, K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		

### SEMESTER VI

SEM	COURSE CODE	COURSE TITLE	TITLE OF THE PAPER	HRS	CREDITS	CA	SE	T
VI	20UBACT6015	Core Major XV	Total Quality Management	6	4	40	60	100
VI	20UBACT6016	Core Major XVII	Entrepreneurial Development	6	3	40	60	100

VI	20UBAET6002	Core Elective-II	Managing Business Process-I	6	5	40	60	100
VI	20UBAET6003	Core Elective-III	Managing Business Process-II	6	5	40	60	100
VI	20UBAET6001	Core PROJECT I	Project	6	4	40	60	100
VI	20USSCS6---4	Skill Based Elective	ArthaVidya	-	3	50	-	50
VI	20UBAIP6001	Internship	Internship	-	2	40	60	100
			TOTAL	<b>30</b>	<b>26</b>			

### SEMESTER VI

### TOTAL QUALITY MANAGEMENT

**TOTAL HOURS:90**

**SUB CODE: 20UBACT6015**

**CREDIT : 4**

**L-T-P: 4-2-0**

#### COURSE OBJECTIVES:

1. To provide insight into Quality management system that serves to control Quality in the critical activities of an organization by bringing together resources, equipment, people and procedures
2. To discuss techniques and principles applied in Quality system
3. To discuss issues and challenges in implementation of Quality in organisations

## COURSE OUTCOMES

CO No.	CO Statement
CO1	Discuss the main concepts and techniques of Total Quality Management
CO2	Evaluate the principles of Quality management and identify the main barriers to TQM implementation.
CO3	Analyze the significance of customer and focus on customer satisfaction through defined quality processes.
CO4	Apply various statistical tools to measure Quality and customer satisfaction.
CO5	Explore the quality system need, benefits and requirements

## SYLLABUS

### UNIT-I

(18HOURS)

Quality- Meaning, Definition, Dimensions of Quality, Quality Planning. Quality costs – Meaning Hidden Costs of poor quality Analysis techniques for quality cost-Trend analysis, Pareto analysis.

### UNIT II

(18 HOURS)

Basic concepts of Total Quality Management : Benefits, Leadership – Concepts, Role of Senior Management, Quality Council, Quality Statements, Strategic Planning, Deming Philosophy, Barriers to TQM Implementation.

### UNIT III

(18 HOURS)

Customer Focus: Customer satisfaction – Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Feedback. Performance measures: Meaning, Concepts, Strategy

**UNIT IV****(18 HOURS)**

An Overview of seven tools of Quality: Flowchart, Check sheet, Pareto diagram, Graph, Histogram, Scatter Diagram, Control charts(six sigma). Benchmarking – Reasons to Benchmark, Benchmarking Process, Quality Function Deployment (QFD) – Introduction , Meaning, Benefits, Taguchi Quality Loss Function

**UNIT V****(18 HOURS)**

Quality Systems-Need , Benefits, Requirement, Implementation for Quality Systems (ISO 9000, AS 9100, ISO-14000)

**TEXT BOOKS:**

1. B.SenthilArasu, J.Praveen Paul,2008,Total Quality Management,Scitech Publications(India)Pvt Limited
2. S.Bhaskar ,2000,Total Quality Management , Anuradha Publications
3. R.Ramakrishnan,2003, Total Quality Management , Eswar Press
- 4.Sunil Luthra, Dixit Garg, AshishAgarwal, Sachin K. Mangla,2006,Total Quality Management (TQM) Principles, Methods, and Applications
- 5.Sunil Sharma,2012, Total Quality Management

**BOOKS FOR REFERENCE:**

1. K. Sridhara Bhatt,2002,Total Quality Management
2. Dr v Jayakumar ,2010,Total Quality Management-
- 3.Peratec Ltd,2002,Total Quality Management
4. Dale H. Besterfield, Carol Besterfield-Michna, Glen H. Besterfield, Mary B,2000,Total Quality Management

**E-LEARNING RESOURCES:**

- 1.<https://www.online-journals.org/index.php/i-jet/article/view/50>
- 2.<https://www.classcentral.com/course/swayam-total-quality-management-ii-10008>
- 3.[http://www.foibg.com/ibs\\_isc/ibs-06/IBS-06-p01.pdf](http://www.foibg.com/ibs_isc/ibs-06/IBS-06-p01.pdf)
- 4.[https://www.semanticscholar.org/paper/Total-Quality-Management-\(TQM\)](https://www.semanticscholar.org/paper/Total-Quality-Management-(TQM))
- 5.<https://learning.naukri.com/total-quality-management-courses-certification-training-st311-tg805>

**Mapping of CO with PSO:**

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	3	2
CO 2	3	3	1	2	1
CO 3	3	3	2	2	2
CO 4	3	3	3	2	2
CO 5	3	3	1	2	3
AVG	3	3	2.4	2.2	2

KEY :3–Significant 2 –Moderate 1– Low 0 –Nil

**PEDAGOGY (TEACHING METHODOLOGY):**

- Lecture (Chalk and Talk-OHP-LCD)
- Flipped Learning- Discussion oriented flipped learning and Group based flipped learning
- E-content
- Problem Solving-Group Discussion
- Role Modelling
- Quiz
- Assignment
- Peer Learning

**QUESTION PAPER PATTERN END SEMESTER EXAMINATION**

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if any
<b>INTERNAL SETTING</b>					
K1&K2	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No Choice)	25X1=25	Choose the right option.	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2,k3,K4, K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		

**SEMESTER VI****ENTREPRENEURIAL DEVELOPMENT****TOTAL HOURS:90****SUB CODE: 20UBACT6016****CREDITS : 3****L-T-P: 4-2-0****COURSE OBJECTIVES**

1. To provide an insight into the various functional aspects of starting and managing own business
2. To develop the entrepreneurial skills of the students
3. To identify the role of various financial and promotional institutions in Entrepreneurial development
4. To discuss various opportunities available in the society for the entrepreneur



5. To analyse various challenges faced by the entrepreneur

**COURSE OUTCOMES:**

<b>CO No.</b>	<b>CO Statement</b>
CO1	Discuss the main concepts and techniques of Total Quality Management
CO2	Evaluate the principles of Quality management and identify the main barriers to TQM implementation.
CO3	Analyze the significance of customer and focus on customer satisfaction through defined quality processes.
CO4	Apply various statistical tools to measure Quality and customer satisfaction.
CO5	Explore the quality system need, benefits and requirements

**SYLLABUS**

**UNIT I**

**(18 HOURS)**

Entrepreneur – Meaning – Characteristics – Classification – Difference between Entrepreneur and Intrapreneur – Factors influencing Entrepreneurship.

**UNIT II**

**(18 HOURS)**

Entrepreneurial growth – Role of Government & Non – Government agencies – EDP’s, TIIC, PIPDIC. Problems and prospects of Women Entrepreneurs – Rural Entrepreneurs – Small Scale Entrepreneurs & Export Entrepreneurs. A brief introduction to MSME Act 2006 (Micro, Small and Medium Enterprise Act. Start up India for Women Entrepreneurship

**UNIT III**

**(18 HOURS)**

Business Idea Generation Techniques – Identification of Business Opportunities – Feasibility Study – Marketing, Financial, Technical & Legal.

**UNIT IV****(18 HOURS)**

Sources of Finance – Project finance – Institutional Finance – Micro Finance.

**UNIT V****(18 HOURS)**

Project Appraisal – Methods – Techniques – Preparation of Business Plan – Content of a Business Plan – Project Report.

**TEXT BOOKS:**

1. Srinivasan.N.P and C.B. Gupta, 2000 ,Entrepreneurship in India, Sultan chand&sons, New Delhi,
2. Jayashree Suresh, 2006, Entrepreneurial Development, Margham Publications, Chennai,
3. Vasant Desai, 2002, Dynamics of Entrepreneurial Development and Management, Himalaya publishing house, mumbai,
4. S.S.Khanka, 2005,Entrepreneurial Development S.Chand& Company Ltd, New Delhi
5. E.Gordon, &K.Natarajan, 2017,Entrepreneurship Development; Himalaya Publishing House; Mumbai

**REFERENCE BOOKS:**

1. A.K.Lal, 2011, Entrepreneurship Development and Management; Vayu Education India; New Delhi
2. 2015. JaynalUd-Din Ahmed,Entrepreneurship Development: Issues And Perspectives, Edition 1,New Century Publications,
3. Paula Kyroe,2015. Handbook Of Entrepreneurship And Sustainable Development Research, Edward Elgar Publisher,
4. [Robert D. Hisrich](#), [Michael P. Peters](#) , [Dean A. Shepherd](#), [Sabyasachi Sinha](#) , 2020, Entrepreneurship , McGraw Hill, Entrepreneurship Development
5. FarookA.Khan, 2004, Anmol Publications Pvt Ltd Publisher,

**E-LEARNING RESOURCES:**

- 1.<https://courses.lumenlearning.com/boundless-business/chapter/introduction-toentrepreneurship>
- 2.<http://www.rroij.com/open-access/women-entrepreneurs--problems-ofwomen-entrepreneurs-.php?aid=48589> –
- 3.[http://www.mbaexamnotes.com/business\\_idea.html](http://www.mbaexamnotes.com/business_idea.html)
4. <https://www.businessstudynotes.com/finance/project-management/types-feasibility>

**MAPPING FOR CO AND PSO**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	3	3
CO2	3	3	3	2	3	3
CO3	3	3	3	3	3	3
CO4	3	2	3	3	3	3
CO5	3	3	3	2	2	2
AVG	3	2.8	2.8	2.6	2.8	2.8

KEY :3–Significant 2 –Moderate 1– Low 0 -Nil

**PEDAGOGY (TEACHING METHODOLOGY):**

- Lecture (Chalk and Talk-OHP-LCD)
- Flipped Learning- Discussion oriented flipped learning and Group based flipped learning
- E-content
- Problem Solving-Group Discussion
- Role Modeling
- Quiz and Assignment
- Peer Learning

**QUESTION PAPER PATTERN END SEMESTER EXAMINATION**

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if any
<b>INTERNAL SETTING</b>					
K1&K2	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No Choice)	25X1=25	Choose the right option.	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2,k3,K4, K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		

**SEMESTER VI**  
**Managing Business Process I**

**TOTALHOURS:90**

**SUB CODE: 20UBAET6002**

**CREDITS : 5**

**L-T-P: 4-2-0**

**COURSE OBJECTIVES**

1. To provide insight into methodologies and techniques of business process modelling.
2. To develop awareness of the concepts and foundations of business process modelling
3. To discuss to improve Business Process Management.
4. To state the efficiency and effectiveness of organisations by usage of business process modelling techniques.

**COURSE OUTCOMES**

<b>CO No.</b>	<b>CO Statement</b>
CO1	able to understand business process from a general management perspective
CO2	To analyse frameworks and general principles for managing business processes
CO3	Understand how to design or enhance a new or existing process using the business process life cycle
CO4	To know the methodologies and techniques of business process modelling
CO5	To Analyse the performance of existing processes and identify process improvement.

## **SYLLABUS**

**UNIT** **(18 HOURS)**  
 Business Process Management-Introduction to Process Management-Process Definition-Recognition of Business Processes-core Processes Vs Support Processes-Components of Process Management-Understanding Internal customer Vs End User

**UNIT II** **(18 HOURS)**  
 BPS Overview-Outsourcing Environment-need for Outsourcing-Business Processes outsourced to India

**UNIT III** **(18 HOURS)**  
 BPS Life Cycle-Sales/Solutioning - Transition - Steady State - Value Creation

**UNIT IV** **(18 HOURS)**  
 Metrics Management-Service Level Agreements-Business Metrics Vs. Operations Metrics- Target Setting-Process Mapping Techniques.

**UNIT V** **(18HOURS)**

Process Levels-Process Mapping – Symbols, SIPOC-Kano Model-SIPOC Fundamentals-Customer Expectations in Business Process Outsourcing

**TEXT BOOKS:**

1. Mathias weske, 2012, business process management, 2<sup>nd</sup> edition, ,spinger publishers.
2. HajoA.Reijers, janmendling, Marcello la rosa and marlon Dumas, 2013, Fundamentals of business process management, ,spinger publishers.

**BOOKS FOR REFERENCE:**

1. John Jeston, Business Process Management, Practical Guidelines to Successful Implementations
2. Theodore Panagacos, The Ultimate Guide to Business Process Management: Everything You Need to Know and How to apply it to Your Organization
3. Marlon Dumas, Marcello La Rosa, Jan Mendling, and Hajo A. Reijers, Fundamentals of Business Process Management
4. Susan Page, the Power of Business Process Improvement: 10 Simple Steps to Increase Effectiveness, Efficiency, and Adaptability
5. Paula Berman, Successful Business Process Management: What You Need to Know to Get Results

**E LEARNING RESOURCES:**

- 1.file:///C:/Users/USER/Downloads/AyodejiAdesina-CustomisedLearningPaths.pdf
2. <https://www.scitepress.org/papers/2011/32732/32732.pdf>
- 3.<https://www.processmaker.com/blog/how-business-process-management-enhances-distance-learning/>
4. <https://www.businessballs.com/management-elearning/>
5. <https://www.aiim.org/education-section/deep-dives/deep-dive-bpm>

**MAPPING OF CO WITH PSO**

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	2	2
CO 2	3	2	2	2	2	2
CO 3	3	2	3	2	3	2
CO 4	3	3	2	3	3	3
CO 5	3	2	3	2	1	2
AVG	3	2.4	2.6	2.4	1.8	2.2

KEY :3–Significant 2 –Moderate 1– Low 0 -Nil

**PEDAGOGY (TEACHING METHODOLOGY):**

- Lecture (Chalk and Talk-OHP-LCD)
- Flipped Learning- Discussion oriented flipped learning and Group based flipped learning
- E-content

- Problem Solving-Group Discussion
- Role Modelling
- Quiz
- Assignment
- Peer Learning

### QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if Any
<b>INTERNAL SETTING</b>					
K1&K2	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No Choice)	25X1=25	Choose the right option..	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2,k3,K4, K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		

### SEMESTER VI

#### Managing Business Process II

**TOTALHOURS:90**

**CREDITS : 5**

**SUB CODE: 20UBAET6003**

**L-T-P: 4-2-0**

#### COURSE OBJECTIVES

To provide insight into business processes

To describe and learn skills ,knowledge required to manage business

To identify information bearing events, assess and improve process efficiency

#### COURSE OUTCOMES

<b>CO No.</b>	<b>CO Statement</b>
CO1	Discuss the main concepts and techniques of Total Quality Management
CO2	Evaluate the principles of Quality management and identify the main barriers to TQM implementation.
CO3	Analyze the significance of customer and focus on customer satisfaction through defined quality processes.
CO4	Apply various statistical tools to measure Quality and customer satisfaction.
CO5	Explore the quality system need, benefits and requirements

## **SYLLABUS**

### **UNIT I (18 HOURS)**

Quality Management-Introduction to Quality Management-Quality Definition-Quality Control Vs. Quality Assurance-International Quality Standards-Transaction monitoring Process-Sampling inspection

### **UNIT II (18 HOURS)**

Transaction monitoring cycle – Inspection – Feedback – RCA- Assurance-Defects Management-Defect vs Defective-Opportunity Definition,DPU/DPMOcalculations- FPY & COQ-Value Stream Mapping- Standard Operating Procedures

### **UNIT III (18 HOURS)**

Problem Solving Techniques-Systematic Problem solving basics (P D C A)-Brainstorming-Basic 7QC Tools-FMEA (Process Failure Mode Effects Analysis)

**UNIT IV****(18 HOURS)**

Process Improvement Methods-Need for Process Improvement-Kaizen-Introduction to Lean Methodology-  
Introduction to Six Sigma methodology

**UNIT V****(18 HOURS)**

Risk Management- Risk- Types-Operational Risk-Information Security Risk-Financial Risk-Strategic Risk-Risk  
Mitigation Plans

**TEXT BOOKS:**

1. R.Kesavan and C.Elanchezhian, 2008, total quality management, 1<sup>st</sup> Edition, I K international publishing house Pvt. Ltd.
2. Anupindi, 2013, managing business process flows, 3<sup>rd</sup> Edition, Pearson Education India

**BOOKS FOR REFERENCE:**

1. John Jeston,Business Process Management: Practical Guidelines to Successful Implementations
2. Theodore Panagacos,The Ultimate Guide to Business Process Management: Everything You Need to Know and How to apply it to Your Organization
3. Marlon Dumas, Marcello La Rosa, Jan Mendling, and Hajo A. Reijers,Fundamentals of Business Process Management
4. Susan Page,the Power of Business Process Improvement: 10 Simple Steps to Increase Effectiveness, Efficiency, and Adaptability
5. Paula Berman,Successful Business Process Management: What You Need to Know to Get Results

**E LEARNING RESOURCES:**

1. <file:///C:/Users/USER/Downloads/AyodejiAdesina-CustomisedLearningPaths.pdf>
2. <https://www.scitepress.org/papers/2011/32732/32732.pdf>
3. <https://www.processmaker.com/blog/how-business-process-management-enhances-distance-learning/>
4. <https://www.businessballs.com/management-elearning/>
5. <https://www.aiim.org/education-section/deep-dives/deep-dive-bpm>

**MAPPING OF CO WITH PSO**

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	2	3	3	2	3
CO 3	3	2	3	2	3	2
CO 4	3	3	3	3	3	3
CO 5	3	3	3	2	1	2
AVG	3	2.6	3	2.6	2.4	2.6

KEY :3–Significant 2 –Moderate 1– Low 0 -Nil

**PEDAGOGY (TEACHING METHODOLOGY):**



- Lecture (Chalk and Talk-OHP-LCD)
- Flipped Learning- Discussion oriented flipped learning and Group based flipped learning
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- Problem Solving-Group Discussion
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- Quiz
- Assignment
- Peer Learning

### QUESTION PAPER PATTERN END SEMESTER EXAMINATION

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if any
<b>INTERNAL SETTING</b>					
K1&K2	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No Choice)	25X1=25	Choose the right option.	50	Choose one question from each unit
<b>EXTERNAL SETTING</b>					
K2,k3,K4, K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		

### SEMESTER –VI

### CORE PROJECT I - PROJECT

**CREDITS-4**

**SUB.CODE- 20UBAET6001**

#### **PROJECT:**

A project report not less than 50 pages will be submitted by each student.

Each student will be assigned a topic in the beginning of the final year.

The areas covered are:

- ❖ Finance
  - Banking
  - Financial Services.
- ❖ Marketing
- ❖ Human Resource Management
- ❖ Production & Materials Management
- ❖ Entrepreneurial Development.

## **EVALUATION**

**PROJECT REPORT - (INTERNAL) - 25 MARKS**

**VIVA - (EXTERNAL) - 75 MARKS**

## **INTERNSHIP**

- As a Part of the Academic Curriculum students undergo internship programme for a period of 30 days at the end of V semester.
- They would submit their Internship report with the details relating to the place of their internship and the nature of work they have done.
- The students can choose Manufacturing Company, Banks, Insurance Companies and Financial Institutions.
- Students will be given 2 credits for Internship

### **Course Outcome:**

<b>CO No.</b>	<b>CO Statement</b>
CO1	Students will engage in internship learning experience to demonstrate relevancy of foundational and theoretical knowledge of their academic major

	and to gain career related experiences
CO2	Students will understand a general definition of research design. Students should be able to identify the overall process of designing a research study from its inception to its report
CO3	Students will be familiar with how to write a good introduction to an educational research study, should be familiar with conducting a literature review for a scholarly educational study
CO4	Students should be familiar with the steps involved in identifying and selecting a good instrument to use in a study
CO5	Students shall enhance their domain knowledge and practical experience in their specialized domain of business

#### MAPPING FOR CO AND PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>CO1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>
<b>CO3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>
<b>CO4</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>
<b>CO5</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>AVG</b>	<b>2.4</b>	<b>2.4</b>	<b>2.4</b>	<b>2.2</b>	<b>2.8</b>	<b>2.8</b>

KEY :3–Significant 2 –Moderate 1– Low 0 -Nil

**CORE ELECTIVE IV  
CUSTOMER RELATIONSHIP MANAGEMENT**

**CREDITS : 5**

**SUB CODE:**

**Course Objectives:** To create insight and new learning in the area of customer relationship management. To equip students with both a conceptual understanding and the knowledge pertaining to practical application of critical skills necessary for building and managing partnering relationships with customers and suppliers. To discuss the conceptual foundations of relationship marketing and its implications for further knowledge development in the field of business.

**COURSE OUTCOME**

CO – 1: To understand comprehensively the concept of customer relationship management and know the determinants and their implication on service quality of service companies

CO – 2: To understand the behavioural dimension of CRM programs on customers and apply the conceptual framework of customer satisfaction in business

CO – 3: To contemplate the relationship of customer satisfaction with other business dimensions and the advantages of customer satisfaction for business organization and develop the ability of designing different customer satisfaction measurement methods

CO – 4: To understand the significance of service quality outcomes for service organization

CO – 5: To develop diverse e-CRM software's and formats of e-CRM applications and understands the different e-CRM technologies

## **SYLLABUS**

### **UNIT I**

Customer Relationship Management - Measurement - Qualitative Measurement Methods – Quantitative Measurement Methods - Calculating Relationship Indices.

### **UNIT II**

Customer Relationship Survey Design - Statistical Analysis of Customer Surveys - Using Customer Relationship Survey Results.

### **UNIT III**

Relationships in Marketing - Relationship Concepts - Relationship Drivers - Lasting Relationships

### **UNIT IV**

Customer Partnerships – Internal Partnerships – Supplier Partnerships – External Partnership.

### **UNIT V**

The Technological Revolution – Relationship Management – Changing Corporate Cultures

**Recommended Text:**

1. Dr. Sheela Rani, Customer Relationship Management, Margham Publications

**Reference Books:**

1. John Egan, “Relationship Marketing, Exploring Relational Strategies In Marketing”, Prentice Hall.
2. John Anton, “Customer Relationship Management”, Prentice Hall.
3. Jagdish N Sheth and Atul Parvatiyar, “Handbook of Relationship Marketing”, Response Books 2002.
4. Anderson, “Customer Relationship management”, Tata McGraw Hill, 2002

**MAPPING FOR CO AND PSO**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	2	2	3	2
CO3	2	1	3	2	3	3
CO4	2	2	2	1	3	3
CO5	2	2	2	1	2	3

KEY :3–Significant 2 –Moderate 1– Low 0 –Nil

**PEDAGOGY (TEACHING METHODOLOGY):**

- Lecture (Chalk and Talk-OHP-LCD)
- Flipped Learning- Discussion oriented flipped learning and Group based flipped learning
- E-content
- Problem Solving-Group Discussion
- Role Modelling
- Quiz
- Assignment
- Peer Learning

**QUESTION PAPER PATTERN END SEMESTER EXAMINATION**

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if any
<b>INTERNAL SETTING</b>					
K1&K2	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No Choice)	25X1=25	Choose the right option.	50	Choose one question from each unit

<b>EXTERNAL SETTING</b>					
K2,k3,K4, K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		

### **CORE ELECTIVE V**

### **BUSINESS ENVIRONMENT**

**CREDITS: 5**

**SUB.CODE-**

**Course Objective:** The basic objective of the course is to develop understanding and provide knowledge about business environment to the management students. To promote basic understanding on the concepts of Business Environment and to enable them to realize the impact of environment on Business

**Course Outcome:**

CO – 1: To provide knowledge of the environment in which businesses operate, the economic operational and financial framework with particular application to the transaction of insurance business

CO – 2: At the end of the course, student should be able to outline how an entity operates in a business environment.

CO – 3: Think logically and analytically about complex problems

CO – 4: Communicate effectively in business environments

CO – 5: Understand the human relationships involved in an organization

**SYLLABUS****UNIT I****(18 HOURS)**

The concept of Business Environment – Its nature and significance – Brief overview of political – Cultural – Legal – Economic and social environments and their impact on business and strategic decisions.

**UNIT II****(18 HOURS)**

Political Environment - Economic Systems – functions – overview types Provisions of Indian constitution pertaining to business.

**UNIT III****(18 HOURS)**

Social environment – Cultural heritage – Social attitudes – Impact of foreign culture – Castes and communities – Joint family systems – Linguistic and religious groups – Types of social organization – Social responsibilities of business.

**UNIT IV****(18 HOURS)**

Economic Environment – Economic systems and their impact of business – Macroeconomic parameters like GDP – Population Growth rate –Urbanization –Fiscal deficit – Investment Plan - Per capita income and their impact on business decisions –Five Year Planning.

**UNIT V****(18 HOURS)**



Financial Environment – Financial system – Commercial banks – Financial Institutions –IFCI,ICICI,IDBI,SIDBI- RBI – Stock Exchange-SEBI.

**REFERENCE BOOKS:**

1. **Business Environment –C.B.Gupta – Sultan Chand & Sons.**
2. Business environment – S. Shankaran, margam publications.
3. Business environment, Francis Cherunilam, Himalaya Publishing House.

**MAPPING FOR CO AND PSO**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	2	3	3
CO3	2	3	3	3	3	2
CO4	2	2	2	2	3	2
CO5	2	1	2	3	3	2

KEY :3–Significant 2–Moderate 1– Low 0–Nil

**PEDAGOGY (TEACHING METHODOLOGY):**

- Lecture (Chalk and Talk-OHP-LCD)
- Flipped Learning- Discussion oriented flipped learning and Group based flipped learning
- E-content
- Problem Solving-Group Discussion
- Role Modelling
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**QUESTION PAPER PATTERN END SEMESTER EXAMINATION**

Knowledge Level	Sections	Marks	Word Limit	Total	Special Instructions if any
<b>INTERNAL SETTING</b>					
K1&K2	<b>Section A</b> Multiple Choice Questions 25 Questions *1Marks (No	25X1=25	Choose the right option.		Choose one question from each unit

	Choice)			50	
<b>EXTERNAL SETTING</b>					
K2,k3,K4, K5,K6	<b>Section B</b> 5 out of 7 Questions *5 Marks	5*5=25	Short answers/500 Words		

**ShrimathiDevkunvarNanalal Bhatt Vaishnav College for Women**

**(Autonomous)**

**Re-accredited with “A+” Grade by NAAC**

**Amendments in the regulations from 2020 – 2021 onwards**

**UG -**

Changes in Part-IV

Semester – I

<b>Title</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Credits</b>
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Soft Skills – Essentials of Communication Skills	50	-	3
Environmental Studies – For Day Students	50	-	2

Semester – II

<b>Title</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Credits</b>
Soft Skills – Essentials of Spoken and Presentation Skills	50	-	3
Environmental Studies – For Self-Supporting Students	50	-	2
<b>Yoga and wellness</b>	<b>50</b>	<b>-</b>	<b>2</b>

Semester – III

<b>Title</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Credits</b>
NME – Offered to other department students	50	-	2

Semester – IV

<b>Title</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Credits</b>
NME – Offered to other department students	50	-	2

Semester – V

<b>Title</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Credits</b>
<b>Skill Enhancement course</b>	<b>50</b>	<b>-</b>	<b>3</b>

Semester – VI

<b>Title</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Credits</b>
<b>Skill based Elective</b> – Offered to students of same department SWAYAM – MOOC or other (For Non-Commerce Students) ArthaVidhya (For Commerce Students)	50	-	3