

BACHELOR OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

SYLLABUS: 2018-19 (Outcome Based Education)



Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2nd Cycle)

Dr. N.G.P.- Kalapatti Road, Coimbatore-641048, Tamil Nadu, India

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BACHELOR OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

REGULATIONS

ELIGIBILITY

A candidate who has passed in Higher Secondary Examination with any Academic stream or Vocational stream as one of the subject under Higher Secondary Board of Examination and as per the norms set by the Government of Tamil Nadu or an Examination accepted as equivalent thereto by the Academic Council, subject to such conditions as may be prescribed thereto are permitted to appear and qualify for the **Bachelor of Business Administration with Computer Applications Degree examination** of this College after a course of study of three academic years.

Programme Educational Outcomes

- ❖ The programme aims to provide students with the career opportunity in the field of production, finance, marketing, human resource and systems.
- ❖ It emphasizes a mix of skill-set in the managerial aspect and information technology aspect which are required by the industry.
- ❖ The programme affords the comprehensive inputs in terms of qualities required to become an entrepreneur.

SCHEME OF EXAMINATIONS

Course Code	Course	Hrs of Instruction	Exam Duration (Hrs)	Max Marks			Credit Points
				CA	CE	Total	
First Semester							
Part – I							
17UTL11T 17UHL11H 17UML11M 17UFL11F	Tamil-I/ Hindi-I/ Malayalam-I/ French- I	5	3	25	75	100	3
Part – II							
17UEG12E	English - I	5	3	25	75	100	3
Part – III							
17UBM13A	Core I – Management Process	6	3	25	75	100	5
17UBM13B	Core II –Business Communication	6	3	25	75	100	4
17UMA1AC	Allied I: Mathematics for Management-I	6	3	25	75	100	5
Part – IV							
17UFC1FA	Value Education: Environmental Studies	2	2	-	50	50	2
		30				550	22
Second Semester							
Part – I							
17UTL21T 17UHL21H 17UML21M 17UFL21F	Tamil-II/ Hindi-II/ Malayalam-II/ French – II	5	3	25	75	100	3
Part – II							
17UEG22E	English - II	5	3	25	75	100	3
Part – III							
17UBM23A	Core III – Introduction to Information Technology	4	3	-	50	50	2


 BoS Chairman/HoD
 Department of Management Studies
 Dr. N. G. P. Arts and Science College
 Coimbatore - 641 048



BBA (CA) (Students Admitted for the A.Y. 2018-19)

17UBM23B	Core IV – Organisational Behaviour	5	3	20	55	75	4
17UBM23P	Core Lab –I: PC Software (MS Office)	4	3	20	30	50	2
17UMA2AC	Allied II: Mathematics for Management –II	5	3	25	75	100	5
Part – IV							
17UFC2FA	Value Education: Human Rights	2	2	-	50	50	2
		30				525	21
Third Semester							
Part – III							
17UBM33A	Core V – Financial Accounting	5	3	25	75	100	4
17UBM33B	Core VI – Production and Materials Management	5	3	25	75	100	4
17UBM33C	Core VII – Marketing Management	5	3	25	75	100	5
17UBM33D	Core VIII– Business Law	4	3	20	55	75	3
17UBM3AP	Allied Lab – I: Tally	4	3	40	60	100	2
17UBM3SV	Skill Based Course - 1 (Report & Viva- Voce): Communication Skills - I **	3	3	30	45	75	3
Part – IV							
17UFC3FA/ 17UFC3FB/ 17UFC3FC/ 17UFC3FD/	Basic Tamil/Advanced Tamil (OR) (Yoga for Human	2	2	-	50	50	2

BBA (CA) (Students Admitted for the A.Y. 2018-19)

17UFC3FE	Excellence / Women's Rights/ Constitution of India)						
	NMEC-I	2	2	-	50	50	2
		30				650	25
Fourth Semester							
Part - III							
17UBM43A	Core IX - Human Resource Management	5	3	25	75	100	4
17UBM43B	Core X - Insurance Principles and Practice	5	3	25	75	100	4
17UBM43C	Core XI - Advertising and Sales Promotion	4	3	25	75	100	4
17UBM43P	Core Lab - II: Internet and Web Page Programming	4	3	20	30	50	2
17UBM4AA	Allied III : Taxation Law and Practice	5	3	25	75	100	4
17UBM4SV	Skill Based Course - II (Report & Viva-Voce): Communication Skills-II**	3	3	30	45	75	3
Part - IV							
17UFC4FA/ 17UFC4FB/ 17UFC4FC	Basic Tamil / Advanced Tamil (OR) General Awareness	2	2	-	50	50	2
	NMEC -II	2	2	-	50	50	2
		30				625	25

Fifth Semester							
Part - III							
17UBM53A	Core XII – Financial Management	6	3	25	75	100	5
17UBM53B	Core XIII– Research Methods for Management	6	3	25	75	100	4
17UBM53C	Core XIV- Cost and Management Accounting	6	3	25	75	100	4
17UBM53P	Core Lab- III: Visual Basic	4	3	20	30	50	2
17UBM5SV	Skill Based Course - III (Report & Viva-Voce): Campus to Corporate**	3	3	30	45	75	3
	Elective – I	5	3	25	75	100	4
Part-IV							
17UBM53T	Industrial Training	Grade A to D					
		30				525	22
Sixth Semester							
Part - III							
17UBM63A	Core XV – Entrepreneurship and Project Management	5	3	25	75	100	4
18UBM63B	Core XVI– Multimedia	3	2	-	50	50	2
17UBM63C	Core XVII – Services Marketing	5	3	25	75	100	4
18UBM63P	Core Lab- IV:MultimediaLab	4	3	20	30	50	2

17UBM6SV	Skill Based Course -IV (Report & Viva-Voce): Soft Skills for Business**	3	3	30	45	75	3
	Elective – II	5	3	25	75	100	4
	Elective – III	5	3	*	*	100	4
Part-V							
17UEX65A	Extension Activity	-	-	50	-	50	2
		30				625	25
Grand Total					3500		140

Note-1: * In Sixth semester the student can opt for either project or theory paper as Elective –III. If theory paper is opted the mark distribution is CA:25 CE :75, if Project is opted the mark distribution is CA: 40 CE:60.

Note-2: ** Skill Based Courses-I, II, III and IV are Practical Courses and the students are evaluated by both Internal and External Examiners in the CE.

ELECTIVE – I

(Student shall select any one of the following course as Elective in Fifth semester)

S.No.	Course Code	Name of the Course
1.	17UBM5EA	Modern Office Management
2.	17UBM5EB	Software Design Techniques
3.	17UBM5EC	Customer Relationship Management

ELECTIVE – II

(Student shall select any one of the following course as Elective in Sixth semester)

S.No.	Course Code	Name of the Course
1.	17UBM6EA	Consumer Behaviour
2.	17UBM6EB	Banking Law and Practice
3.	17UBM6EC	System Analysis and Design

ELECTIVE - III

(Student shall select any one of the following course as Elective in Sixth semester)

S.No	Course Code	Name of the Course
1.	17UBM6ED	E -Commerce
2.	18UBM6EF	Management Information System
3.	17UBM6EV	Project Work & Viva-Voce

NON MAJOR ELECTIVE COURSE

1. The Department offers the following two papers as Non Major Elective Course for other than the Business Administration students.
2. Student shall select any one of the following course as Non Major Elective Course during their Third and Fourth semester

S.No	Course Code	Name of the Course
1.	17UNM34T	Introduction to International Trade
2.	17UNM44T	Basics of Entrepreneurship

FOR PROGRAMME COMPLETION

Students have to complete the following:

1. Part I, II, III, IV and V as mentioned in the scheme.
2. Industrial training: Course Code **17UBM53T**.
 - Student must undergo Industrial training for 15 – 30 days during Summer Vacation in IV Semester. Internal and external Examiner will evaluate the report in V Semester. Based on the performance Grade will be awarded as follows:
 - A- 75marks and above
 - B- 60-74 marks
 - C- 40-59 marks
 - Below 40 marks – Re Appear

Total Credit Distribution

Course	Credits	Total		Credits	Cumulative
Part I: Tamil	3	2x 100 =	200	06	12
Part II: English	3	2x 100 =	200	06	
Part III:					
Core	5	3 x 100 =	300	15	114
Core	4	10 x 100	1000	40	
Core	4	1 x 75 =	75	04	
Core	3	1 x 75 =	75	03	
Core	2	2x50 =	100	04	
Core Practical	2	4x 50 =	200	08	
Allied	5	2x100=	200	10	
Allied	4	1x100=	100	04	
Allied Practical	2	1x 100 =	100	02	
Elective	4	3 x 100 =	300	12	
Skill based	3	4 x 75 =	300	12	
Part IV:					
Value Education	2	2 x 50=	100	04	12
Environmental Studies	2	1 x 50 =	50	02	
Foundation Course	2	1 x 50 =	50	02	
NMEC	2	2 x 50 =	100	04	
Part V:					
Extension Activity	2	1x50 =	50	02	02
Total			3500	140	140

Earning Extra credits is **NOT MANDATORY** for Programme Completion

Extra Credits:

Courses	Credit	Total credits
BEC/ Self study courses	1	1
Hindi / French/ Other foreign Language approved by certified Institutions	1	1
Type Writing / Short Hand Course	1	1
Diploma/certificate/CA/ACS/CMAFoundation	1	1
Representation – Academic/Sports /Social Activities/ Extra Curricular / Co-Curricular activities at University/ District/ State/ National/ International	1	1
Total		5

Rules:

The students can earn extra credits only if they complete the above during the programme period (I to V semester) and based on the following criteria. Proof of Completion must be submitted in the office of the Controller of Examinations before the commencement of the VI Semester. (Earning Extra credits are not mandatory for programme completion)

1. Student can opt BEC course/ Self study course to earn one credit. They have to Enroll and complete any one of the course during their programme period before fifth semester (I semester to V semester).

**Self Study Courses offered by the Department of
Management Studies**

S. No.	Semester	Course Code	Course Title
1.	III	17UBMSS1	Export Import Procedure
2.		17UBMSS2	Event Management

2. Student can opt Hindi/ French/ Other foreign Language approved by certified Institutions to earn one credit. The certificate(Hindi) must be obtained from **Dakshina Bharat Hindi Prachar Sabha** and He/ she has to enroll and complete during their programme period (**first to fifth semester**)
3. Student can opt for Type writing /short hand course to earn one extra credit. He/she has to enroll and complete the course during their programme period to obtain certificate through **Tamil Nadu Board of Technical Education**
4. Student can opt for Diploma/certificate/CA/ACS/CMA foundation to earn one extra credit. Student who opt for Diploma/ Certificate course have to enroll any diploma/certificate course offered by Bharathiar University through our Institution. Student who opt for CA/ ACS/CMA have to enroll and complete the foundation level during the programme period.
5. Award Winners in Academic/ Representation in Sports /Social Activities/ Extra Curricular/ Co-Curricular Activities at University/ District/ State/ National/ International level can earn one extra credit.

Programme Outcomes

On the successful completion of the programme, the following are the expected outcomes.

PO Number	PO Statement
PO1	Specialize in the functional areas of Business Management such as Production, Finance, Human Resource, Marketing and Systems.
PO2	Acquire various skill sets like communication skill, interpersonal skill, decision-making skill, accounting skill, marketing skill, analytical skill and technical skill.
PO3	Influence the students to become an entrepreneur with social responsibilities.
PO4	Meet the requirements of the corporate with contemporary knowledge to acquire high standards.
PO5	Gain proficiency in using computer technology in business administration.

17UTL11T	தமிழ் - தாள் -1	SEMESTER - I
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Total Credits: 3

Hours per week: 5

குறிக்கோள்:

- மொழிப்பாடங்களின் வாயிலாக தமிழரின் பண்பாடு , பகுத்தறிவு, கலை மற்றும் மரபு ஆகியவற்றை அறிந்து மாணவர்களின் படைப்பாக்கத்திறன்களை ஊக்குவித்தல்

பயனடைவுக்கல்வியின்விளைவாக ஏற்படும் பயன்பாடுகள்:

பாடத்திட்டப் பகுப்பு முறை	பாடத்திட்டத்தின் குறிக்கோள்	அறிவுத்திறன் வெளிப்படும் அளவு முறை
CO ₁	வாழ்க்கைத் திறன்கள் (Life Skills) - மாணவனின் செயலாக்கத்திறனைத் தாய்மொழி வாயிலாக ஊக்குவித்தல்	K ₁ , K ₂ , K ₃
CO ₂	மதிப்புக்கல்வி (Attitude and Value educations)	K ₂ , K ₄
CO ₃	பாட இணைச்செயல்பாடுகள் (Co-curricular activities)	K ₂ , K ₃ , K ₄
CO ₄	சூழலியல் ஆக்கம் (Ecology)	K ₄
CO ₅	மொழி அறிவு (Tamil knowledge)	K ₅ , K ₆

K₁-Remembering, K₂-Understanding, K₃-Applying, K₄-Analysing, K₅-Evaluating, K₆-Creating

Mapping with Programme outcomes

COs /POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	M
CO2	S	M	M	M	M
CO3	S	M	M	M	M
CO4	S	M	M	M	M
CO5	S	M	M	M	M

S – Strong, M – Medium, L – Low

17UTL11T	தமிழ் - தாள் -1	SEMESTER - I
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Total Credits: 3

Hours per week: 5

கவிதை – சிறுகதை – இலக்கிய வரலாறு – இலக்கணம்

அலகு -1 கவிதைகள் நாட்டுப்பற்று

1. பாரததேசம் – பாரதியார்
2. புத்தகசாலை, புதியஉலகு செய்வோம்- பாரதிதாசன்
3. ஒற்றுமையே உயிர்நிலை – கவிமணி
4. அவனும் அவளும் – நாமக்கல் கவிஞர்

அலகு – 2 சமூகமும், இயற்கையும்

1. ஒப்பில்லாத சமுதாயம்- அப்துல்ரகுமான்
2. காகிதப்பூக்கள் - நா.காமராசன்
3. கரிக்கிறது தாய்ப்பால்- ஆரூர் தமிழ்நாடன்
4. மரங்கள்- மு.மேத்தா
5. ஹைகூ கவிதைகள் (10 கவிதைகள்)

அலகு – 3 பெண்ணியம்

1. தற்காத்தல் – பொன்மணி வைரமுத்து
2. மாங்கல்ய மரமும் தொட்டில் மரமும் – ஆண்டாள் பிரியாதர்சினி
3. அம்மா – செல்வநாயகி
4. நீரில் அலையும் முகம் வெண்ணிலா.அ -

அலகு 4 -சிறுகதைகள்

1. பொன்னகரம் புதுமைப்பித்தன் –
2. விடியுமா? – கு.ரா.ப.
3. குருபீடம் – ஜெயகாந்தன்
4. காய்ச்சமரம் ராஜநாராயணன்.கி –
5. புதியபாலம் –நா பார்த்தசாரதி .
6. பூ –.....மேலாண்மை பொன்னுசாமி
7. வேட்கை- சூர்யகாந்தன்

அலகு- 5 இலக்கிய வரலாறு, இலக்கணம்

1. தமிழ்க் கவிதையின் தோற்றமும் வளர்ச்சியும் (மரபு, புதுக்கவிதைகள்)
2. தமிழ்ச் சிறுகதையின் தோற்றமும் வளர்ச்சியும்

3. வல்லினம் மிகும், மிகா இடங்கள்

4. ர,ற ; ல, ழ, ள ; ண, ந,ன, வேறுபாடு

பார்வை நூல்கள்:

1.செய்யுள் திரட்டு – தமிழ்த்துறை வெளியீடு

2.இலக்கிய வரலாறு - பேராசிரியர் முனைவர் பாக்யமேரி

17UHL11H	HINDI-I	SEMESTER - I
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Total Credits: 3

Hours Per Week: 5

Preamble:

- To develop the writing ability and develop reading skill.
- To learn various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process.

Course Outcomes:

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

CO Number	CO Statements	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Apply the knowledge writing critical views on fiction	K3
CO4	Build creative ability	K3
CO5	Expose the power of creative reading	K2

K1-Remembering, K2- Understanding, K3- Applying

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S – Strong, M – Medium, L – Low

17UHL11H	HINDI-I	SEMESTER - I
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Total Credits: 3

Hours Per Week: 5

CONTENTS

UNIT - I

गद्य – नूतन गद्य संग्रह (जय प्रकाश)

पाठ 1- रजिया

पाठ 2- मक्रील

पाठ 3- बहता पानी निर्मला

पाठ 4- राष्ट्र पता महात्मा गाँधी

प्रकाशक: सु मत्र प्रकाशन

204 लीला अपार्टमेंट्स, 15 हेस्टिंग्स रोड

अशोक नगर इलाहाबाद-211001

UNIT - II

कहानी कुंज- डॉ वी.पी. 'अ मताभ' (पाठ 1-4)

प्रकाशक: गो वन्द प्रकाशन

सदर बाजार, मथुरा

उत्तरप्रदेश-281001

UNIT - III

व्याकरण : शब्द वचार (संज्ञा, सर्वनाम, कारक, वशेषण)

पुस्तक: व्याकरण प्रदिप- रामदेव

प्रकाशक: हिन्दी भवन 36

टेगोर नगर

इलाहाबाद-211024

UNIT - IV

अनुवाद अभ्यास-III (केवल अंग्रेजी से हिन्दी में)

(पाठ 1 to 10)

प्रकाशक: द क्षण भारत प्रचार सभा चेन्नई -17

17UML11M	MALAYALAM-I	SEMESTER-I
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Total Credits: 3

Hours per week: 5

Preamble:

- To develop the writing ability and develop reading skill.
- To learn various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process.

Course Outcomes:

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

CO Number	CO Statements	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Apply the knowledge writing critical views on fiction	K3
CO4	Build creative ability	K3
CO5	Expose the power of creative reading	K2

K1-Remembering, K2- Understanding, K3- Applying

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S – Strong, M – Medium, L – Low

17UML11M	MALAYALAM-I	SEMESTER-I
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Total Credits: 3

Hours Per Week: 5

CONTENTS
Paper I Prose, Composition & Translation

This paper will have the following five units:

1. **UNIT I &II** - Novel
2. **UNIT III & IV** - Short story
3. **UNIT V** - Composition & Translation

TEXT BOOKS:

1. Unit I &II -Naalukettu – M.T. Vasudevan Nair (D.C. Books, Kottayam, Kerala)
2. Unit III & IV - Manikkianum Mattu Prathana Kathakalum – Lalithampika Antharjanam (D.C.Books, Kottayam, Kerala)
3. Unit V- Expansion of ideas, General Essay and Translation of a simple passage from English about **100** words) to Malayalam

REFERENCE BOOKS:

1. Kavitha Sahithya Charitram –Dr. M.Leelavathi (Kerala Sahithya Academy, Trichur)
2. Malayala Novel sahithya Charitram –K.M.Tharakan(N.B.S. Kottayam)
3. Malayala Nataka Sahithya Charitram-G.Sankarapillai(D.C.Books, Kottayam)
4. Cherukatha Innale Innu –M.Achuyuthan(D.C. Books, Kottayam)
5. Sahithya Charitram Prasthanangalilude-Dr. K.M. George,(Chief Editor)

(D.C. Books, Kottayam)

17UFL11F	FRENCH- I	SEMESTER- I
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Total Credit: 3**Hours per week: 5****Preamble**

- To Acquire Competence in General Communication Skills – Oral + Written – Comprehension & Expression
- To Introduce the Culture, life style and the civilization aspects of the French people as well as of France
- To help the students to acquire Competency in translating simple French sentences into English and vice versa

Course Outcomes:

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

CO Number	CO Statements	Knowledge Level
CO1	Learn the Basic verbs, numbers and accents	K1
CO2	To learn the adjectives and the classroom environment in France	K2
CO3	Learn the Plural, Articles and the Hobbies	K3
CO4	To learn the Cultural Activity in France	K3
CO5	To learn the Sentiments, life style of the French people and the usage of the conditional tense	K2

K1-Remembering, K2- Understanding, K3- Applying

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S – Strong, M – Medium, L – Low

17UFL11F	FRENCH- I	SEMESTER- I
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Total Credit: 3

Hours per week: 5

Compétence Culturelle	Compétence De communication	Compétence grammaticale
UNITÉ 1 – Ici, en France		
<ul style="list-style-type: none"> • Moi et les Autres • La France Express 	<ul style="list-style-type: none"> • INTERACTION: s'identifier • RÉCEPTION ECRITE: Comprendre une annonce d'aéroport • RÉCEPTION ORALE: comprendre l'écrit de la rue (Panneaux, plaques, rues...) • PRODUCTION ÉCRITE: écrire un SMS 	<ul style="list-style-type: none"> • Le présent des verbes: Je suis, je reste, J'arrive • Le lieu: (je suis) à... (je suis) ici • L'infinif
UNITÉ 2 – Ici, en classe		

<ul style="list-style-type: none"> • Moi et le français • Le français dans le monde 	<ul style="list-style-type: none"> • INTERACTION: Se présenter • RÉCEPTION ORALE: Comprendre des consignes Orales • RÉCEPTION ÉCRITE: Comprendre une fiche D'inscription • PRODUCTION ÉCRITE: écrire un texte à l'impératif 	<ul style="list-style-type: none"> • Tu/vous • Le présent des Verbes en-er et de être: je, tu, vous • La forme Impérative (tu, vous) • Des verbes en-er
UNITÉ 3 - Samedi		
<ul style="list-style-type: none"> • Le fil du temps 	<ul style="list-style-type: none"> • INTERACTION: S'informer • RÉCEPTION ORALE: Comprendre une annonce • RÉCEPTION ÉCRITE: Comprendre un article (titres et illustrations) • PRODUCTION ÉCRITE: écrire des slogans 	<ul style="list-style-type: none"> • Les articles Définies: le, la, les • A, de + le, la, les: Au, aux, du, des, à l', de l' • Être (présent) l'heure • Il faut + nom Il faut + infinitive • Phrases verbe + complément, Complément + verbe
UNITÉ 4 - Dimanche		
<ul style="list-style-type: none"> • Les activités Culturelles des Français 	<ul style="list-style-type: none"> • INTERACTION: Acheter, demander des Informations • RÉCEPTION ORALE: Comprendre les Titres du journal à la radio • RÉCEPTION ÉCRITE: 	<ul style="list-style-type: none"> • Faire, présent • Avoir, présent • Il y a • Le présent des verbes en-er: Regarder • Combien? • Quand? • Complément de

	<p>Comprendre les Informations</p> <ul style="list-style-type: none"> • PRODUCTION ÉCRITE: Inventer des noms de journaux 	<p>nom: Tremblement de terre, les noms de pays....</p> <ul style="list-style-type: none"> • Du,des,de la(reprise U2) • Les adjectifs possessifs: Mon,ta,son, Ma,ta,sa Mes,tes,ses
UNITÉ 5 - Dommage!		
<ul style="list-style-type: none"> • Un baby-boom en 2000 et 2001 • L'amour, toujours 	<ul style="list-style-type: none"> • INTERACTION: exprimer la tristesse, la peur, conseiller,encourager • RÉCEPTION ORALE: Comprendre une émission De radio • RÉCEPTION ÉCRITE: Comprendre un sondage • PRODUCTION ÉCRITE: écrire des blogs 	<ul style="list-style-type: none"> • Est-ce que • Le present des verbes pouvoir,Vouloir • Le conditionnel des Verbs pouvoir, Vouloir • Ne...pas

TEXT BOOK:

1. *Marcella Di Giura Jean-Claude Beacco, Alors I.* Goyal Publishers Pvt Ltd
86,University Block Jawahar Nagar (Kamla Nagar),New Delhi – 110007

17UEG12E	ENGLISH - I	SEMESTER - I
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Total Credits: 3
Hours per week: 5

PREAMBLE:

This course will enable the graduates to communicate effectively in business context and acquire knowledge on literary genres and will be exposed to all the four Communicative Skills.

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

COURSE OUTCOMES:

CO Number	CO Statement	Knowledge Level
CO1	Develop the language fluency through reading	K 5
CO2	Illustrate the essence of fiction and non – fiction	K 2
CO3	Infer business orders, appointments, complaint calls and sales issues	K 4
CO4	Develop the language gaps through Grammar	K 5
CO5	Extend the skills on writing Reports, Paragraphs and Essays	K 2

MAPPING WITH PROGRAMME OUTCOME

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	S	S
CO2	S	S	S	S	S
CO3	S	M	M	S	S
CO4	S	S	S	S	M
CO5	S	S	S	M	S

S – Strong, M – Medium, L – Low

17UEG12E	ENGLISH - I	SEMESTER - I
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Total Credits: 3
Hours per week: 5

CONTENTS

UNIT I - READING

Reading Official letters and profiles

Reading advertisements

Reading News Reports

UNIT II - FICTION & NON FICTION

The Highway Man – Alfred Noyes

Sounds I like to Hear – Ruskin Bond

Why Germans work fewer hours but produce more: A study in culture – Eryn Paul

UNIT III- COMMUNICATION

Listening: Listening to public announcements

Listening to News Bulletins and Weather Forecast

Pronunciation: Introduction to Phonetics

Vowels and Consonants

Syllables and Word Stress

Speaking: Greetings and Introductions

Participating in social conversations

Talking over the telephone

Making requests and permission

UNIT IV - GRAMMAR

Parts of Speech for corporate communication

Tenses in business situations

Subject Verb Agreement in business context

Sentence type and clauses needed for formal communication

Usage of Modal Verbs

UNIT V - WRITING - (Creative and Persuasive)

Writing Paragraphs

Taking and making notes

Writing Essays

Writing Reports

TEXT BOOK:

1. *Bhambhani, Nair & Hart. 2015. Embark. New Delhi: Cambridge University Press India Pvt. Ltd.*

REFERENCE BOOK:

1. *Bajwa & Kaushik. 2010. Springboard to Success- Workbook for Developing English and Employability Skills. Chennai: Orient Black Swan.*

17UBM13A	COURSE NAME : MANAGEMENT PROCESS	SEMESTER - I
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PREAMBLE:

This course is to provide insight for the students to learn the principles, concepts and functions of management in order to handle the process of decision making in the functional areas like planning, organizing, directing, controlling and budgeting in the modern trends of business.

COURSE OUTCOMES:

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

CO Number	CO Statement	Knowledge level
CO1	Recognize the meaning of business and the requirements for its success in various forms of business organizations.	K1
CO2	Interpret whether the management is a science or an art through the evolution of management theory.	K2
CO3	Carryout the decisions with the support of planning, objectives and policies.	K3
CO4	Illustrate the organizational structure, selection process and training.	K3
CO5	Implement the process of directing and controlling for better co-ordination.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	M	S	M
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S – Strong; M-Medium; L-Low

17UBM13A	CORE PAPER I : MANAGEMENT PROCESS	SEMESTER - I
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Total Credits: 5
Hours Per Week: 6

CONTENTS

UNIT - I

Definitions of Management - The Evolution of Management Theory - Contributions of F.W. Taylor, Henry Fayol, Elton Mayo, and Peter F Drucker - Management: A Science or an Art? - Managerial Functions and Roles - Nature and Scope of Management Process.

UNIT - II

Planning: Meaning and Purpose of Planning - Steps in Planning - Types of Planning - Objectives and Policies - Decision Making: Process of Decision Making - Types of Decisions.

UNIT - III

Organizing: Types of Organization - Organizational Structure - Span of Control - Use of Staff Units and Committees - Delegation: Delegation and Centralization - Staffing: Sources of Manpower - Selection Process.

UNIT - IV

Directing: Nature of Direction - Principles of Effective Direction - Elements of Direction - Importance of Direction - Techniques of Direction - Role of a Supervisor - Qualities of Supervisor

UNIT - V

Controlling: Meaning and Importance of Controls - Control Process -
Coordination - Need for Coordination - Budgetary and Non-Budgetary Controls

TEXT BOOK:

1. *Prasad.L.M*, 2014. **Principles & Practice of Management**. Sultan Chand & Sons, New Delhi.

REFERENCE BOOKS:

1. *Dinkar Pagare*, 2014. **Business Management**. Sultan Chand and Sons, New Delhi.
2. *Sharma.R.K and Shashi.K.Gupta*, 2009. **Management Process**. Kalyani Publishers, New Delhi.
3. *Tripathi.P.C and Reddy.P.N*, 2008. **Principles of Management**. Tata Mc Graw-Hill Publishing Co.Ltd, New Delhi.

17UBM13B	COURSE NAME : BUSINESS COMMUNICATION	SEMESTER - I
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PREAMBLE:

To enable the students to learn the basics of business communication, various barriers, components related to business letters, bank correspondence, business meetings, business reports and bio data that are used in the business world.

COURSE OUTCOMES:

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

Co Number	CO Statement	Knowledge level
CO1	Describe the methods of business communication and its barriers.	K1
CO2	Execute the various business letters.	K3
CO3	Carry out bank correspondence and preparation of business meeting reports.	K3
CO4	Develop the various reports and job application.	K3
CO5	Illustrate the internal communication and external communication.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S – Strong; M-Medium; L-Low

17UBM13B	CORE PAPER II- BUSINESS COMMUNICATION	SEMESTER - I
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Total Credits: 4
Hours Per Week: 6

CONTENTS

UNIT - I

Essential and Importance of Business Communication. Methods of Communication –Types – Barriers.

UNIT - II

Communication through letters – Layout of letters – Business enquiries – Offers and Quotations – Orders – Execution of Orders – Cancellation of Orders – Claims – Adjustments and settlement of accounts – Letters of complaints – Collection letters –Status enquiries.

UNIT - III

Bank correspondence- Letter to the editor – Correspondence of company secretary with shareholders and directors – Agenda – Minutes – Preparation.

UNIT - IV

Communication through reports: Essentials – Importance – Contents – Reports by individuals – Committees – Annual report – Application for appointment – reference and appointment orders.

UNIT - V

Internal communication: Short speeches – Memo – Circulars – Notices – Explanations to superiors – Communication media – Merits of various devices – Intercom, Telex and Telephone – Fax – Internet.

TEXT BOOK:

1. *Rajendra Pal, J.S. Korlahalli*, 2017. **Essentials of Business Communication**. Sultan Chand and Sons, New Delhi.

REFERENCE BOOKS:

1. *Ramesh, MS, and C. C Pattanshetti*, 2009. **Business Communication**. R.Chand and Co, New Delhi.
2. *Rodriguez M. V*, 2008. **Effective Business Communication Concept** Vikas Publishing Company.

17UMA1AC	COURSE NAME : MATHEMATICS FOR MANAGEMENT- I	SEMESTER - I
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PREAMBLE:

- To gain the basic mathematics concepts of set theory and matrix.
- To know about mathematics of finance, statistical tools and their application.

COURSE OUTCOMES:

In the successful completion of the course, student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Learn basic concepts of set theory and Venn diagrams.	K1
CO2	Use mathematical logic to find the terms of series and sequence.	K2
CO3	Perform basic operations in matrices and solve the linear equations.	K2
CO4	Apply measures of central tendency for solving the various data.	K3
CO5	Compute and interpret the coefficient of correlation.	K3

Mapping with Programme Outcomes

CO5/PO5	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	M
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	S
CO5	S	S	M	S	S

S-Strong : M-Medium : L-Low

17UMA1AC	ALLIED PAPER - I : MATHEMATICS FOR MANAGEMENT- I	SEMESTER - I
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Total Credits: 5
Hours Per Week: 6

CONTENTS

UNIT - I

Set Theory - Definition - Notations - Description of Sets - Types of Sets - Set Operations - Venn Diagrams

UNIT - II

Matrix : Basic Concepts - Types of Matrices - Matrix Operations - Inverse of a Matrix - Rank of Matrix.

UNIT - III

Mathematical Sequence and Series - Arithmetic Progression - Geometric Progression - Simple Interest - Compound Interest (Simple Problems Only).

UNIT - IV

Meaning and Definition of Statistics - Scope and Limitation - Measures of Central Tendency: Arithmetic Mean, Median, Mode - Measures of Dispersion : Quartile Deviation - Mean Deviation - Standard Deviation and Coefficient of Variation - Simple Problems.

UNIT - V

Correlation - Karl Pearson's Co-efficient of Correlation - Rank Correlation - Co-efficient of Correlation by Concurrent Deviation Method.

TEXT BOOK:

1. *Navnitham, P.A.* 2013. **Business Mathematics and Statistics**, Jai publishers, Trichy

REFERENCE BOOKS:

1. *Vittal, P.R* 2001, **Business Mathematics and Statistics**, Margham publishers, chennai
2. *Sundaresan Vand jayaseela* 2012. **Introduction to Business Mathematics**. Sultan & Sons, New Delhi.
3. *Sanchetti, D.C and Kapoor, V.* 2010, **Business Mathematics**. Sultan Chand Co & Ltd, New Delhi.

17UFC1FA	PART-IV: VALUE EDUCATION- ENVIRONMENTAL STUDIES	SEMESTER - I
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Total Credits: 2

Hours per week: 2

CONTENTS

UNIT- I

The Multi Disciplinary Nature of Environmental Studies: Definition, scope and importance-Need for public awareness-Natural resources-Natural resources and associated problems-Role of an individual in conservation of natural resources-Equitable use of resources for sustainable lifestyle...

UNIT- II

Eco System: Concept of an eco system-structure and function of eco system-Producers, consumers and decomposers-Energy flow in the eco system-Ecological succession-Food chain, food webs and ecological pyramids-Forest ecosystem-Grassland eco system-Desert eco system-Aquatic eco system...

UNIT- III

Bio Diversity and its Conservation Introduction Definition: Genetic, Species and Eco System Diversity-Bio Geographical Classification Of India: Value of bio diversity: conceptive use, productive use, social, ethical and option values-bio diversity at global, national and local levels-India as a mega diversity nation, hot spots-threats: habitat loss, poaching of wild life-man wild life conflicts-endangered and endemic species of India, conservation of bio diversity....

UNIT- IV

Environmental Pollution: Definition-causes, effects and control measures of air, water, soil, noise, thermal pollution-soil waste management: causes, effects and control measures of urban and industrial wastes-prevention of pollution-pollution case studies-disaster management: floods, earthquake, cyclone and landslides...

UNIT- V

Social Issues and the Environment: Sustainable development-urban problems related to energy-water conservation, rain water harvesting, watershed management-resettlement and rehabilitation of people ;its problems and concerns-environmental ethics: issues and possible solutions-climate change, global warming, ozone layer, depletion, acid rain, nuclear accidents and holo caust-consumerism and waste products-environmental protection act-air, water act-wild life protection act-forest conservation act-issues involved in enforcement of environmental legislation-public awareness-human population and the environment.

TEXT BOOK:

1. *Kumaraswamy. K, A. Alagappa Moses and M. Vasanthy. 2001, EnvironmentalStudies. Thanjavur- National Offset Printers.*

17UTL21T	தமிழ் - தாள் - 2	SEMESTER - II
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Total Credits: 3
Hours per week: 5

குறிக்கோள்:

- மொழிப்பாடங்களின் வாயிலாக தமிழரின் பண்பாடு , பகுத்தறிவு, கலை மற்றும் மரபு ஆகியவற்றை அறிந்து மாணவர்களின் படைப்பாக்கத்திறன்களை ஊக்குவித்தல்

பயனடைவுக்கல்வியின்விளைவாக ஏற்படும் பயன்பாடுகள்:

பாடத்திட்டப் பகுப்பு முறை	பாடத்திட்டத்தின் குறிக்கோள்	அறிவுத்திறன் வெளிப்படும் அளவு முறை
CO ₁	வாழ்க்கைத் திறன்கள் (Life Skills) - மாணவனின் செயலாக்கத்திறனைத் தாய்மொழி வாயிலாக ஊக்குவித்தல்	K ₁ , K ₂ , K ₃
CO ₂	மதிப்புக்கல்வி(Attitude and Value educations)	K ₂ , K ₄
CO ₃	பாட இணைச்செயல்பாடுகள் (Co-curricular activities)	K ₂ , K ₃ , K ₄
CO ₄	சூழலியல் ஆக்கம் (Ecology)	K ₄
CO ₅	மொழி அறிவு(Tamil knowledge)	K ₅ , K ₆

K₁-Remembering, K₂-Understanding, K₃-Applying, K₄-Analysing, K₅-Evaluating, K₆-Creating

Mapping with Programme outcomes

COs /POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	M
CO2	S	M	M	M	M
CO3	S	M	M	M	M
CO4	S	M	M	M	M
CO5	S	M	M	M	M

S - Strong, M - Medium, L - Low

17UTL21T	தமிழ் - தாள் -2	SEMESTER - II
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Total Credits: 3

Hours per week: 5

செய்யுள் – உரைநடை – இலக்கிய வரலாறும் இலக்கணமும்

அலகு – 1

1.திருக்குறள் - அ. கூடா நட்பு (அ.எண் 83)

ஆ.கள்ளுண்ணாமை (அ.எண் 93)

இ. குறிப்பறிதல் (அ.எண் 110)

ஈ. காதல் சிறப்புரைத்தல் (அ.எண் 113)

2.மூதுரை –ஒளவையார் (10 பாடல்கள்- 6,7,9,10,14,16,17,23,26,30)

அலகு – 2

1.புரட்சிக்கவி – பாரதிதாசன்

அலகு – 3 உரைநடை

1. சங்க நெறிகள்மாணிக்கம்.சுப.வ -
2. கர்ணனும் கும்பகர்ணனும் சேதுப்பிள்ளை.பி.ரா -
3. அறிவியலும் கலையும்வரதராசன்.மு -

அலகு – 4 உரைநடை

1. வாழ்வியல் இயக்கம் – குன்றக்குடி அடிகளார்
2. பெரியார் உணர்த்தும் சுயமரியாதையும் சமதர்மமும் ஆனைமுத்து.வே -
3. போதைப்பொருள்- அமுதன்

அலகு - 5 இலக்கிய வரலாறும் இலக்கணமும் (பாடத்திட்டம் தழுவியது)

1. பதினெண்கீழ்க்கணக்கு நூல்கள்
2. தமிழ் உரைநடையின் தோற்றமும் வளர்ச்சியும்
3. வழி, வழுவமைதி,வழாநிலை
4. பிறமொழிச் சொற்களைத் தமிழில் மொழிபெயர்த்தல்

பார்வை நூல்கள்:

- 1.செய்யுள் திரட்டு – தமிழ்த்துறை வெளியீடு
- 2.இலக்கிய வரலாறு - பேராசிரியர் முனைவர் பாக்யமேரி

17UHL21H	HINDI-II	SEMESTER - II
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Total Credits: 3

Hours per week: 5

Preamble:

- To develop the writing ability and develop reading skill.
- To learn various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process.

Course Outcomes:

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

CO Number	CO Statements	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Apply the knowledge writing critical views on fiction	K3
CO4	Build creative ability	K3
CO5	Expose the power of creative reading	K2

K1-Remembering, K2- Understanding, K3- Applying

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S – Strong, M – Medium, L – Low

17UHL21H	HINDI-II	SEMESTER - II
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Total Credits: 3
Hours Per Week: 5

CONTENTS

UNIT - I

आधुनिक पद्य – शबरी (श्री नरेश मेहता)

प्रकाशक: लोकभारती प्रकाशन

पहली मंजिल, दरबारी बिल्डिंग,

महात्मा गाँधी मार्ग, इलाहाबाद-211001

UNIT - II

उपन्यास : सेवासदन-प्रेमचन्द

प्रकाशक: सु मत्र प्रकाशन

204 लीला अपार्टमेंट्स, 15 हेस्टिंग्स रोड

अशोक नगर इलाहाबाद-211001

UNIT - III

अनुवाद अभ्यास-III (केवल हिन्दी से अंग्रेजी में)

(पाठ 1 to 10)

प्रकाशक: द क्षण भारत प्रचार सभा चेन्नई -17

UNIT - IV

पत्र लेखन: (औपचारिक या अनौपचारिक)

17UML21M	MALAYALAM-II	SEMESTER-II
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Total Credits: 3
Hours per week: 5

Preamble:

- To develop the writing ability and develop reading skill.
- To learn various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process.

Course Outcomes:

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

CO Number	CO Statements	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Apply the knowledge writing critical views on fiction	K3
CO4	Build creative ability	K3
CO5	Expose the power of creative reading	K2

K1-Remembering, K2- Understanding, K3- Applying

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S – Strong, M – Medium, L – Low

17UML21M	MALAYALAM-II	SEMESTER- II
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Total Credit: 3
Hours per week: 5

PAPER II PROSE: NON-FICTION

This Paper will have the following five units:

UNIT I & II

Biography

UNIT III, IV & V

Travelogue

TEXT BOOKS:

1. Unit III, IV & V Kappirikalude Nattil – S.K. Pottakkadu (D.C. Books, Kottayam)
2. Kannerum Kinavum – V.T. Bhatathirippadu Autobiography (D.C. Books, Kottayam)

REFERENCE BOOKS:

1. **Jeevacharitrasahithyam** –Dr. K.M. George(N.B.S. Kottayam)
2. **Jeevacharitrasahithyam Malayalathil-** Dr. Naduvattom Gopalakrishnan(Kerala Bhasha Institute, Trivandrum)
3. **Athmakathasahithyam Malayalathil** – Dr. Vijayalam Jayakumar(N.B.S. Kottayam)
4. **Sancharasahithyam Malayalathil** - Prof. Ramesh Chandran. V, (Kerala Bhasha Institute, Trivandrum)

17UFL21F	FRENCH- II	SEMESTER- II
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Total Credit: 3
Hours per week: 5

Preamble

- To Acquire Competence in General Communication Skills – Oral + Written – Comprehension & Expression
- To Introduce the Culture, life style and the civilization aspects of the French people as well as of France
- To help the students to acquire Competency in translating simple French sentences into English and vice versa

Course Outcomes:

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

CO Number	CO Statements	Knowledge Level
CO1	Learn the Basic verbs, numbers and accents	K1
CO2	To learn the adjectives and the classroom environment in France	K2
CO3	Learn the Plural, Articles and the Hobbies	K3
CO4	To learn the Cultural Activity in France	K3
CO5	To learn the Sentiments, life style of the French people and the usage of the conditional tense	K2

K1-Remembering, K2- Understanding, K3- Applying

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S – Strong, M – Medium, L – Low

17UFL21F	FRENCH-II	SEMESTER- II
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Total Credit: 3

Hours per week: 5

Compétence Culturelle	Compétence De communication	Compétence grammaticale
UNITÉ 1 - Super!		
<ul style="list-style-type: none"> • L'égalité homme/femme 	<ul style="list-style-type: none"> • INTERACTION: Exprimer des sentiments, exprimer la joie, le plaisir, le bonheur • RÉCEPTION ORALE: Comprendre un jeu radiophonique • RÉCEPTION ÉCRITE: Comprendre des annonces • PRODUCTION ÉCRITE: Écrire des cartes postales 	<ul style="list-style-type: none"> • Les noms de professions masculine/feminine • Le verbe finir et les Verbes du groupe en-ir • Le present de l'impératif • Savoir(present) • Le participe passé: Fini, aimé, arrive, dit,écrit • Quel(s), quelle(s)..: Interrogatif et Exclamatif • À + infinitive • Les articles: n, une, des
UNITÉ 2 - Quoi?		
<ul style="list-style-type: none"> • Le 20 siècle: Petits progrès Grand progrès 	<ul style="list-style-type: none"> • INTERACTION: Decrire quelque chose, une personne • RECEPTION ORALE: Comprendre un message publicitaire • RÉCEPTION ÉCRITE: Comprendre un 	<ul style="list-style-type: none"> • On • Plus, moins • Le verbe aller: • Present, impératif • Aller + infinitive • Le pluriel en -x

	dépliant touristique	
	<ul style="list-style-type: none"> • PRODUCTION ÉCRITE:Écrire des petites annonces 	
UNITÉ 3 – Et après		
• Nouvelles du jour	<ul style="list-style-type: none"> • INTERACTION: Raconteur,situer un récit dans le temps • RÉCEPTION ORALE: Comprendre une description • RÉCEPTION ÉCRITE: Comprendre un test • PRODUCTION ÉCRITE: écrire des cartes postales 	<ul style="list-style-type: none"> • L'imparfait:: quel-Ques forms pour introduire le récit:Il faisait, il y avait, il Était • Un peu, beaucoup, trop,Assez • Très • Le verbe venir: Présent, impératif • En Suisse, au Maroc, aux Etats-Unis
UNITÉ 4- Mais oui!		
• La génération des 20-30 ans	<ul style="list-style-type: none"> • INTERACTION: Donner son opinion, Expliquer pourquoi • RÉCEPTION ORALE: Comprendre des informations à la radio • RÉCEPTION ÉCRITE: Comprendre un texte informatif • PRODUCTION ÉCRITE: éncrire un mél de protestation 	<ul style="list-style-type: none"> • Répondre, prendre: Présent, impératif, part Passé • Parce que pourquoi • Tout/tous, toute/s Tous/toutes les... (répétition action)
UNITÉ 5- Mais non!		
• De la ville à la campagne	<ul style="list-style-type: none"> • INTERACTION: Débat:: exprimer 	<ul style="list-style-type: none"> • Le verbe devoir: Present et participe

	l'accord, exprimer le Désaccord <ul style="list-style-type: none"> • RECEPTION ORALE: Comprendre un message sur un répondeur téléphonique • RÉCEPTION ÉCRITE: Comprendre un témoignage • PRODUCTION ECRITE: Rediger des petites Announces immobilières 	passé <ul style="list-style-type: none"> • Le verbe vivre, present • Aller + infinitive • Venir+ infinitive • Etre pour/contre
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TEXT BOOK:

1. *Marcella Di Giura Jean-Claude Beacco, Alors I.* Goyal Publishers Pvt Ltd 86, University Block Jawahar Nagar (Kamla Nagar) New Delhi – 110007

17UEG22E	ENGLISH - II	SEMESTER - II
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Total Credits: 3
Hours per week: 5

PREAMBLE:

To enable the graduates to communicate effectively in business context and to acquire knowledge on literary genres and will be exposed to all the four Communicative Skills.

COURSE OUTCOMES:

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

CO Number	CO Statement	Knowledge Level
CO1	Develop language fluency through reading	K 3
CO2	Compare fiction and non - fiction	K 2
CO3	Take part in business exchange through listening and speaking	K 4
CO4	Develop the language learning through Grammar	K 3
CO5	Construct business letters, resumes, cover letters, emails and blogs	K 3

MAPPING WITH PROGRAMME OUTCOME

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	M	M
CO5	S	S	S	S	S

S – Strong, M – Medium, L – Low

17UEG22E	ENGLISH - II	SEMESTER - II
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Total Credits: 3
Hours per week: 5

CONTENTS

UNIT I - READING

Reading charts, tables, schedules & graphs

Reading online content

UNIT II - FICTION & NON FICTION

The Tell - Tale Heart - Edgar Allen Poe

Technology

UNIT III - COMMUNICATION

Listening: Listening to lectures and talks

Listening to speeches

Speaking: Making enquires

Making suggestions

Expressing gratitude and apologizing

Complaining

UNIT IV - GRAMMAR

Articles

Voices

Reported Speech

Conditional Clauses (Type I)

UNIT V - WRITING

Drafting formal and Cover Letters

Preparing Resume

Writing E-mails and Blogs

TEXT BOOK:

1. *Bhambhani, Nair & Hart*. 2015. *Embark*. New Delhi: Cambridge University Press India Pvt. Ltd.

REFERENCE BOOK:

1. *Bajwa & Kaushik*. 2010. *Springboard to Success- Workbook for Developing English and Employability Skills*. Chennai: Orient Black Swan.

17UBM23A	COURSE NAME : INTRODUCTION TO INFORMATION TECHNOLOGY	SEMESTER - II
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PREAMBLE:

To enable the students to learn the basics of information technology which may contains the components of computer, Usage of computer system such as hardware and software, the various applications of computer systems and also know the different areas which the computer applications are used in the real world.

Course Outcomes

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

17UBM23A	CO Statement	Knowledge level
CO1	Describe about the Generations, Types of computers and Networks.	K1
CO2	Explain the Input, Output & Storage devices and Programming Languages.	K2
CO3	Summarize the Hardware and importance of computer in business and computer related jobs.	K2
CO4	Use the Operating System, internet and intranet.	K3
CO5	Apply the data input, process and various computer based information system.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	S	S	M	S	S
CO3	S	S	S	S	S
CO4	S	S	M	S	S
CO5	S	S	M	S	S

S – Strong; M-Medium; L-Low

17UBM23A	CORE PAPER III - INTRODUCTION TO INFORMATION TECHNOLOGY	SEMESTER - II
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Total Credits: 2**Hours Per Week: 4****CONTENTS****UNIT - I**

Introduction to computer - Generation of computers - Types of computer systems - Analogue, digital and hybrid computers - Business and scientific computer systems - Laptop or note book computers - Data processing systems - Time sharing: Multi programming and Multi processing systems - Networking.

UNIT - II

Components of computer system - Input, output and storage devices - Software: System software and Application software - Programming languages - Flow chart and Program flow charts - Steps in developing a computer programme.

UNIT - III

Hardware of Computer Systems - Importance of computers in business - Data and information: Data processing - Data storage and retrieval - Computer applications in various areas of business - Computer related jobs in business.

UNIT - IV

Operating systems - Functions of OS - Types of OS (Dos, Windows, Unix, Windows NT, Windows 98) - E- Commerce: Foundation of E-Commerce - Benefits and limitations of E-Commerce- Email uses and importance.

UNIT – V

System analysis and design – Meaning and role of Information System – Types of information system: Operational support system, Expert system and Knowledge management system.

TEXT BOOK:

1. *Alex Leon and Mathews Leon*, 2014.**Fundamentals of Information Technology**. Edition 2, Vikas Publishing House Pvt. Ltd. New Delhi.

REFERENCE BOOKS:

1. *Henry Clucas*, 2009. **Information Technology for Management**. McGraw-Hill/Irwin.
2. *Nagpal D.P*, 2013.**Computer Fundamentals**. Edition 1, Sultan Chand & Company Ltd., New Delhi.

17UBM23B	COURSE NAME : ORGANISATIONAL BEHAVIOUR	SEMESTER - II
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PREAMBLE:

The course aims to inculcate psychological understanding of industries and practices. It helps to make the students to understand the various dimensions of psychological approach in the work place. To acquire the skills and knowledge of leadership, team building, managing stress, to competing with individual and group differences and managing changes.

Course Outcomes

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

Co Number	CO Statement	Knowledge level
CO1	Describe industrial psychology and behavioral outcome.	K1
CO2	Illustrate the personality, perception, motivation and brain storming.	K3
CO3	Summarize the group norms and conflict.	K2
CO4	Demonstrate leadership skills, power and politics.	K3
CO5	Carryout the stress, work life balance and organisational change.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
CO4	S	S	S	S	M
CO5	S	S	S	S	M

S – Strong; M-Medium; L-Low

17UBM23B	CORE PAPER IV: ORGANISATIONAL BEHAVIOUR	SEMESTER - II
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Total Credits: 4
Hours Per Week : 5

CONTENTS

UNIT - I

Organisational Behavior - Definition - Nature - Scope - Key Elements of OB - Importance of Organizational Behavior-Models of OB - Concepts and Relevance of OB in Modern Management. - Hawthorne Experiment.

UNIT - II

Personality: Types - Factors influencing Personality. Perception: Factors affecting Perception. Motivation: Theories (Maslow, Herzberg, Mc.Gregor) - Techniques of Motivation. Transactional Analysis - Brain Storming.

UNIT - III

Individual Differences - Causes - Factors influencing individual differences. Group - Types of Group - Group Dynamics - Group Norms - Team Building - Sociometry. Conflict: Types of Conflict - Resolution of Conflict.

UNIT - IV

Leadership - Importance - Leadership Styles - Leadership Theories (Managerial Grid, Fiedler's Contingency) - Power: Sources of Power - Power Center - Power & Politics.

UNIT - V

Stress – Types of Stress – Prevention and Management of Stress - Balancing Work and Life. Organizational Change – Stability Vs Change – Proactive Vs Reaction Change - Change Process – Resistance to Change – Managing Change.

TEXT BOOK:

1. S.S.Khanka, 2013. **Organisational Behaviour**. Sultan Chand & Sons Publishing, 7th edition.

REFERENCE BOOKS:

1. *Prasad.L.M*, 2011. **Organisational Behaviour**. Sultan Chand and Sons, Edition.
2. *Udai Paarik*, 2011. **Understanding Organisational Behaviour**. Oxford University press, 3rd Edition.
3. *Fred Luthans*, 2010. **Organisational Behaviour**. TMH Publishers, New Delhi.

17UBM23P	CORE PRACTICAL LAB I: PC SOFTWARE (MS OFFICE)	SEMESTER - II
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Total Credits:2
Hours Per Week: 4

LIST OF PRACTICALS

MS WORD

1. Type the text, check spelling and grammar, bullets and numbering the list of items, align the text to left, right, justify and centre.
2. Prepare a job application letter enclosing your bio-data
3. Performing mail merger operation and preparing labels.
4. Preparing a neatly aligned, error free document, add header and footer, also perform find replace operation and define bookmarks.
5. Preparing the document in newspaper column layout
6. Demonstrate OLE concept by linking an excel worksheet into a word document

MS EXCEL

1. Worksheet Using formulas
2. Worksheet Manipulation for electricity bill preparation
3. Drawing graphs to illustrate class performance
4. Create a pivot table to analyze worksheet data
5. Create an excel sheet to enter mark sheet and filter the required fields
6. Using conditional formatting to highlight the particular data

MS ACCESS

1. Simple commands perform sorting on name, place and pin code of Students database and Address printing using label format
2. Pay roll processing
3. Inventory control
4. Screen designing for data entry

MS POWER POINT

1. Prepare a power point presentation with at least three slides for Department inaugural function.
2. Draw an organization chart with minimum three hierarchical levels
3. Design an advertisement campaign with minimum three slides
4. Insert an excel chart into a power point slide

17UMA2AC	COURSE NAME: MATHEMATICS FOR MANAGEMENT-II	SEMESTER - II
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PREAMBLE:

- To gain the basic mathematics concepts and formulate the mathematical problems.
- Apply mathematical techniques to solve the modern business problems.

Course Outcomes

In the successful completion of the course, student will be able to

CO Number	CO Statement	Knowledge level
CO1	Learn to convert practical situations into mathematical problems.	K1
CO2	Learn the business related transportation problems	K1
CO3	Apply graphical method to solve LPP.	K2
CO4	Solve problems in game theory.	K3
CO5	Solve problems using CPM in project management	K3

Mapping with Programme Outcomes

CO5/PO5	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	S
CO5	S	S	S	S	S

S-Strong : M-Medium : L-Low

17UMA2AC	ALLIED PAPER - II: MATHEMATICS FOR MANAGEMENT-II	SEMESTER - II
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Total Credits: 5
Hours Per Week: 5

CONTENTS

UNIT-I

Operations Research-An Overview: Origin and Development of O.R- Nature and features in O.R-Modelling in O.R- Applications of O.R -Linear Programming Problem: Introduction- Mathematical Formulation of the problem - Graphical solutions Method - Simple Problems.

UNIT-II

Transportation Problem (Non- degenerate only) - Simple Problems only.

UNIT-III

Assignment problems - Travelling Salesman problem - Simple problems only.

UNIT-IV

Game Theory: Two person zero-sum Games - Games without saddle points - Mixed strategies - Graphical Solution of $2 \times n$ and $m \times 2$ Games - Simple problems only.

UNIT-V

Network and basic components - Rules of network construction - Critical path Analysis - Probability considerations in PERT- Simple problems.

Note: Problems only Theory will not be included.

TEXT BOOK:

1. *Manmohan, Gupta, P.K and Kanthiswarup.* 1998. **Operations Research.** S. Chand & sons.

REFERENCE BOOKS:

1. *Gupta, P.K. and. Hira, D.S,* 2002.**Problems In Operations Research.** S. Chand Publication.
2. *Vittal, P.R,* 2013. **Operations Research** .Margham Publishers,Chennai.

17UFC2FA	PART-IV:VALUE EDUCATION- HUMAN RIGHTS	SEMESTER - II
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Total Credits: 2

Hours per week: 2

CONTENTS**UNIT- I****Concept of Human Values, Value Education Towards Personal Development**

Aim of education and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education.

Personal Development: Self analysis and introspection; sensitization towards gender equality, physically challenged, intellectually challenged. Respect to - age, experience, maturity, family members, neighbours, co-workers.

Character Formation towards Positive Personality: Truthfulness, Constructivity, Sacrifice, Sincerity, Self Control, Altruism, Tolerance, Scientific Vision.

UNIT - II

Value Education Towards National and Global Development National and International Values: Constitutional or national values - Democracy, socialism, secularism, equality, justice, liberty, freedom and fraternity.

Social Values - Pity and probity, self control, universal brotherhood.

Professional Values - Knowledge thirst, sincerity in profession, regularity, punctuality and faith.

Religious Values - Tolerance, wisdom, character.

Aesthetic values - Love and appreciation of literature and fine arts and respect for the same.

National Integration and international understanding.

UNIT - III

Impact of Global Development on Ethics and Values: Conflict of cross-cultural influences, mass media, cross-border education, materialistic values, professional challenges and compromise.

Modern Challenges of Adolescent Emotions and behave or; Sex and spirituality: Comparison and competition; positive and negative thoughts.

Adolescent Emotions, arrogance, anger, sexual instability, selfishness, defiance.

UNIT - IV

Therapeutic Measures

Control of the mind through

- a. Simplified physical exercise
- b. Meditation – Objectives, types, effect on body, mind and soul
- c. Yoga – Objectives, Types, Asanas
- d. Activities:
 - (i) Moralisation of Desires
 - (ii) Neutralisation of Anger
 - (iii) Eradication of Worries
 - (iv) Benefits of Blessings

UNIT- V

Human Rights

1. Concept of Human Rights – Indian and International Perspectives
 - a. Evolution of Human Rights
 - b. Definitions under Indian and International documents
2. Broad classification of Human Rights and Relevant Constitutional Provisions.
 - a. Right to Life, Liberty and Dignity
 - b. Right to Equality
 - c. Right against Exploitation
 - d. Cultural and Educational Rights
 - e. Economic Rights
 - f. Political Rights
 - g. Social Rights
3. Human Rights of Women and Children
 - a. Social Practice and Constitutional Safeguards
 - (i) Female Foeticide and Infanticide
 - (ii) Physical assault and harassment
 - (iii) Domestic violence
 - (iv) Conditions of Working Women
4. Institutions for Implementation
 - a. Human Rights Commission
 - b. Judiciary
5. Violations and Redressal
 - a. Violation by State
 - b. Violation by Individuals
 - c. Nuclear Weapons and terrorism
 - d. Safeguards.

REFERENCE BOOKS:

1. Dey A.K, 2002, **Environmental Chemistry**. New Delhi-Vile Das Ltd.
2. Gawande. E.N. **Value Oriented Education**. Vision for better living. New Delhi, Sarupsons.
3. Brain Trust Aliyar, 2008, **Value Education for health, happiness and harmony**. Vethathiri publications, Erode.
4. Ignacimuthu S.J.S, 1999, **Values for life**. Bombay Better Yourself.
5. Seetharam.R. (Ed), 1998, **Becoming a better Teacher** Madras Academic Staff College.
6. Grose.D.N , 2005, **A text book of Value Education**. Dominant Publishers and Distributors, New Delhi.
7. Shrimali K.L, 1974, **A Search for Values in Education**. Vikas Publishers, Delhi.
8. Yogesh Kumar Singh & Ruchika Nath , 2005, **Value Education**.
9. P.H Publishing Corporation, New Delhi.
10. Venkataram & Sandhiya. N, 2001, **Research in Value Education**.
11. APH Publishing Corporation, New Delhi.
12. Ruhela S.P. **Human Value and Education**. Sterling publishers, New Delhi.
13. Brain Trust Aliyar, 2004, **Value Education for Health, Happiness and Harmony**. Vethathiri publications , Erode.
14. Swami Vivekananda, 2008, **Personality Development**. Advaita Ashrama, Kolkata.
15. Swami Jagadatananda, **Learn to Live**. Sri Ramakrishna Math, Chennai.

17UBM33A	COURSE NAME: FINANCIAL ACCOUNTING	SEMESTER - III
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PREAMBLE:

This course is to enable the students to acquire knowledge of accounting concepts, principles and practices which will provide insight for the students to apply in the business administration in order to manage and be effective in decision making in the functional areas like financial and accounting transactions.

Course Outcomes

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

CO Number	CO Statement	Knowledge level
CO1	Recall the accounting concepts and understand the rules of double entry system, journalizing and posting to ledger in the business transactions.	K1
CO2	Interpret the trial balance; identify the errors and to reconcile the bank statement by cash book.	K2
CO3	Construct the manufacturing, trading, profit & loss account and balance sheet with the support of financial and accounting transactions.	K3
CO4	Illustrate the accounts for non-trading institutions through income & expenditure, receipts & payments along with the methods of depreciation.	K3
CO5	Prepare the accounts from incomplete records by calculating the capital and profit through statement of affairs.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	M	S	M
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	M

S – Strong; M-Medium; L-Low

17UBM33A	CORE V : FINANCIAL ACCOUNTING	SEMESTER - III
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Total Credits: 4
Hours Per Week: 5

UNIT - I

Basic Accounting Concepts - Kinds of Accounts - Double Entry Book Keeping - Rules of Double Entry System - Preparation of Journal and Ledger Accounts - Problems - Subsidiary Books - Cash Book - Types of Cash Book - Problems - Purchase Book - Sales Book - Sales Return and Purchase Return Books.

UNIT - II

Trial Balance - Errors - Types of Errors - Rectification of Errors - Problems - Bank Reconciliation Statement - Problems.

UNIT - III

Manufacturing - Trading - Profit & Loss Account - Balance Sheet - Problems with simple adjustments

UNIT - IV

Accounting for Non-trading Institutions - Income & Expenditure Account - Receipts & Payments Account and Balance Sheet - Accounting for Depreciation - Methods of Depreciation - Problems (Straight-line Method and Written-down value Method only)

UNIT - V

Preparation of Accounts from Incomplete Records - Preparing Statement of Affairs - (Problems) - Accounting Standards (Theory)

TEXT BOOKS:

1. *Grewal, T.S*, 2015. **Double Entry Book Keeping**. Sultan Chand and Co., New Delhi.
2. *Jain and Narang*, 2015. **Advanced Accountancy**. Kalyani Publishers, New Delhi

REFERENCE BOOKS:

1. *Shukla and Grewal*, 2007. **Advanced Accountancy**. Sultan Chand and Co., 13th Edition.
2. *Gupta R.L.*, 2005. **Advanced Accountancy**. Sultan Chand and Co.
3. *Gupta R.L., and Radhaswamy M.*, 2014. **Advanced Accountancy** (Theory, Method and Application). Sultan Chand and Sons.

17UBM33B	COURSE NAME : PRODUCTION AND MATERIALS MANAGEMENT	SEMESTER - III
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PREAMBLE:

The production and materials management provides an introduction to process of production management, production planning and control, effective material handling, materials management and maintenance management, helps to understand the import purchase procedures, storekeeping, Total Quality Management, Quality Control and procedure for getting an ISO.

Course Outcomes

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

CO Number	CO Statement	Knowledge level
CO1	Enumerate the production processes and production planning and control.	K1
CO2	Explain the materials handling principles and different types of maintenance.	K2
CO3	Describe the material management, domestic and import purchase procedures and vendor rating and development.	K2
CO4	Summarize the Inventory tools and techniques and storekeeping procedures	K2
CO5	Discuss about the quality control, Total Quality Management, Bench marking and ISO	K2

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	S	M
CO5	S	S	M	S	S

S – Strong; M-Medium; L-Low

17UBM33B	CORE VI – PRODUCTION AND MATERIALS MANAGEMENT	SEMESTER -III
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Total Credits: 4
Hours Per Week:5

OBJECTIVES:

To enable the students to acquire knowledge of production processes and Materials Management

1. Principles, functions and process of Production Management
2. Effective management of materials.

CONTENT

UNIT-I

Production Management - Functions - Scope - Plant location - Factors - Site location - Plant layout - Principles - Process - Product layout. Production Planning and control - Principles - Meaning - Routing - Scheduling - Dispatching - Control.

UNIT-II

Materials Handling - Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - Motion study.

UNIT-III

Organisation of Materials Management - Fundamental Principles - Structure - Integrated materials management. Purchasing - procedure - principles - import substitution and import purchase procedure. Vendor rating - Vendor development .

UNIT-IV

Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point - Safety Stock - Lead time Analysis. Store keeping - Objectives - Functions - Store keeper - Duties - Responsibilities, Location of store - Stores Ledger - Bin card.

UNIT-V

Quality control - Types of Inspection - Centralised and Decentralised. TQM: Meaning -Objectives - elements - Benefits. Bench marking: Meaning - objectives - advantages. ISO: Features - Advantages - Procedure for obtaining ISO.

TEXT BOOKS:

1. *Banga.T.R. and Sharma.S.C., 2017. Industrial Engineering and Management Science.* Khanna publishers Pvt. Ltd, New Delhi, 11th Edition.
2. *O.P. Khanna, 2010. Industrial Engineering and Management.* Dhanapat rai publications, New Delhi, 3rd Edition.

REFERNCE BOOK:

1. *M.M. Varma, 2012. Materials Management.* Jain Book Agency Publishers, 4th Edition.

17UBM33C	COURSE NAME : MARKETING MANAGEMENT	SEMESTER - III
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PREAMBLE:

This course is to provide knowledge for the students to learn the principles of marketing, market segmentation, channels, product life cycle and marketing risk in order to manage the rapid changes and challenging competitive marketing environment in the functional areas like marketing, product, pricing and branding in the modern trends of business.

Course Outcomes

In the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Define the meaning of marketing and describe the concepts and importance in various areas of marketing environment.	K1
CO2	Identify the buyer behavior in order to make market segmentation through market strategy by adopting various types of channels.	K2
CO3	Interpret the product and its life cycle, selecting the product mix and packing decisions in order to develop new products and strategies..	K3
CO4	Discover pricing policies in order to meet competitions and selecting physical distribution to tackle the marketing risk.	K3
CO5	Choose branding decisions, image, identity, and positioning in order to leverage the brand and its equity.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	M
CO3	S	S	S	M	S
CO4	S	S	M	S	S
CO5	S	S	S	S	S

S – Strong; M-Medium; L-Low

17UBM33C	CORE VII : MARKETING MANAGEMENT	SEMESTER - III
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Total Credits: 5
Hours Per Week: 5

UNIT - I

Definitions of Marketing – Marketing Management – Marketing Concepts – Meaning – Importance of Marketing in Developing Countries – Functions of Marketing – Marketing Environment – Various Environmental Factors Affecting the Marketing Functions.

UNIT - II

Buyer Behaviour – Buying Motives –Marketing Psychology- Market Segmentation - Bases – Marketing Strategy – Definition and Types of Channels – Channel Selection and Problems.

UNIT - III

The Product – Types – Consumer Goods – Industrial Goods – Product Life Cycle (PLC) – Product Mix – Modification and Elimination – Packing – Developing New Products – Strategies.

UNIT - IV

Pricing – Meaning to Buyer and Seller – Pricing Policies – Objectives – Factors Influencing Pricing Decisions – Competitors Action to Price Changes – Multi Product Pricing – Physical Distribution – Management of Physical Distribution – Marketing Risks.

UNIT - V

Branding Decisions – Brand-Brand Image – Brand Identity – Brand Personality – Positioning and Leveraging the Brands – Brands Equity

TEXT BOOKS:

1. *Rajan Nair and Gupta C.B*, 2016. **Marketing Management**. Sultan Chand and Sons, New Delhi.
2. *R.S.N.Pillai and Bagavathi*, 2014. **Modern Marketing**. S.Chand & Company Ltd., New Delhi.
3. *C.N.Sontakki*, 2011. **Marketing Management**. Kalyani Publisher, New Delhi.

REFERENCE BOOK:

1. *Philip Kotler and Kevin Lane Keller*, 2016. **Marketing Management**. Pearson Education Limited, England.

17UBM33D	COURSE NAME : BUSINESS LAW	SEMESTER - III
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PREAMBLE:

The objective of the business law is to enable students to understand the legal framework of business. The coverage includes contracts, offer, acceptances, considerations, agreement, hire purchase agreement, bailment, property law, principal, agency and cyber law.

Course Outcomes

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

CO Number	CO Statement	Knowledge level
CO1	Explains about essentials of contracts, offer and acceptance.	K1
CO2	Describes the rules of consideration and consent.	K2
CO3	Differentiates the various agreement, contract of sales and breach of contract.	K3
CO4	Discuss about documents of title of goods, transfer of property and right of resale.	K1
CO5	Interprets agency and cyber law.	K1

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S – Strong; M-Medium; L-Low

17UBM33D	CORE VIII : BUSINESS LAW	SEMESTER - III
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Total Credits: 3
Hours Per Week: 4

UNIT -I

Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts - Express and implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts - Offer - Legal rules as to offer as to offer and lapse of offer - Acceptance - and rules as to acceptance - to create legal relation - Capacity of parties to create contract

UNIT - II

Consideration - Legal rules as to Consideration - Stranger to a Contract and exceptions - Contract without consideration - Consent - Coercion - undue influence - misrepresentation - fraud - mistake of law and mistake of fact. Legality of Object - Unlawful and illegal agreements - Effects of illegality - Wagering Agreements.

UNIT - III

Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions - void agreements - Restitution - Quasi-contracts - Discharge of contract - Breach of contract - Remedies for breach of Contract. Formation of contract of sale - Sale and agreement to sell - Hire purchase agreement - Sale and bailment.

UNIT - IV

Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods - Documents of title to goods - conditions and warranties - Rules of Caveat Emptor - Exceptions - Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale - Sale by non - owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.

UNIT - V

Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency - Cyber Law.

TEXT BOOKS:

1. *Kapoor.N.D*,2014. **Elements of Mercantile Law**. Sultan Chand and Sons, 15th Edition, New Delhi.
2. *Shukla M.C*, 2010. **A Manual of Mercantile Law**. S. Chand, 13th Edition, New Delhi.

REFERENCE BOOKS:

1. *Kandasami.K.P*, 2013. **Banking Law and Practice**. Sultan Chand and Sons,
2. *Singh, B.K. & Tiwari, A.*, **"Business Regulatory Framework"**, SBPD Publishing, Agra.(2015)
3. *Avatar Singh*– **The Principles of Mercantile Law**, Estern Book Co. Lucknow. (2014)

17UBM3AP	ALLIED LAB I- TALLY	SEMESTER -III
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Total Credits: 2
Hours Per Week: 4

OBJECTIVES:

1. To introduce Basic of Accounts and the usage of Tally for accounting purpose;
2. To learn the statutory features of Tally.

CONTENTS

1. Company Creation and Alteration.
2. Creating and Displaying Ledger.
3. Voucher Creation.
4. Voucher Alteration and Deletion.
5. Inventory Information – Stock Summary.
6. Inventory Information – Godown Creation and alteration.
7. Day Book.
8. Final accounts.
9. Bank reconciliation statement.
10. Accounting and Inventory Information.
11. Bill wise Statements.
12. Trading Account

17UBM3SV	SKILL BASED COURSE-I: COMMUNICATION SKILLS - I (REPORT AND VIVA-VOCE)	SEMESTER III
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Total Credits: 3
Hours Per Week: 3

LISTENING:

1. Write an essay on the ART OF LISTENING in your own words. List the qualities for a good listener.
2. Illustrate the difference between hearing and listening
3. Enumerate the types of listeners
4. Listening exercises – Listen from movie clips, news items, good speeches by eminent personalities, and Keep up your English - BBC's English learning audios with accompanying .pdf files.
5. Listening exercises need to accompany suitable tests to judge the depth of understanding the issue involved.

SPEAKING:

1. Write an essay on the ART OF SPEAKING in your own words
2. Appreciate the importance of vocabulary and build the same.
3. Use Oxford – 3000 key words in different sentences (OUP.com)
4. Read a passage from the newspaper and compare with that of the news broadcast from TV
5. Make a presentation to the class on a topic of your choice for ten minutes and handle Q&A. List in the SDRN the toughest question that was asked.
6. Role play and simulated games with more speaking
7. Conversational practice (situations)): 1. At the college, 2. Outside the campus, 3. At the post office, 4. At the railway reservation counter, 5. Movie/ article/book Review
8. Anecdotes and Stories
9. Vary Your Volume, watch your tone and record your voice for replay in the preferred group

17UFC3FA	பகுதி -2 : அடிப்படைத்தமிழ்தாள் : 1 (Basic Tamil)	SEMESTER- III
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இளங்கலை 2017–2018 ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது

(10 மற்றும் 12– ஆம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயிலாதவர்களுக்கு)

(பருவத் தேர்வு உண்டு)

அலகு : 1. தமிழ் மொழியின் அடிப்படைக் கூறுகள் .

அ) எழுத்துகள் :

- உயிர் எழுத்துக்கள் - குறில் , நெடில் எழுத்துகள்
- மெய் எழுத்துக்கள் - வல்லினம், மெல்லினம், இடையினம்
- உயிர்மெய் எழுத்துக்கள்

ஆ) சொற்களின் வகைகள் :பெயர்ச்சொல், வினைச்சொல் – விளக்கம் (எ.கா.)

அலகு : 2. குறிப்பு எழுதுதல்

- பெயர், முகவரி, பாடப்பிரிவு , கல்லூரியின் முகவரி
- தமிழ் மாதங்கள்(12), வாரநாட்கள்(7),
எண்கள் (ஒன்று முதல் பத்து வரை), வடிவங்கள், வண்ணங்கள்
- ஊர்வன, பறப்பன, விலங்குகள், மனிதர்களின் உறவுப்பெயர்கள்
- இந்திய மாநிலங்கள், நதிகள், தேசத் தலைவர்கள் பற்றிய குறிப்புகள்

வினாத்தாள் அமைப்பு முறை - மொத்த மதிப்பெண்கள்-50			
பகுதி -அ	சரியான விடையைத் தேர்வு செய்தல்	10x2=20	அனைத்து அலகுகளில் இருந்தும் வினாக்கள் அமைதல் வேண்டும்
பகுதி -ஆ	அரைப்பக்க அளவில் விடையளிக்க	5x3=15	
பகுதி-இ	இரண்டு பக்க அளவில் விடையளிக்க	1x15=15	

17UFC3FB	பகுதி -2 : சிறப்புத் தமிழ்தாள் :1 (Advanced Tamil)	SEMESTER- III
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இளங்கலை 2017 – 2018 ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது
(10 மற்றும் 12 – ஆம் வகுப்புகளில் தமிழ் மொழிப்பாடம் பயின்றவர்களுக்கு உரியது)
(பருவத் தேர்வு உண்டு)

அலகு – 1: மரபுக் கவிதைகள்

அ)பாரதியார் கவிதைகள்

- தமிழ்நாடு
- மனதில் உறுதி வேண்டும்
- வருகின்ற பாரதம் (பா.எண்.5-8)

ஆ)பாரதிதாசன் கவிதைகள்

- இன்பத்தமிழ்
- நீங்களே சொல்லுங்கள்
- உலக ஒற்றுமை
- வாளினை எட்டா!

அலகு – 2 : புதுக்கவிதைகள்

- கம்பன் கவியரங்கக் கவிதை - மு.மேத்தா
- தமிழா! நீ பேசுவது தமிழா! - காசியானந்தன்
- நட்புக் காலம் (10 கவிதைகள்) - அறிவுமதி கவிதைகள்

அலகு – 3 : இலக்கணம்

- வல்லினம் மிகும் மற்றும் மிகா இடங்கள்
- ர, ற, - ல, ழ, ள - ந, ண, ன - வேறுபாடு அறிதல்

அலகு – 4: கடிதங்கள் எழுதுதல்

- பாராட்டுக் கடிதம்
- நன்றிக் கடிதம்
- அழைப்புக் கடிதம்
- அலுவலக விண்ணப்பங்கள்

அலகு – 5: பாடம் தழுவிய வரலாறு

- பாரதியாரின் இலக்கியப் பணி
- பாரதிதாசனின் இலக்கியப்பணி
- மரபுக்கவிதை, புதுக்கவிதை - விளக்கம்

வினாத்தாள் அமைப்பு முறை - மொத்த மதிப்பெண்கள்-50			
பகுதி -அ	சரியான விடையைத் தேர்வு செய்தல்	10x1=10	ஒவ்வொரு அலகிலும் இரண்டு வினாக்கள்
பகுதி -ஆ	அரைப்பக்க அளவில் விடையளிக்க	5x3=15	ஒவ்வொரு அலகிலும் ஒரு வினா
பகுதி -இ	இரண்டு பக்க அளவில் விடையளிக்க	5x5=25	ஒவ்வொரு அலகிலும் ஒரு வினா
குறிப்பு: பகுதி ஆ மற்றும் இ-க்கான வினாக்கள் இது அல்லது அது என்ற அடிப்படையில் அந்தந்த அலகுகளில் அமைதல் வேண்டும்			

17UFC3FC	PART-IV: YOGA FOR HUMAN EXCELLENCE	SEMESTER - III
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Total Credits: 2
Hours Per Week: 2

CONTENTS

UNIT - I

Yoga and Physical Health

- 1.1 Physical Structure-Three bodies-Five limitations
- 1.2 Simplified physical Exercise – Hand Exercises – Leg Exercises – Breathing Exercises – Eye Exercises –Kapalapathi
- 1.3 Maharasanas 1-2 Massages - puncture-Relaxation
- 1.4 Yogasanas – Padmasana- Vajrasanas-Chakrasanas (side) – Viruchasanas – Yoga muthra – Patchimothasanas – Ustrasanas – Vakkarasanas – Salabasanas

UNIT - II

Art of Nurturing the life force and Mind

- 2.1 Maintaining the youthfulness –Postponing the ageing process
- 2.2 Sex and Spirituality – Significance of sexual vital fluid – Married life Chastity
- 2.3 Ten stages of Mind
- 2.4 Mental frequency – Methods for concentration

UNIT - III

Sublimation

- 3.1 Purpose and Philosophy of life
- 3.2 Introspection – Analysis of Thought

3.3 Moralization of Desires

3.4 Neutralization of Anger

UNIT IV

Human Resources Development

4.1 Eradication of worries

4.2 Benefits of Blessings

4.3 Greatness of Friendship

4.4 Individual Peace and World Peace

UNIT V

Law of Nature

5.1 Unified force – Cause and Effect system

5.2 Purity of Thought and Deed and Genetic Centre

5.3 Love and Compassion

5.4 Cultural Education – Fivefold Culture

17UFC3FC	PART-IV: YOGA FOR HUMAN EXCELLENCE	SEMESTER - III
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Total Credits: 2
Hours Per Week: 2

1) யோகமும் உடல் நலமும்

- 1.1 உடலமைப்பு – 3 உடல்கள் - ஐந்தில் அளவு முறை
- 1.2 எளியமுறை உடற்பயிற்சி – கைப்பயிற்சி – கால் பயிற்சி - மூச்சுபயிற்சி – கண் பயிற்சி – கபாலபதி
- 1.3 மகராசனம் 1-2 – உடல் தேய்த்தல் - அக்குபிரஸர் பயிற்சி – உடல் தளர்த்தல்
- 1.4 யோகாசனங்கள்: - பத்மாசனம் - வஜ்ராசனம் - சக்கராசனம் (பக்கவாட்டில்)- விருச்சாசனம் - யோக முத்ரா – பச்சி மோத்தாசனம் உஸ்ட்ராசனம் - சலபானம்

2) உயிர்வளமும் - மனவளமும்

- 2.1 இளமை காத்தல் -முதுமையைத் தள்ளிப்போடுதல்
- 2.2 பாலுணர்வும் ஆன்மீகமும் -வித்தின் மகிமை - இல்லற வாழ்வு – கற்புநெறி
- 2.3 மனதின் பத்து படிநிலைகள்
- 2.4 மன அலைச்சுழல் - மன ஓர்மைக்கான பயிற்சிகள்

3) குணநலப்பேறு

- 3.1 வாழ்வின் நோக்கம் வாழ்க்கைத் தத்துவம்
- 3.2 அகத்தாய்வு – எண்ணம் ஆராய்தல்
- 3.3 ஆசை சீரமைத்தல்
- 3.4 சினம் தவிர்த்தல்

4) மனித வளமேம்பாடு

- 4.1 கவலை ஒழித்தல்
- 4.2 வாழ்த்தும் பயனும்
- 4.3 நட்பு நலம்
- 4.4 தனிமனித அமைதி – உலக அமைதி

5) இயற்கை நியதி

- 5.1 ஒருங்கிணைப்பு ஆற்றல் - செயல்விளைவுத் தத்துவம்
- 5.2 மனத்தூய்மை வினைத்தூய்மை –கருமையம்
- 5.3 அன்பும் கருணையும்
- 5.4 பண்பாட்டுக் கல்வி – ஐந்தொழுக்கப் பண்பாடு

17UFC3FD	PART-IV: WOMEN'S RIGHTS	SEMESTER - III
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Total Credits: 2
Hours Per Week: 2

CONTENTS

UNIT- I

Laws, Legal Systems and Change: Definition - Constitutional law, CEDAW and International Human Rights - Laws and Norms - Laws and Social Context - Constitutional and Legal Framework.

UNIT- II

Politics Of Land And Gender In India: Introduction - Faces of Poverty - Land as Productive Resources - Locating Identities - Women's Claims to Land - Right to Property - Case Studies.

UNIT- III

Women's Rights: Access to Justice: Introduction - Criminal Law - Crime Against Women - Domestic Violence - Dowry Related Harassment and Dowry Deaths - Molestation - Sexual Abuse and Rape - Loopholes in Practice - Law Enforcement Agency.

UNIT- IV

Women's Rights: Violence Against Women - Domestic Violence - The Protection of Women from Domestic Violence Act, 2005 - The Marriage Validation Act, 1982 - The Hindu Widow Re-marriage Act, 1856 - The Dowry Prohibition Act, 1961.

UNIT -V

Special Women Welfare Laws: Sexual Harassment at Work Places – Rape and Indecent Representation – The Indecent Representation (Prohibition) Act, 1986 - Immoral Trafficking – The Immoral Traffic (Prevention) Act, 1956 - Acts Enacted for Women Development and Empowerment - Role of Rape Crisis Centers.

REFERENCES BOOKS:

1. *Nitya Rao*. 2008. **“Good Women do not Inherit Land”** Social Science Press and Orient Blackswan.
2. *InternationalSolidarityNetwork* , 2006 ,**“KnowingOurRights”** Animprintof Kali for Women.
3. *Kaushik. P.D.* 2007. **“Women Rights”** Bookwell Publication.
4. *Aruna Goal*. 2004. **“Violence Protective Measures for Women Development and Empowerment.”** Deep and Deep Publications Pvt.
5. *Monica Chawla*. 2006. **“Gender Justice”**. Deep and Deep Publications Pvt Ltd.
6. *Preeti Mishra*. 2007. **“Domestic Violence Against Women”**. Deep and Deep Publications Pvt.
7. *ClairM.Renzetti, Jeffrey L.Edleson, and Raquel Kennedy Bergen*. 2001. Source Book on **“Violence Against Women”**. Sage Publications.

17UFC3FE	PART-IV: CONSTITUTION OF INDIA	SEMESTER - III
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Total Credits: 2

Hours Per Week: 2

CONTENTS

UNIT I

Making of Constitution - Constituent Assembly- Dr.RajendraPrasath-
Dr.B.R.Ambedkar - Salient features - Fundamental Rights.

UNIT II

UnionExecutive-PresidentofIndia -Vice-President-PrimeMinister
-Cabinet- Functions

UNIT III

UnionLegislature-Rajiya Sabha -Lok Sabha -Functions and Powers

UNIT IV

UnionJudiciary-Supreme Court- Functions-Rule oflaw

UNIT V

State - Executive - Legislature - Judiciary - Role of Tamilnadu
Public Service Commission.

REFERENCE BOOKS:

1. *Agharwal.R.C.*1977,**National Moment and Constitutional Development.** NewDelhi.
2. *ChapraB.R.,* 1970,**Constitution ofIndia.** New Delhi.
3. *Rao B.V,* 1975. **ModernIndianConstitution.**Hyderabad.
4. *Nani Palkhivala ,*1970, **Constitution ofIndia,**New Delhi.
5. *Krishnalyer, V.R.,* 2009, **Lawand Justice.** New Delhi.
6. ReferenceManual from theGovt. ofTamilnadu

17UNM34T	NMEC-I: INTRODUCTION TO INTERNATIONAL TRADE	SEMESTER - III
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PREAMBLE:

International trade provide an insight to explain the importance of international trade among the countries and find the sources of competitive advantage and to analyze the economic effects of government policies that restrict international trade.

Course Outcomes

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

CO Number	CO Statement	Knowledge level
CO1	Demonstrate knowledge of the nature and operation of foreign exchange market.	K1
CO2	Critically assess the foreign trade Policy in an open economy.	K2
CO3	Demonstrate a critical understanding of modern trade theories and terms of trade	K3
CO4	Evaluate the operation and effects of Indian shipping industry.	K1
CO5	Analyze and understand the Documentations of exports and imports.	K1

17UNM34T	NMEC-I: INTRODUCTION TO INTERNATIONAL TRADE	SEMESTER - III
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Total Credits: 2
Hours Per Week: 2

OBJECTIVES:

1. To have awareness on acts governing foreign trade in India
2. To study various incentives given for exporters and importers
3. To understand documents used for exports and imports

UNIT- I

International marketing-national & international marketing-difficulties and barriers of international marketing-Categories of Exporters.

UNIT-II

Market FTDR Act 1992- FEMA- India's foreign trade Policy 2015-2020- Entry Strategies-Export Licensing Procedures and Formalities.

UNIT-III

Export Promotion Capital Goods Scheme (EPCG) - Export Credit Guarantee Corporation (ECGC).

UNIT-IV

Types of ships-role of intermediaries-Major and minor ports in India-issues in Indian shipping industry

UNIT-V

Documents used for exports-customs clearance for exports and imports

TEXT BOOKS:

1. *Mahajam.M.L.Export Do It Yourself*. [19th edition]. Snow White Publications, 2015. (UNIT I ,II.V).
2. [*Francis Cherunilam*](#). **International trade and export management**. Himalaya Publishing house, 2010(Unit III).
3. *Dr.Krishnaveni Muthiah* . **Logistics Management World Seaborne Trade**. [2nd edition], Himalaya Publishing House, 2010. (Unit IV).

REFERENCE BOOKS:

1. *Mahajam.M.L.Export*. **Export Policy, Procedures and Documentation**. [26th ed]. Snow White Publications, 2015
2. [*Rai Usha Kiran*](#).**Export - Import and Logistics Management**. [2nd edition] . PHI Publishing House, 2010.(Unit I to V)

17UBMSS1	SELF STUDY I: EXPORT IMPORT PROCEDURE	SEMESTER- III
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OBJECTIVES:

On the successful completion of the course the student should

1. Have a clear idea on international business policy of India, and
2. Able to observe the procedures associated in foreign trade.

UNIT - I

FTDR (Act) 1992 - Export and Import Policy - Highlights of FTP 2015-2020.

UNIT - II

Golden Rules for Successful Exporting - Preliminary Steps for Starting Export Business - Registration on Exporters - Obtaining License - Appointing Overseas Agents.

UNIT - III

Different Categories of Exporters - Status Holders - 100% EOU's - FTZ - SEZ.

UNIT - IV

Preparation of various Export Documents - Documents for Related Goods - Documents for Transportation of Goods - Documents for Customs Clearance - Invoice, Packing List, Shipping Bill, Bill of Lading and Bill of Entry.

UNIT - V

Import License - Import of Capital Goods under EPCG Scheme - Restricted and Banned it's for Imports - Canalization of Imports and Various Canalization Agents - Customs Procedure for Imports.

REFERENCE BOOKS:

1. *Ajay Srivastava*, **Export Import Handbook** ,2015, Business Datainfo Publishing Co. Pvt. Ltd,4th Edition.
2. *T.A.S.Balagopal*,**Export Management**, 1977,Himalayan Publishing House.
3. *Francis Cherunilam*,**International Trade and Export Management**, 2010,Himalayan Publication House.

17UBMSS2	SELF STUDY II: EVENT MANAGEMENT	SEMESTER-III
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OBJECTIVES:

To enable the students to learn the basics of Event Management & Public Relation

1. To get the knowledge of organizing the events.
2. To know the importance of public relation.

UNIT - I

Event Management - Requirement of Event Manager - Analyzing the Events - Scope of the Event - Decision-Makers - Technical Staff - Developing Record-Keeping Systems - Establishing Policies & Procedures.

UNIT - II

Preparing a Planning Schedule - Organizing Tasks - Assigning Responsibility and Communicating - Using the Schedule Properly - The Budget - Overall Planning Tips - Checklists - Expert Resources - Computer Software Required

UNIT - III

Who are the people on the Event - Locating People - Clarifying Roles - Developing Content Guidelines - Participant Tips - Reference Checks - Requirement Forms - Introduction - Fees & Honorariums - Expense Reimbursement - Travel Arrangements - Worksheets.

UNIT - IV

Types of Events - Roles & Responsibilities of Event Management in Different Events - Scope of the Work - Approach towards Events.

UNIT - V

Introduction to PR - Concept - Nature - Importance - Steps - Limitations - Objectives - Media - Types of Media - Media Relations - Media Management - PR Strategy and Planning - Identifying Right PR Strategy - Brain Storming Sessions - Event Organization - Writing for PR.

Reference Books:

1. Devesh Kishore, Ganga Sagar Singh, **Event Management: A Blooming Industry and an Eventful Career**. Har-anand Publications Pvt. Ltd.
2. Swarup K Goyal , 2009. **Event Management**. Adyayan Publisher.
3. Savita Mohan, **Event Management and Public Relations**. Enkay Publisher.

17UBM43A	HUMAN RESOURCE MANAGEMENT	SEMESTER - IV
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PREAMBLE:

To familiarize the students with the Human Resource Management, Functions of HR Department, Manpower planning, performance appraisal system, Salary administration, Labour Welfare and Industrial Relations

COURSE OUTCOMES

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

Co Number	CO Statement	Knowledge level
CO1	Acquire the knowledge of human resource and the functional aspects of human resource management in the organization.	K1
CO2	Understand the importance of job performance and the various methods in recruitment and selection procedures of the multi level corporate.	K2
CO3	Carry out various performances appraisal system, human resource policies, planning and employee relations in the organization.	K3
CO4	Illustrate the wage and salary administration system, employee welfare measures to the higher order level of employee benefits.	K3
CO5	Implement the industrial relation mechanism, trade union influences and worker participation in the management.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	S	S	S
CO3	S	S	M	S	M
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S - Strong; M-Medium; L-Low

17UBM43A	CORE IX : HUMAN RESOURCE MANAGEMENT	SEMESTER - IV
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Total Credits: 4
Hours Per Week: 5

UNIT - I

Human Resource Management - meaning, nature, scope and objective - Functions of HR Department - The Role of HR manager - Organisation of HR department - HR Policies and Procedures.

UNIT - II

Manpower planning -Employee Attrition and Retention - Job analysis - Job description - Job specification -Recruitment and Selection - Training and Development.

UNIT -III

Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion - Human relations - Approaches to good human relations - Punishment.

UNIT -IV

Wages and Salary administration - Benefits - Incentive system - Labour welfare and Social Security - Safety, Health and Security - Retirement benefits to employees - Awareness on HR Software.

UNIT - V

Industrial relations - Trade unionism - Grievance handling - Collective bargaining - Worker's participation in management.

TEXT BOOKS:

1. *VSP. Rao*, 2008. **Human Resource ManagementText and Cases**. Excel Book Publishers, New Delhi, 2nd Edition.
2. *Tripathy.P.C*, 2014. **Human Resource Management**. Sultan Chand and Sons, New Delhi.

REFERENCE BOOKS:

1. *Mamoria.C.B and S.V. Gankar*, 2008. **Human Resource Management**, Himalaya Publishing House. New Delhi.
2. *Bhagoliwal.T.N*, 2002. **Personnel Management and Industrial Relations**. Sahitya Bhavan Publishers, Agra.
3. *L.M. Prasad*, 2014. **Human Resource Management**. Sultan Chand and Sons, New Delhi, 3rd Edition.

17UBM43B	INSURANCE PRINCIPLES AND PRACTICE	SEMESTER -IV
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PREAMBLE:

This course intends to provide a basic understanding of the insurance mechanism, risk insurance, insurance market operations, and insurance contracts. An overview of major life insurance and general insurance products are discussed.

Course Outcomes

In the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Examine the risk and relevance involved in insurance industry and to suggest the importance of insurance.	K1
CO2	Suggest the importance of life insurance, terms and conditions of insurance, contract and products.	K3
CO3	Insight the knowledge of general insurance practice, laws, terms and conditions, claim and procedure of insurance.	K3
CO4	Understand the fire and marine insurance, general insurance, loss and recover. To study the terms and conditions of insurance.	K3
CO5	To understand other business insurances and practices of Health insurance in Indian climate.	K2

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	M	S	S
CO3	S	S	S	S	S
CO4	S	M	S	S	S
CO5	S	S	S	S	M

S – Strong; M-Medium; L-Low

17UBM43B	CORE X : INSURANCE PRINCIPLES AND PRACTICE	SEMESTER -IV
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Total Credits: 4
Hours Per Week: 5

UNIT - I

Insurance principles - Defining Risk and Uncertainty - Classification of risk.
Insurance - Nature and significance of Insurance, principles of insurance.
Evaluation insurance business in India; Insurance Regulatory Development Authority (IRDA) – Recent Developments in the Insurance sector.

UNIT - II

Life Insurance - Law relating to life Insurance - different products offered by life insurers - Premiums and bonuses - Assignment, Nomination and Surrender of policy - Policy claims - ULIPs – terms and conditions – rider – top up – premium.
Term insurance.

UNIT - III

General Insurance - Law relating to general insurance - different types of general insurance general insurance Vs life insurance - Proposal form- Cover notes – Endorsement – Co-insurance - Underwriting policy - Renewal procedure - Claims – Surveyors and loss assessors.

UNIT - IV

Fire insurance - Various types of fire policy – Coverage – Subrogation - Double insurance - Contribution - Proximate cause - Claims of recovery - Marine Insurance - Scope and nature - Types of policy - insurable interest - Disclosure and representation - Voyage - Warranties.

UNIT - V

Miscellaneous Coverages - Motor Insurance - Package policy - Nature, terms and conditions of Health Insurance - Role of TPAs in healthcare Delivery - Personal Accident insurance.

TEXT BOOK:

1. *Mishra.M.N.* 2016, **Insurance Principles and Practices**. S.Chand and Sons Publishers.

REFERENCE BOOKS:

1. *Kothari and Bahl*, 2012. **Principles and Practices of Insurance**, Cengage Learning
2. *Dr. P. Periasamy*, 2017. **Principles & Practice of Insurance**, Himalaya Publishing House Pvt. Ltd.

17UBM43C	COURSE NAME : ADVERTISING AND SALES PROMOTION	SEMESTER -IV
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PREAMBLE:

To provide an insight for the students to acquire knowledge in advertising, media of advertising, advertising agencies, budgeting and social effects of advertising and advertising layout. To understand about sales force management and sales promotion.

Course Outcomes

In the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Recognize the meaning of advertising and its media.	K1
CO2	Interpret advertising agencies and effects of advertising.	K2
CO3	Discuss about advertising layout, advertising campaign and its stages.	K2
CO4	Illustrate sales force size, recruitment and selection, training and motivations.	K3
CO5	Demonstrate the process of sales promotion and its strategies.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S – Strong; M-Medium; L-Low

17UBM43C	CORE XI : ADVERTISING AND SALES PROMOTION	SEMESTER -IV
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Total Credits: 4
Hours Per Week: 4

UNIT - I

Advertising: Meaning - Importance - Objectives - Media - Forms of media - Press Newspaper trade journal - Magazines - Outdoor advertising - Poster - Banners - Neon signs, Publicity literature booklets, Folders, House organs - Direct mail advertising - Cinema and theatre programme - Radio and television advertising - Exhibition - Trade fair - Transportation advertising - Recent trends in advertising.

UNIT - II

Advertising agencies - Advertising budget - Advertising appeals - Advertising organization - Social Media : Social effects of advertising - Advertising copy - Objectives -essentials - Types - Elements of copy writing: Headlines, body copy - Illustration - Catch phrases and slogans - Identification marks.

UNIT -III

Advertising layout - Functions - Design of layout - Typography printing process and reproduction paper, cloth - Size of advertising - Repeat advertising - Advertising campaign and its stages - Advertising ethics.

UNIT-IV

Sales force Management - Importance-sales force decision - Sales force size-recruitment & selection - Training - Methods - Motivating salesman Controlling - Compensation & incentives - Fixing sales territories - Quota - Evaluation.

UNIT - V

Sales promotion: Meaning - Methods - Promotional strategy - Marketing communication and persuasion - Promotional instruments: advertising - techniques of sale promotion - Consumer and dealers' promotion - After sales service - Packaging - Guarantee.

TEXT BOOKS:

1. *Bolen J.H.*, 2011, **Advertising and sales promotion**, Prectice, Jaico, Publishing House.
2. *Sontaki C.N*, 2012, **Advertising**. Kalyani Publishers, New Delhi, 3rd Edition.

REFERENCE BOOKS:

1. Sarangi.S.K., **Advertising and Sales Promotion (Marketing Management - III)**, Asian Books, 2011 by
2. Davar S.K., **Salesmanship and Advertising** Margham Publications, 2nd edition (2012).

17UBM43P	CORE LAB IV: INTERNET AND WEB PAGE PROGRAMMING	SEMESTER -IV
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Total Credits: 2
Hours Per Week: 4

LIST OF PROGRAMS

1. Creating web pages for a business organization using HTML Frames with animation.
2. Creating a Program using HTML to display Image and the text using HTML ordered list and unordered list of a Departmental Store.
3. Creating a Resume using HTML Tags.
4. Develop a HTML page to check username and password.
5. Create a document using Form to support Local Processing of Order form.
6. Develop a HTML page to link other web page.
7. Develop a HTML page to scroll text from left to right.
8. Develop a HTML page to display an advertisement.
9. Develop a static HTML page for college information.
10. Develop a HTML page to input information to create a mail id.
11. Develop a HTML page to display student results for a given roll number.
12. Creating a Frame to display a multiform document.

17UBM4AA	ALLIED PAPER : TAXATION LAW AND PRACTICE	SEMESTER -IV
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PREAMBLE:

To enable the students to acquire knowledge in Principles of Taxation, Direct and Indirect Taxes which will provide insight for the students to apply in the business administration in order to manage and be effective in decision making in the functional areas like financial transactions.

Course Outcomes

In the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Define tax, direct, indirect taxation and residential status	K1
CO2	Interpret the income under salary and house property	K2
CO3	Interpret the income under profits and gains of business, profession and capital gains	K2
CO4	Explain about indirect taxes and VAT	K3
CO5	Compare and classify central excise duty, import and export duty	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S - Strong; M-Medium; L-Low

17UBM4AA	ALLIED III: TAXATION LAW AND PRACTICE	SEMESTER -IV
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Total Credits: 4
Hours Per Week: 5

TAXATION LAW AND PRACTICE

UNIT - I

Basic Concepts of Taxation: General Principles of Taxation, Distinction between Direct and Indirect taxes, Tax Evasion -Avoidance -Causes -Remedies. Direct Taxes: Income Tax Act 1961 -Important Definitions -Basis of Charge -Residential Status -Income exempted from Income tax -Heads of income.

UNIT - II

Computation of income under salary and house property (Problems to be included).

UNIT - III

Computation of Income under Profits and Gains of Business - Profession - Capital Gains (problems be included) - Income from other sources - Computation of Total Income - Income tax Authorities - Duties and their Powers.

UNIT - IV

Indirect Taxes: Concept of Indirect Tax - Goods and Service Tax - Introduction- History of GST in India- Administration of Indirect Taxation in India - Constitutional Framework of GST, GST Model - CGST - IGST - SGST - UTGST - Advantages of GST - Penalties and Appeals.

UNIT - V

Customs Duties -Introduction of Customs- Classification of Goods- Exemption from Customs Duty-Levy of Import and Export Duty -Types of Import Duty.

TEXT BOOKS:

1. Dr.R.G.Sha and Dr.Usha Devi N, 2018, **Income Tax (Direct Tax)**, Himalaya Publishing House, 6th Edition.
2. Gour.V.P., Narang.D.B, Puja Gaur and Rajeev Puri, 2018. **Income Tax Law and Practice**. Kalyani Publishers, 46th Edition.
3. V. Balachandran and S. Thothadri, 2013, **Taxation Law and Practice**, Volume 1, PHI Learning Private Limited, New Delhi.
4. Vinoth.K.Sinkaniya, **Income Tax Law and Practice**, ...

REFERENCE BOOKS:

1. Akhileshwar Pathak and Savan Godiawala, 2013, **Business Taxation**, Tata McGraw Hill, New Delhi.
2. T.S.Reddy and Y Hariprasad Reddy, 2018, **Basics of Income Tax**, Margam Publications, 1st Edition
3. Dr.R.Chanrasekaran, 2017, **Introduction to GST**, Kongunadu Publishing House, 1st Edition.

17UBM4SV	SKILL BASED SUBJECT-II: COMMUNICATION SKILLS - II (READING AND WRITING)	SEMESTER IV
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Total Credits: 3
Hours Per Week: 3

Vocabulary building: Explain Abstract words - Words often to confuse - Abbreviations - Idioms and Phrasal Verbs - One word substitution -Business terms - Flash card method - Procure any two insurance policies (photocopies) and paste them in the SDRN and underline the new words you have added to your vocabulary.

1. Reading: Newspaper reading on daily basis – Book review (at least two per semester) Allow students to select a novel or autobiography or self-improvement or short stories book; and make them to prepare a journal in the SDRN for the reading exercises of these books. Practice louder reading and other members in listening mode
2. Application Writing – preparation of job-specific Resume /CV
3. Collection of financial statements of any one organization for two consecutive years and prepare comparative statements.
4. List any three MNC's and FMCGs operating in India along with their products or services offered.
5. Collect a partnership deed, Memorandum and Article of Association of any company and paste in your SDRN
6. Form filling: Railway ticket booking with specimen of reservation/cancellation slip – Banking transaction slips sample specimen

copy collect and paste (forms for account opening, pay-in-slips, purchase of DDs, RTGS/EFTs) – share application form of a limited Company – documents used in Import and Export trade/Commercial / income tax departments of Government

7. Prepare an Advertisement for recruitment / selection of candidates for any organization of your choice – Develop an ad copy for a product.
8. Collect an annual report of a joint-stock (public limited) company and list out its assets and Liabilities.
9. Comprehension: Market / field study report on a local issue (at least 1000 words) – Transfer positive and / or negative emotions to paper -- Draft an application to the Chief Information Officer of any government office seeking information about a specific public spending – Draft a complaint to District Consumer Forum on the deficiency of service which you have consumed – Success stories of Entrepreneurs in the region – List out unethical aspects of Advertising which you have come across recently
10. For an IPO, collect a Prospectus of a company and identify the reasons to invest or not to invest in shares.
11. List the environmental issues of an industry of your choice operating in your region
12. Select any organization and undertake SWOT analysis.
13. Visit a few e-com websites and note down the appealing features and negative impressions in the SDRN.
14. Pick any three print advertisements and critically evaluate them

17UNM44T	NMEC-II: BASICS OF ENTREPRENEURSHIP	SEMESTER IV
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Total Credits: 2
Hours Per Week: 2

OBJECTIVES:

To enable the students to acquire knowledge of Entrepreneurship

1. EDP, Project management
2. Institutional support to entrepreneurial development

UNIT - I

Meaning of entrepreneurship - functions and types of entrepreneur - Qualities of a successful entrepreneur- Intrapreneur - Role of entrepreneurship in economic development - Women Entrepreneurship - Problems Faced by Women Entrepreneurs in India

UNIT - II

Entrepreneurship Development Programmes - Need - Objectives - Course Contents - Phases - Evaluation.

UNIT - III

Institutional Support to Entrepreneurs - DIC, NSIC, SIDO, SISI, KVIC, MSME - Awareness on Industrial Association: CODISSIA, CII, CPC, etc.,

UNIT - IV

Meaning of project - project identification – Project selection - project formulation
- contents of a project report – Steps to Start a Small Business – Government
Schemes for Startups.

UNIT - V

Venture Capital - Source of finance for a project - Institutional finance to
entrepreneurs - IDBI, IFCI, ICICI, SIDBI, TIIC

TEXT BOOKS:

1. *Khanka.S.S*, 2007. **Entrepreneurial Development**. S.Chand & Company Ltd. New Delhi.
2. *Gupta.C.B and Srinivasan.N.P*, 2015. **Entrepreneurial Development**. Sultan Chand and Sons, New Delhi.

REFERENCE BOOK:

1. *Vasanth Desai*, **Small Scale Industries and Entrepreneurship**. Himalaya Publishing House, 9th Edition, 2011.
2. *Choudhury.S*, 2017. **Project Management**. Tata McGraw Hill Publishing Co. Ltd., New Delhi.

17UBM53A	CORE XII - FINANCIAL MANAGEMENT	SEMESTER -V
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PREAMBLE:

The financial management provides an introduction to the basic concepts of finance, helps to apply the concepts of time value of money and to identify the various financing decision of the firm by explaining capital structure, dividend policy, to manage the working capital along with capital budgeting.

Course Outcomes

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

CO Number	CO Statement	Knowledge level
CO1	Defines the objectives and functions of the firm.	K1
CO2	Describes the various financing decision.	K2
CO3	Illustrates the capital structure and dividend policy.	K3
CO4	Manipulate the working capital management	K3
CO5	Demonstrate the fundamentals of capital budgeting	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	S	M
CO5	S	S	M	S	S

S – Strong; M-Medium; L-Low

17UBM53A	CORE XII - FINANCIAL MANAGEMENT	SEMESTER -V
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Total Credits: 5
Hours Per Week: 6

UNIT - I

Finance Functions: Meaning - Definition and Scope of Finance Functions - Objectives of Financial Management - Profit Maximization and Wealth Maximization. Basics of Time Value of Money- Sources of Finance - Short term - Bank Sources - Long term - Shares - Debentures, Preferred Stock - Debt.

UNIT - II

Financing Decision: Cost of Capital - Classification of Cost - Cost of Specific Sources of Capital - Cost of Equity Capital - Cost of Preference Share Capital - Cost of Debt - Cost of Reserves - Weighted Average Cost of Capital - Determination of WACC, Operating Leverage and Financial Leverage.

UNIT - III

Capital Structure - Factors Influencing Capital Structure - Designing Capital Structure - Optimal Capital Structure Capital Structure Theory - Dividend and Dividend Policy: Meaning, Classification - Sources Available for Dividends - General Determinants of Dividend Policy.

UNIT - IV

Working Capital Management: Working Capital Management - Concepts - Importance - Determinants of Working Capital. Cash Management: Motives for

Holding Cash - Objectives and Strategies of Cash Management. Receivables Management: Objectives - Credits policies.

UNIT - V

Investment Decision - Capital Budgeting – Features of Capital Budgeting – Objectives of Capital Budgeting – Preparation of Various Types of Capital Budgeting – Methods of Capital Budgeting – Payback Period Method – ARR Method – NPV Method – IRR Method – PI Method.

TEXT BOOKS:

1. *Prasanna Chandra, 2018. Financial Management (Theory and Practice).* Tata Mc.Graw Hill Education Pvt. Ltd, 10th Edition, New Delhi.
2. *Khan.M.Y and Jain.P.K, 2017. Financial Management (Text, Problems and Cases).* Tata Mc.Graw Hill Education Pvt. Ltd, New Delhi, 7th Edition.

REFERENCE BOOKS:

1. *Dr.JK Singh, 2017. Financial Management theory and practice,* Galgotia Publishing Company, 2nd edition, New Delhi.
2. *Maheswari.S.N, 2016. A Text Book of Accounting for Management.* Vikas Publishing House.

17UBM53B	CORE XIII: RESEARCH METHODS FOR MANAGEMENT	SEMESTER -V
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PREAMBLE:

To determine the students in the areas of Research, methods of sampling technique, Data collection methods, to Analysis and interpretation data and to enhance the various application of research.

Course Outcomes

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

Co Number	CO Statement	Knowledge level
CO1	Acquire the knowledge of research and basic fundamentals of sampling technique and research design in the core areas of research.	K1
CO2	Construct the data collection tools, scaling techniques with editing, coding and tabulating the collected data from the respondents.	K2
CO3	Prepare the statistical data analysis with the help of various statistical tools like Chi-square analysis, Z-Test, t-Test, F-test, ANOVA.	K3
CO4	Illustrate the techniques of documenting research report.	K2
CO5	Enhance the students with different applications of research like price research, motivation research, promotion research, distribution research.	K2

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S – Strong; M-Medium; L-Low

17UBM53B	CORE XIII: RESEARCH METHODS FOR MANAGEMENT	SEMESTER - V
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Total Credits: 4
Hours Per Week:6

UNIT - I

Research - Definition - Importance - Types of Research - Research Process - Research Problem: Selection- Techniques in Defining a Problem- Different Research Design - Sampling Design: Steps- Types- Sample size - Sampling Errors.

UNIT - II

Data Collection Methods : Observation- Questionnaire - Interview- Schedule - Merits and Limitations -Collection of Secondary Data -Attitude Measurement Scaling Techniques - Editing- Coding- Tabulation.

UNIT - III

Hypothesis : Characteristics of a Good Hypothesis- Types - Type I and Type II Errors -Procedure for Hypothesis Testing - Z test -T test - Chi square test- F test (Simple Problems Only)

UNIT - IV

Interpretation- Essentials- Report Writing : Steps in Writing Report - Layout of the Research Report- Types of Reports- Mechanics of Writing a Research Report- Precautions for Writing Research Reports - Graphical representation of Results.

UNIT - V

Product Research: New Product Development- Product Life Cycle- - Price Research - Motivation Research : Nature -Techniques- Advertising Research - Sales Control Research: Sales Forecasting - Sales Analysis - Sales Potential - Media research - Distribution Research.

TEXT BOOKS:

1. *Kothari.C.R*, 2013. **Research Methodology**. New age international publisher, 3rd Edition.
2. *D.D. Sharma*, 2011. **Marketing Research Principles, Applications and Cases**. Sultan Chand and Sons, New Delhi, 3rd Edition.

REFERENCE BOOKS:

1. *Green, Paul E., Tull, Donald S., Albaum and Gerald*, 1988. **Research for Marketing Decisions**. PHI Learning, 5th Edition.
2. *H.W.Boyd and Westfall*, 2012. **Marketing Research**, All India Travellers Book Sellers, New Delhi, 5th Edition.

17UBM53C	CORE XIV : COST AND MANAGEMENT ACCOUNTING	SEMESTER - V
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PREAMBLE:

This course is to enable the students to acquire knowledge of cost and management accounting which will provide understanding for the students and apply in the business organization in order to effectively demonstrate in managerial decisions in functional areas like finance and costing.

Course Outcomes

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

CO Number	CO Statement	Knowledge level
CO1	Recognize the merits and demerits of cost and management accounting along with the elements of cost concepts.	K1
CO2	Describe the cost sheets for the purpose of stores control through economic order quantity, pricing and material issues.	K2
CO3	Interpret the financial statements through comparative and common size by using various financial ratios.	K3
CO4	Sketch the fund flow and cash flow statements by calculating funds and cash from operations.	K3
CO5	Produce various budgets and apply standard costing for material variances; marginal costing for cost volume profit.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	M	S	S
CO3	S	S	S	M	S
CO4	S	S	M	S	S
CO5	S	S	M	S	S

S – Strong; M-Medium; L-Low

17UBM53C	CORE XIV : COST AND MANAGEMENT ACCOUNTING	SEMESTER - V
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Total Credits:4
Hours Per Week: 6

UNIT - I

Cost Accounting : Meaning – Definition – Scope – Objectives – Functions – Merits and Demerits of Cost and Management Accounting – Distinction between Cost, Management and Financial Accounting – Elements of Cost Concepts and Costs Classification (Theory and Problems)

UNIT - II

Preparation of Cost Sheet – Stores Control – EOQ – Maximum, Minimum Reordering Levels – Pricing of Materials Issues – FIFO – LIFO – Average Cost – Standard Price Methods – Labour Cost – Remuneration and Incentives. (Problems)

UNIT - III

Financial Statement Analysis – Preparation of Comparative and Common Size Statements – Analysis and Interpretation – Ratio Analysis – Classification of Ratios – Liquidity – Profitability – Solvency – Inter-firm Comparison. (Theory and Problems)

UNIT - IV

Fund Flow Analysis – Concept of Funds – Meaning and Definition of Fund Flow Statement – Statement of Changes in Working Capital – Statement of Sources and Application of Funds – Fund Flow Statement. Cash Flow Analysis – Uses of Cash

Flow Statement – Distinction between Fund Flow and Cash Flow Statement
(Problems only)

UNIT – V

Budgeting – Types of Budgets - Preparation of Various Budgets – Fixed Budgets
– Flexible Budgets – Cash Budgets - Zero Base Budgeting – Marginal Costing –
Cost Volume Profit Analysis (Theory and Problems)

TEXT BOOKS:

1. *Shashi K Gupta and Sharma R.K*, 2017. **Cost and Management Accounting**. Kalyani Publishers, New Delhi.
2. *Jain S.P and Narang*, 2016. **Cost Accounting Principles and Practice**. Kalyani Publishers, New Delhi, 5th Edition.

REFERENCE BOOKS:

1. *Dr.Maheswari S.N.*, 2016. **Cost and Management Accounting**. Sultan Chand and Sons, New Delhi, 9th Edition.
2. *Suveera Gill.*, 2015. **Cost and Management Accounting**. Vikas Publishing House Pvt Ltd.

17UBM53P	CORE LAB- III: VISUAL BASIC	SEMESTER -V
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Total Credits: 2
Hours Per Week: 4

CONTENTS

1. Develop a VB project to check user name and password given by user.
2. Develop a VB project to add and remove items from the list box.
3. Develop a VB project to copy all items in a list box to combo box.
4. Develop a VB project to enter and display student information.
5. Develop a VB project to scroll text from left to right using timer.
6. Develop a VB project to display system date and time on screen.
7. Develop a VB project to find day of a week of a given date.
8. Develop a VB project for mini calculator function.
9. Develop a VB project to view all image file in your system.
10. Develop a VB project for notepad.
11. Develop a VB project for document typing using MDI forms.

Use Employee information for the following projects.

12. Develop a VB project to search and delete a record in Ms Access database using data control.

13. Develop a VB project to perform the following operation in Ms Access database using DAO.

- a. Move first record
- b. Move next record
- c. Move previous record
- d. Move last record

14. Develop a VB project to insert and modify a record in Ms Access database using ADO.

17UBM5SV	SKILL BASED COURSE-III (REPORT & VIVA-VOCE): CAMPUS TO CORPORATE	SEMESTER - V
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Total Credits: 3
Hours Per Week: 3

To train the learners for smooth transition from their campus to corporate for employment...

ETIQUETTE ELABORATED:

Corporate etiquette -Workplace etiquette-Business etiquette-Email etiquette-Telephone and meeting etiquette. (Theory blended learning with notes and hints in the SDRNs) -Video clippings to watch and noting down the critical aspects pertaining to etiquettes.

ATTIRE ASPECTS:

Paste your own photograph in formal and informal dress -Dressing sense and grooming skills -Cut and paste various photographs from ad pictures to distinguish dressing for different occasions.

E-COMMUNICATION:

Students are expected to have an email id and work with groups, make mail attachments, join professional groups in social networks; download and upload files using virtual memory -Use of Electronic Devices in Modern Communication such as Fax, e-mail, chat using Skype - work with social networking sites such as LinkedIn, face book, orkut, tumblr, twitter - Mobile Communication -Narrate them in the SDRN with clippings as evidence.

APTITUDE APPETIZER:

Quantitative verbal aptitude –practice-shortcut routes-workouts from previous year / batch tests -familiarize the various types of problems from quantitative aspects in competitive exams for employment and / or higher studies.

17UBM63A	CORE XV - ENTREPRENEURSHIP AND PROJECT MANAGEMENT	SEMESTER -VI
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PREAMBLE:

To energise the students to acquire the knowledge of Entrepreneurship, Entrepreneurial Development Programmes, Project management, Institutional support to entrepreneurial development.

Course Outcomes

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

Co Number	CO Statement	Knowledge level
CO1	Introduce the basic concept of entrepreneurship and the various role played by an entrepreneur in the emerging world.	K1
CO2	Foster the students in the areas of entrepreneurial growth and equip with different entrepreneurial development programmes.	K2
CO3	Project management is a powerful discipline in the core areas of project life cycle and to know about the roles and responsibilities of a project manager.	K1
CO4	Understand the benefits of delivering the project identification and selecting the successful project with the various guidelines issued by the authorities.	K2
CO5	Classify the various sources of business finance and identify the different institutions that supporting entrepreneurs.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	S	S	S	M
CO5	S	S	M	S	S

S – Strong; M-Medium; L-Low

17UBM63A	CORE XV - ENTREPRENEURSHIP AND PROJECT MANAGEMENT	SEMESTER -VI
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Total Credits: 4
Hours Per Week: 5

UNIT - I

Entrepreneurship - Meaning - Characteristics - Entrepreneur vs Manager- Qualities of a Successful Entrepreneur- Types of entrepreneur - Functions of Entrepreneur - Intrapreneur - Role of Entrepreneurship in Economic Development- Overview of Emerging Business Models.

UNIT - II

Factors affecting Entrepreneurial Growth: Economic - Non-economic- Entrepreneurship Development Programmes: Need - Objectives - Course contents and Curriculum - Phases - Problems- Institutional support to Entrepreneurs: DIC- NSIC- SISI- KVIC- SIDO.

UNIT - III

Project Management: Project- Meaning - Characteristics - Classification- Categories - Project Life Cycle Phases - Project Manager : Problems- Roles and Responsibilities of a Project Manager.

UNIT - IV

Project Identification - Sources -Project Selection - Project Formulation : Need - Elements- Contents of a Project Report - Planning Commission Guidelines for Formulating a Project - Specimen of a Project Report.

UNIT - V

Source of Finance for a Project: Long term – Short term - Institutional Finance to Entrepreneurs : IFCI- ICICI- IDBI- SIDBI- TIIC- SIPCOT - Project Appraisal Methods : Pay Back Period –Average Rate of Return –Net Present Value –Benefit Cost Ratio – Internal Rate of Return.

TEXT BOOKS:

1. *Khanka.S.S*, 2012. **Entrepreneurial Development**. S.Chand & Company Ltd. New Delhi, 4th Edition.
2. *Gupta.C.B and Srinivasan.N.P*, 2014. **Entrepreneurial Development**. Sultan Chand and Sons, New Delhi.

REFERENCE BOOK:

1. *Choudhury.S*, 2017. **Project Management**. Tata McGraw Hill Publishing Co. Ltd., 8th Edition, New Delhi.
2. *Vasant Desai*, 2013, **The Dynamics of Entrepreneurial Development and Management**, Himalaya Publishing House.

18UBM63B	CORE XVI : MULTIMEDIA	SEMESTER -VI
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PREAMBLE:

1. Introducing the Concepts of Multimedia and its Applications.
2. Understanding various File Formats.
3. Learning about various Techniques in the Area of Animation.

Course Outcomes

In the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Learn the Fundamentals of Multimedia and its Working Environment	K1
CO2	Understand the Concepts of Text, Font and File Formats	K2
CO3	Understand the Concepts of Image Processing	K2
CO4	Learn the Concepts of Audio, Sound and Microphone	K3
CO5	Learn the Video Concepts and File Formats.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	M	S	M
CO5	M	S	M	M	S

S – Strong; M-Medium; L-Low

18UBM63B	CORE XVI: MULTIMEDIA	SEMESTER -VI
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Total Credits: 2**Hours Per Week: 3****UNIT - I**

Introduction: Multimedia - Characteristics of Multimedia Presentation- Hardware and Software Requirement - Steps for Creating a Multimedia Presentation. Analog Representation: Waves - Digital Representation and its Needs.

UNIT - II

Text: Introduction - Types of text: Unformatted, Formatted and Hypertext. Font: Appearance, Size & Style - Insertion of text: Using key board- Copying & Pasting- Using OCR software - Text Compression - File formats: TXT- DOC- RTH- PDF.

UNIT -III

Image: Introduction- Image types - Color models: RGB - CMYK- Device Dependency & Gamut-Basis steps for Image Processing- Scanner: Working Principle- Scanner Type- Color scanning- Digital Camera: Working Principle- Storage and Software Utility.

UNIT-IV

Audio: Introduction- Acoustics - Nature of sound wave -Fundamental Characteristics of Sound: Amplitude- Frequency- Waveform - Speed - Microphone: Types of Microphone - Dynamic, Condenser, Omni directional, Bi-directional, Uni directional, Polar Plot - Loudspeaker.

UNIT - V

Video: Introduction- Analog Video Camera: Monochrome Video Camera, Color Video Camera - Transmission of Video Signals - Video Signal Formats: Component, Composite, S_Video, SCART Connector - Video File Formats.

TEXT BOOKS:

1. *Ranjan Parekh, Principles of Multimedia*, 2nd Edition, Published by Tata McGraw-Hill, 1 July 2017.
2. *Tay Vaughan, Mulimedia: Making it work*, 8th Edition, McGraw-Hill Osborne Media Publisher, 2010.

REFERENCE BOOKS:

1. *Ze-Nian Li, Mark S. Drew, Jiangchuan Liu, Fundamentals of Multimedia*, 2nd Edition, Springer International Publishing, 2014.
2. *Naveen Kumar D.S, Sherawat, Multimedia and Applications*, 3rd Edition, 2016.
3. *T. M. Savage and K. E. Vogel, An Introduction to Digital Multimedia*, 2nd Edition, Jones & Bartlett Publishers, Jan 2013.

17UBM63C	CORE XVII : SERVICES MARKETING	SEMESTER VI
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PREAMBLE:

The services marketing provides an introduction to the characteristics of services, services marketing mix, helps to understand the pricing strategies, role of communication and technology in marketing of services, develops the understanding of financial services marketing and International services marketing.

Course Outcomes

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

CO Number	CO Statement	Knowledge level
CO1	Describe the characteristics of services marketing and customer expectations.	K1
CO2	Enumerate the services marketing mix and service pricing strategies.	K1
CO3	Summarize the role of communication and technology in Services marketing.	K2
CO4	Understand the marketing of financial services	K2
CO5	Discuss about the International marketing of services	K2

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	S	M
CO5	S	S	M	S	S

S – Strong; M-Medium; L-Low

17UBM63C	CORE XVII : SERVICES MARKETING	SEMESTER -VI
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Total Credits: 4
Hours Per Week: 5

OBJECTIVES:

The course aims at making students understand concepts, philosophies, processes and techniques of managing the service operations of a firm.

UNIT - I

Introduction: Types of Services – Difference between Product and Services Marketing; Characteristics of Services. Service Marketing System: Service Quality; Understanding Customer Expectations and Zone of Tolerance; Targeting and Positioning of Service.

UNIT - II

Services Marketing Mix: Special Characteristics of Services – Traditional Marketing Mix – Augmented Marketing Mix – Developing the Service Product/Intangible Product – Service Product Planning – Service Pricing Strategy – Services Promotions – Services Distributions.

UNIT - III

Physical Evidence: Importance of Physical Evidence – Elements of Physical Evidence – Role of Communication in Service Marketing; People and Internal Communication; Process of Operations and Delivery of Services; Role of Technology in Services Marketing.

UNIT - IV

Marketing the Financial Services: Deciding the Service Quality, Understanding the Customer Expectation, Segmenting, Targeting, and Positioning of Financial Services, Devising Financial Services Marketing Mix Strategies with special reference to Credits Cards, Home Loans, Insurance, Banking and Health Care Industries.

UNIT - V

Services in Global Perspective: Global Services Marketing – International Marketing of Services; Recent Trends; Principal Driving Force in Global Marketing of Services; Key Decisions in Global Marketing; Services Strategy and Organizing for Global Marketing.

TEXT BOOK:

1. Lovelock, 2017. **Services Marketing**. People, Technology and Strategy (Pearson Education, 7th edition).
2. Rampal and Gupta, 2016. **Services Marketing**. Sultan Chand, 8th edition.

REFERENCE BOOKS:

1. *Govind Apte*, 2017. **Services Marketing**. Oxford Univ.Press
2. *Rama Mohana Raok*, 2011. **Services Marketing**. Pearson Education.
3. *Zeithaml*, 2016. **Services Marketing**. Tata McGraw-Hill, 3rd edition.
4. *Bhattacharjee*, 2015. **Services Marketing**. Excel publishers.

18UBM63P	CORE LAB IV: MULTIMEDIA LAB	SEMESTER -VI
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Total Credits: 2
Hours Per Week: 4

OBJECTIVES:

1. To Put Knowledge on the basic concepts of Photoshop
2. To expand information on the concepts of Animation

CONTENTS

1. Create Sun Flower using Photoshop
2. Animate Plane Flying in the Clouds using Photoshop
3. Create a Web Page using Photoshop
4. Create Plastic Surgery for the Nose using Photoshop
5. Convert Black and White Photo to Color Photo using Photoshop
6. Design a Visiting Card containing at least one Graphic and Text Information.
7. Procedure to prepare a Cover Page for the Book in your Subject Area. Plan your own Design.
8. Take a Photographic Image and give a Title for the Image, Put the border, Write your Name, Name of the Institution and Place.
9. Procedure to adjust the Brightness and Contrast of the Picture then it gives an Elegant Look.
10. Edit Video using Video Editing Tools and Create Video Clipping.

17UBM6SV	SKILL BASED COURSE-IV (REPORT & VIVA-VOCE) : SOFT SKILLS FOR BUSINESS	SEMESTER - VI
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Total Credits: 3
Hours Per Week: 3

1. Presentation skills–effective presentation of an idea or concept –use of MS-PowerPoint or Flash is assisting the presentation need to be encouraged
2. Negotiation Skills–dealing and preparing for negotiation –clinching and compromising –observe and record –practical role plays
3. Group Discussions–leaderless group behavior –arguments vs discussions –guiding and controlling –small group practices as well as observation
4. Team Working Skills (Forming, norming, performing)–problems and prospects – encourage team formation inter and intra-class teams –list the experiences
5. Assertiveness building–How to say ‘no’ and ‘yes’ –knowing limits –identify and list the occasions where you could not be assertive
6. Facing interviews–How to prepare –how to presents –FAQs
7. Conduct a vox pop–make a brief report –present to the group
8. Non verbal Cues in Communication–Body Language –Gesture –Postures –Facial Expressions
9. Career Options –Skills and physique vis-à-vis career options –career planning –SWOT analysis (self) –Career focus –Awareness of different career and its sources of information, choosing a career.
10. SDRN to have in-depth SWOT analysis, clippings from opportunities / appointments columns of newspapers, resume for different situations, evidences related to career focus
11. A note various activities /practices/games and role-plays adopted in this skill development subjects are to be recorded in the SDRN. The aforesaid aspects are only guidelines and it may be altered/added/deleted to suit the ground realities. The above listed delivery strategies are purely suggestive and situational demands may warrant a distinctive and unique approach which can be adopted to suit the local conditions. Such practices may be documented and shared among the colleagues so that novel and new methods of this skill-builder can be spread to all concerned. However, ensure the fulfillment of the objectives to get the desired learning outcomes. The

industry attachment cum training program (during the IV semester vacation) may be twinned with this skill curriculum by means of suitable instruction to the students at the college level.

REFERENCE BOOKS:

1. *Lesikar and Flatley. Study Guides Basic Business Communication.* Skills for Empowering the Internet Generation.
2. *Senguin. The Real World and Your Career.* Business Communication
3. *Mary Ellen Guffey and Dana Loewy. Process and Product Business Communication*
4. *David Green Macmillan . Contemporary English Grammar.* Structure and composition
5. *Krishna swami. N and Shriraman. T. Creative English communication*
6. *Good English in Business A P H Publishers.*
7. *Lindsey Pollak. Getting from College to Career.* Your Essential Guide to Succeeding in the Real World
8. *M.S. Rao. I.K. Soft Skills Enhancing Employability .* Connecting Campus With Corporate
9. *Bhatnagar .International Effective Communication and Soft Skills.*
10. *Sasikumar. V and Dhamija.P.V.Spoken English. – A self - learning Guide to Conversation Practice (Audio)*
11. *Bittleston, John. Sparkplug to Creative Communication (eBook) .*
12. *Mukta Mahajani - Let's Talk: Negotiation and Communication at the Workplace*
13. *Luc D'Abadie - The Power of Focus for College Students , Les Hewitt, Andrew Hewitt (Health Communications - 2005)*
14. *Trump Donald (Westland - 2006) - The Power of Focus for College Students*

15. *Verma* - Enhancing Employability @ Soft Skills
16. *Dr.K.Alex* - Managerial Skills , S.Chand Publishing, First Edition 2013.

17UBM5EA	ELECTIVE -I : MODERN OFFICE MANAGEMENT	SEMESTER - V
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PREAMBLE:

The course focuses on office management, principles of office organization, space management, communication skills, types of office correspondence, basic knowledge of various types of record keeping, systems, principles and procedures, personal habits and work habits.

Course Outcomes

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

CO Number	CO Statement	Knowledge level
CO1	Enumerates about various concepts and principles of modern office, qualification and qualities of office manager.	K1
CO2	Explains about office environment qualities, basic safety measures, means of communication and their barriers.	K2
CO3	Sketches the importance of office correspondence, typing, methods of record keeping and filing procedures.	K3
CO4	Interprets system procedure, principles and various types of reports.	K3
CO5	Modify personnel management selection, training, control, basics of employee welfare and work appraisal.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S
CO5	S	S	S	M	S

S - Strong; M-Medium; L-Low

17UBM5EA	ELECTIVE -I : MODERN OFFICE MANAGEMENT	SEMESTER - V
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Total Credits: 4
Hours Per Week: 5

UNIT - I

Office Management and organization: Basic concepts of office – Importance – Functions – Size of the office – Office management – Relations with other departments – Scientific office management – Office manager - Principles of office organization – Types / Systems of organization – Charts – Centralization Vs. Decentralization.

UNIT - II

Office Environment and Communication: Office location – Characteristics / Qualities of office building – Environment – Physical – Hazards in office safety – Security – Secrecy – Communication – Meaning – Essential features – Classification – Barriers to communication.

UNIT - III

Office correspondence and Record management: Centralized Vs Departmental correspondence – Departmental typing and typing pools – Classification of records – Principles of record keeping – Filing – Methods.

UNIT - IV

Office systems and Procedures: Systems – Procedure – Advantages – Characteristics of sound office system and procedures – Work simplification – Principles – Kinds of reports.

UNIT - V

Office Personnel relations: Personnel management – Definitions – Functions – Office committees- Employee morale – Productivity – Employee welfare – Grievances – Work measurement – Control of office work.

TEXT BOOK:

1. *Dr.Sahai.I.M,* 2017. **Modern Office Management**, Sathiya Bhawan Publications, Agra.
2. *R.K. Chopra,* 2017 **Office Management**. Himalaya Publishing House.

REFERENCE BOOK:

1. *Arora.S.P,* 2009. **Office organization and Management**. Vikas publishing House Pvt Ltd.
2. *J.N. Jain and P. P. Singh,* 2007. **Modern Office Management: Principles and Techniques**. Regal Publications.

17UBM5EB	ELECTIVE- I : SOFTWARE DESIGN TECHNIQUES	SEMESTER - V
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PREAMBLE:

The Goal of the Software Design Techniques is to Produce a Model or representation of a System, which can be used later to build that System. The Design of a System is essentially a Blueprint or a Plan for a Solution for the System. The Outcome of Software Design is an Efficient and Reliable Software Product.

Course Outcomes

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

CO Number	CO Statement	Knowledge level
CO1	It describes the Software Software Size, Cost, Schedule, and Resource allocation for a Project with Quality	K1
CO2	It defined as the Process to Judge the approximate Cost for a Software Project, Project's Planning and Budgeting.	K2
CO3	To describe the Features and Functionalities of the Target System.	K2
CO4	To Experiment the Models based on the user Specification and Guidelines followed by the Documentation (SRS).	K3
CO5	To Predicts and Prevents the Occurrence of Issues, Bugs or Defects in the Application or Product to Prove the Software Quality.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	M	S	M
CO3	S	S	S	S	S
CO4	S	S	M	S	S
CO5	S	S	S	S	M

S - Strong; M-Medium; L-Low

17UBM5EB	ELECTIVE - I : SOFTWARE DESIGN TECHNIQUES	SEMESTER - V
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Total Credits: 4
Hours Per Week: 5

UNIT - I

Software Design: Introduction to Software Designing: Definitions – Principles of Software Design– Quality and Productivity Factors - Planning a Software Project: software managing activities- Project Estimation Techniques- Project Management Tools.

UNIT - II

Software Requirements: Requirements Analysis-Functional and Non-Functional Requirements-User Requirements-System Requirements- Requirement Engineering Process-Feasibility Studies- Software prototyping – Prototyping in the software process.

UNIT - III

Analysis and design: Analysis concepts – Design process:Principles and concepts - Modular Design – Architectural design – Data design – User interface design – Real time software design .

UNIT - IV

Testing: Verification and Validation -Taxonomy of Software Testing – Black Box Testing -White Box Testing – Structural testing: Condition-Loop-Path testing - Regression testing – Unit Testing – System Testing: Recovery, Security-Stress-Performance – Debugging.

UNIT - V

Software Quality Assurance: Process and product quality – Quality assurance and standards – Quality planning and control – Software metrics – Process improvement – Software configuration management.

TEXT BOOK:

1. *A.A.Puntambekar, Software Engineering & Quality Assurance,* Technical Publications ,2010.

REFERENCE BOOKS:

1. *Eve Anderson, Philip Greenspun, Andrew Grumet, 2006. Software Engineering for Internet Applications.* PHI.
2. *Rajib Mall, 2009. Fundamentals of Software Engineering .* 2nd edition, PHI.
3. *Stephen Schach, 2010. Software Engineering.* 7th edition, TMH.

17UBM5EC	ELECTIVE I: CUSTOMER RELATIONSHIP MANAGEMENT	SEMESTER - V
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PREAMBLE:

To analyze the behavior of customers and their value and to build a stable relationship between business and its customers in a paramount of continuous success. It is best achieved through good relationship management.

Course Outcomes

In the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Understand and address the needs of consumers through the customer buying cycle.	K1
CO2	Portray the needs of customers with the help CRM Strategy in order to meet the customer requirement.	K3
CO3	Acquire the knowledge in the enterprise marketing to meet the corporate challenges.	K3
CO4	Enhance the cultural facilitates in the developing organization, best practice in selecting vendors and benchmarking standards are elaborated.	K3
CO5	Data was needed across various touch points to help marketers understand consumer behaviors and trends.	K2

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	S
CO3	S	M	S	S	S
CO4	S	S	M	S	S
CO5	S	S	S	S	S

S – Strong; M-Medium; L-Low

17UBM5EC	ELECTIVE - I : CUSTOMER RELATIONSHIP MANAGEMENT	SEMESTER - V
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Total Credits: 4
Hours Per Week: 5

UNIT - I

Overview of Relationship Marketing - Features - Objectives - Approaches of Relationship - Basis of Building Relationship - Levels of Relationship Building - Types of Relationship Marketing - Customer Life Cycle - Management.

UNIT - II

CRM - Overview and Evolution of the Concept - Elements of CRM - Types of CRM - CRM and Relationship Marketing - CRM Strategy - Types - Importance of Customer Divisibility in CRM - Value Profit Chain.

UNIT - III

Sales Force Automation - SFA Functionalities - Contact Management - Indications of Contact Management - Enterprise Marketing Management - Features of EMM - Core Beliefs - CRM in Different Sectors in India.

UNIT -IV

Value Chain - Concept - Value Chain and CRM - Integration Business Management - Business Process Management - Benchmarks and Metrics - Culture Change - Alignment with Customer Eco system - Vendor Selection.

UNIT - V

Database Marketing - Prospect Database - Data Warehouse and Data Mining - Analysis of Customer Relationship Technologies - Best practices in Marketing Technology - Current Strategies followed by the Industries.

TEXT BOOKS:

1. *Evert Gummesson*, 2012. **Total Relationship Marketing**. Routledge, Third Edition.
2. *Paul Green Berg*, 2008. **Customer Relationship Management**. Tata Mc Graw Hill.

REFERENCE BOOKS:

1. *Philip Kotler*, 2015. **Marketing Management**. Prentice Hall.
2. *Barry Berman and Joel R Evans*, 2017. **Retail Management**. A Strategic Approach, Prentice Hall of India, Tenth Edition.

17UBM6EA	ELECTIVE - II: CONSUMER BEHAVIOUR	SEMESTER -VI
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PREAMBLE:

The consumer behaviour enables to learn discipline of consumer behavior, consumer research, consumer motivation, consumer perception, behavioural learning theories, cross cultural consumer behavioural strategies, lifestyle profiles and consumer decision making.

Course Outcomes

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

CO Number	CO Statement	Knowledge level
CO1	Enumerate the concepts and discipline of consumer behaviour.	K1
CO2	Describe consumer research, motivation and perception.	K2
CO3	Illustrate the study about learning theories and consumer attitude	K3
CO4	Indicate the influence of social class, life style and cross culture on consumer behavior.	K2
CO5	Explain the model of consumer decision making.	K2

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	S	M
CO5	S	S	M	S	S

S – Strong; M-Medium; L-Low

17UBM6EA	ELECTIVE - II:CONSUMER BEHAVIOUR	SEMESTER VI
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Total Credits: 4
Hours Per Week: 5

OBJECTIVES:

To enable the students to learn

1. Consumer decision making
2. Consumer motivation and perception
3. Consumer learning and attitude

UNIT - I

Introduction - Consumer Behaviour – definition - scope of consumer behaviour – Discipline of consumer behaviour – Customer Value Satisfaction – Retention of Customers – Marketing ethics.

UNIT - II

Consumer research – Paradigms – The process of consumer research - consumer motivation – dynamic nature of motivation – types – measurement of motives – motivational research - Consumer perception - Dynamics of perceptions.

UNIT - III

Consumer Learning – Behavioural learning theories: classical conditioning, Instrumental conditioning – Measures of consumer learning – Nature of consumer attitude – Attitude formation – Strategies for attitude change.

UNIT - IV

Social class Consumer Behaviour – Measurement of social class - Life style Profiles of social classes – social class mobility – The affluent and non affluent consumer – Consumer behavior application of social class - Cross Cultural Customers Behaviour Strategies.

UNIT - V

Consumer Decision Making – Levels of consumer decision making - Opinion Leadership – Dynamics – Types of consumer decision making – A Model of Consumer Decision Making – Relationship marketing.

TEXT BOOK:

1. *Leon G. Schiffman and Leslie Lazar Kanuk*, 2019. **Consumer Behaviour**. Prentice – Hall of India, Twelfth Edition.

REFERENCE BOOKS:

1. *Jay D. Lindquist, M. Joseph Sirgy* 2008. **Customer Behaviour**. Dog Publishing.
2. *Barry Berman and Joel R Evans*, 2017. **Retail Management**. A Strategic Approach, Prentice Hall of India, Tenth Edition.
3. *Gibson G Vedamani*, 2018. **Retail Management**. Functional Principles and Practice, Jaico Publishing House, 4th Edition.

17UBM6EB	ELECTIVE - II: BANKING LAW AND PRACTICE	SEMESTER - VI
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PREAMBLE:

Bank is a form of government regulation which subjects banks to certain requirements, restrictions and guidelines, designed to create market transparency between banking institutions and the individuals and corporations with whom they conduct business, among other things.

Course Outcomes

In the successful completion of the course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Introduction to banking system in India. RBI roles and functions.	K1
CO2	Enhance the knowledge of account opening, deposit, withdrawal procedure.	K3
CO3	Make the students to understand the usage of cheque, purpose and method to handle the cheque.	K3
CO4	Introducing the loan procedure, pledge and mortgage of property.	K3
CO5	Enhance the knowledge of drawing LC, international exchanges and fund management.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	M
CO3	S	S	S	M	S
CO4	S	S	M	S	S
CO5	S	S	S	S	S

S – Strong; M-Medium; L-Low

17UBM6EB	ELECTIVE II: BANKING LAW AND PRACTICE	SEMESTER VI
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Total Credits: 4
Hours Per Week: 5

UNIT - I

Definition of Banker and Customer - Relationships between Banker and Customer - Special Feature of RBI - Banking Regulation Act 1949 - RBI Credit Control Measure - Secrecy of Customer Account.

UNIT - II

Opening of an Account - Special Types of Customer - Types of Deposit - Transfer of Payment - RTGS, IMPS, Net Banking, Mobile banking - Merits and Demerits - Collection of Banker - Banker Lien.

UNIT - III

Cheque - Features Essentials of Valid Cheque - Crossing - Making and Endorsement - Payment of Cheques Statutory Protection Duties to Paying Banker and Collecting Banker - Refusal of Payment Cheques - Duties Holder & Holder ID due course.

UNIT - IV

Loans and Advances by Commercial Bank - Lending Policies of Commercial Bank - Forms of Securities - Lien - Pledge - Hypothecation - Advance against the Documents of Title of Goods - Mortgage and its types.

UNIT - V

Position of Surety -Various tools of Surety - Letter of Credit - Importance -
Introduction to Bills and Supply Bill - Purchase and Discounting Bill -
Advantages - Traveling Cheque - Credit Card - Teller System.

TEXT BOOKS:

1. Sundharam and Varshney, Banking Theory Law & Practice, Sultan Chand & Sons, New Delhi,2014.
2. Natarajan & Gordon: Banking Theory and Practice, 2015
Himalaya publishing house.

REFERENCES:

1. The Banking Regulation Act (amendments) 2017
2. Reserve Bank of India Act 1934

17UBM6EC	ELECTIVE - II : SYSTEM ANALYSIS AND DESIGN	SEMESTER - VI
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PREAMBLE:

Systems Analysis and Design is an active field in which analysts repetitively learn new Approaches and different Techniques for Building the System more Effectively and Efficiently. The Primary objective of Systems Analysis and Design is to Improve Organizational Systems.

Course Outcomes

On the successful completion of the Course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	To describe the System and Understand the Fundamental Systems Development Life Cycle and its Phases	K1
CO2	It examine the System Planning and determine the Requirements for develop the System	K2
CO3	To summarize the various Tools and Techniques for system development such as Data Flow Diagrams, Data Dictionary, Decision Trees and Tables	K2
CO4	To explain the process of Planning a New Business System or Replacing an Existing System by defining its Components or Modules to satisfy the specific Requirements	K2
CO5	To experiment the System to build and to ensure the Operational and Quality Standard	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	M	S	S	M
CO3	S	M	S	S	S
CO4	S	S	S	M	S
CO5	M	S	S	M	S

S – Strong; M-Medium; L-Low

17UBM6EC	ELECTIVE - II: SYSTEM ANALYSIS AND DESIGN	SEMESTER - VI
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Total Credits: 4
Hours Per Week: 5

UNIT - I

The System Concept – Characteristics of a System – Elements of a System – Types of System –System Development Life Cycle- Consideration for Candidate System –Role of a System Analyst- Real Life example for Systems.

UNIT - II

Systems Analysis – Systems Planning and the Initial Investigation – Need – Determine the Requirements- Background Analysis – Fact Finding Techniques and Analysis – Information Gathering – Review of Literature – Procedures – Forms- Onsite Observation- Interviews and Questionnaires and Types.

UNIT - III

Tools of Structures Analysis – Data Flow Diagram – Data Dictionary-Decision Tree- Decision Table –Feasibility Study- System Performance –Identification of System Objectives Description of Outputs - Feasibility Considerations – Steps in Feasibility Analysis- Report and Oral Presentation –Cost Benefit Analysis.

UNIT - IV

System Design –Process and Stage of System Design –Methodologies -Structured and Form Driven Methodology –Process Control –Data Validation – I/O and Form Design – File Organization and Database Design – Sequential and Indexed Sequential Organizations Data Base Objectives - Logical and Physical Data Normalization.

UNIT - V

System Implementation – System Testing and Quality Assurance-Nature of Test Data –Test Plan -Levels of Test Quality Assurance-Implementation and Software Maintenance-Hardware and Software Selection – System Security –Applications.

TEXT BOOKS:

1. *Alan Dennis, Barbara Haley Wixom, Roberta, M. Roth. Systems Analysis and Design*, 6th Edition, 2014.
2. *Brijendra Singh, Systems Analysis and Design*. 1st Edition 2016.

REFERENCE BOOK:

1. *V. Rajaraman, Analysis and Design of Information Systems*, PHI Learning Pvt. Ltd. 3rd Edition, 2018.
2. *Alan Dennis, Barbara Haley Wixom, Roberta Roth, Introduction to Systems Analysis and Design*, 3rd Edition, 2002.

17UBM6ED	ELECTIVE -III: E -COMMERCE	SEMESTER VI
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PREAMBLE:

Electronic commerce is the application of communication and information sharing technologies among trading partners to the pursuit of business objectives. It is associated with the buying and selling of information, products and services via computer networks. The effects of e-commerce are appearing in all areas of business, from customer service to new product design.

Course Outcomes

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

CO Number	CO Statement	Knowledge level
CO1	Enumerate the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet	K1
CO2	Describe the essentials of consumer behavior and the characteristics of Internet surfers and EC purchaser.	K2
CO3	To describe form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers	K3
CO4	To explain various business models connected with e-commerce domain, the relationship between the network models.	K3
CO5	To Identify factors that can induce government regulators to seek to safeguard consumers, and describe ways can regulators try to protect the interests of Internet consumers.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	M	S	S
CO3	S	M	S	S	S
CO4	S	S	S	M	S
CO5	S	S	S	M	S

S – Strong; M-Medium; L-Low

17UBM6ED	ELECTIVE - III: E -COMMERCE	SEMESTER VI
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Total Credits: 4
Hours Per Week: 5

UNIT - I

Foundation of Electronic Commerce :- Definition and Content of the Field - Driving Force of EC-Impact of EC - Managerial Issues- Benefits and Limitations of EC Retailing in EC - Business Models of E - Marketing - Aiding Comparison Shopping - The Impact of EC on Traditional Retailing System.

UNIT - II

Internet Consumers and Market Research - The Consumer Behavior Model - Personal Characteristics and the Demographics of Internet Surfers - Consumer Purchasing Decision Making - One - to - One Relationship Marketing - Delivering Customer Service in Cyberspace - Marketing Research of EC- Intelligent Agents for Consumers - Organizational Buyer Behavior.

UNIT - III

Advertisement in EC:- Web Advertising - Advertisement Methods - Advertisement Strategies - Push Technology and Intelligent Agents - Economics and Effectiveness of Advertisement - Online Catalogs. Internet and Extranet:- Architecture of Intranet and External :- Applications of Intranet and Extranet

UNIT - IV

Business - to - Business Electronic Commerce : Characteristics of B2B EC- Model- Procurement Management Using the Buyer's Internal Market Place -

Supplier and Buyer Oriented Marketplace – Other B2B Models Auctions – and Service – Integration with Back End Information System _ The Role of S/W Agents in B2B – Electronic Marketing in B2B.

UNIT -V

Public Policy : From Legal Issues to Privacy :- Legal, Ethical and Other Public Policy Issues – Protecting Privacy – Principles of Protecting Privacy – Legal Issues in E-Commerce – Free Speech , Internet Indecency Censorship – Taxation and Encryption Policies and Seller Protection in EC.

TEXT BOOKS:

1. *Kenneth C. Laudon and Carol Guercio Traver*, **E-Commerce 2017**, 11th Edition.
2. *Dave Chaffey*, **Digital Business and E-Commerce Management, 2016**, 3rd Edition.

REFERENCE BOOKS:

1. *Efraim Turbun. Jae Lee and David King. H. Michael Chung*
2. *Electronic Commerce, 2017. A Managerial Perspective. Pearson Education Asis.*

18UBM6EF	ELECTIVE - III : MANAGEMENT INFORMATION SYSTEM	SEMESTER VI
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PREAMBLE:

Management Information System is a modern Computerized Systems, cautiously gathered relevant data, both from inside and outside an Organization. It is broadly used and applied effective Office Management.

Course Outcomes

On the successful completion of the Course, Students will be able to

CO Number	CO Statement	Knowledge level
CO1	Describe the Information System, Need, Process and structure of MIS.	K1
CO2	To enumerate MIS Functions and Models	K2
CO3	To describe Hardware and Software need for MIS	K3
CO4	To explain Input Devices, Output Devices and Secondary Devices.	K3
CO5	To explain the Internet, Email, E-commerce and EDI.	K3

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	M	S	S
CO3	S	M	S	S	S
CO4	S	M	S	M	S
CO5	S	S	S	M	S

S – Strong; M-Medium; L-Low

18UBM6EF	ELECTIVE - III : MANAGEMENT INFORMATION SYSTEM	SEMESTER VI
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Total Credits: 4
Hours Per Week: 5

UNIT - I

Introduction to Information Systems - Definition - Features - Steps in Implementation of MIS - Need for Information- Information System for Decision Making- MIS as Competitive Advantages - MIS Structures.

UNIT - II

MIS - Strategic Information System - MIS Support for Planning - Organizing - Controlling - MIS for Specific Functions - Personnel, Finance, Marketing, Inventory and Production. Data Base Management System Models - Hierarchical -Network - Relational.

UNIT - III

Computer Hardware - Description of Electronic Computers - CPU Operations - Classification of Computers - Main - Mini - Workstations - Micro Computers - Super Computers - Personal Computers. Computer Software - Types of Software - Data Representation in Computers- Introduction to Client-Server.

UNIT - IV

Input Devices - Mouse - Touch Screens - MICR - OCR - Keyboard - Pen based Input - Digital Scanners - Voice Input Devices - Sensors. Output Devices - Impact Printers - Non-impact Printers - Video Display Terminals - Plotters - Voice

Output Devices. Secondary Storage Devices - Magnetic Disk, Floppy, Magnetic Tape, Optical Disk Storage - CD-ROM.

UNIT -V

Telecommunication Revolution - Introduction to Email, Internet, Intranet and Teleconferencing, WWW Architecture, Introduction to E-Commerce - Models B_B and B_C. EDI Applications in Business- Electronic Payment Cash, Smart Cards, and Credit Cards.

TEXT BOOKS:

1. **Management Information System** - James O brien and George Marakas - Subramanian K, 10th edition, McGraw-Hill Publication, 2013.
2. **Fundamentals of Information Systems** - Ralph Stair & George Reynolds, 9th Edition, Cengage Learning Publisher, 2013.

REFERENCE BOOKS:

1. **Management Information System** - Dr.A.K.Gupta - S Chand & Company publication - 2010.
2. **Management Information Systems for Enterprise Applications: Business Issues, Research and Solutions** by Adamantios Koumpis, 2012.
3. **Management Information System** - Gordon B Davis , John Wiley and Sons Ltd. Chichester publisher, 4th Edition 2013