

DEPARTMENT OF BUSINESS ADMINISTRATION B.B.A COURSE STRUCTURE UNDER CBCS

(CANDIDATES ADMITTED FROM 2024 -2025 ONWARDS)



DHANALAKSHMI SRINIVASAN COLLEGE OF ARTS AND SCIENCE FOR WOMEN (AUTONOMOUS)

(Affiliated to Bharathidasan University, Trichirapalli)
(Nationally Re-accredited with 'A++' Grade by NAAC)
Perambalur – 621 212 – Tamil Nadu



**DHANALAKSHMI SRINIVASAN
COLLEGE OF ARTS AND SCIENCE FOR WOMEN
(AUTONOMOUS)**

**Affiliated to Bharathidasan University, Tiruchirappalli
(Nationally Re-Accredited with A++ Grade by NAAC)
Perambalur – 621212.**



B.B.A

**Choice Based Credit System-Learning Outcomes Based Curriculum Framework (CBCS-LOCF)
(Applicable to the candidates admitted from the academic year 2024-25 onwards)**

EAR/ M	PART	COURSE	COURSE TITLE	COURSE CODE	INSTR PERIODS	CREDITS	EXAM HRS	MARKS		TOTAL
								INT	EXT	
I YEAR I SEM	I	Language Course I	Cheyyul(Ikkala Ilakiyam),Sirukadhai, Ilakiya varalaru/Hindi/French	24U1LT1/ 24U1LH1/ 24U1LF1	6	3	3	25	75	100
	II	English Language Course I	English For Communication I	24U1EL1	6	3	3	25	75	100
	III	Core Course I	Business Management	24UBA1C1	6	5	3	25	75	100
		Core Course II	Financial Accounting	24UBA1C2	5	5	3	25	75	100
		Allied Course I	Business Communication	24UBA1A1	5	4	3	25	75	100
	IV	Value Education	Value Education	24U1VED	2	2	3	25	75	100
	Total				30	22		-	-	600
I YEAR II SEM	I	Language Course II	Cheyyul(Idaikala Ilakkiyam) Puthinam/Hindi/French	24U2LT2/ 24U2LH2/ 24U2LF2	6	3	3	25	75	100
	II	English Language Course II	English for communication II	24U2EL2	6	3	3	25	75	100
	III	Core Course III	Organizational behavior	24UBA2C3	6	5	3	25	75	100
		Core Course IV	Business law	24UBA2C4	5	5	3	25	75	100
		Allied Course II	Mathematics and statistics for managers	24UMM2A2	5	4	3	25	75	100
	IV	Environmental Studies	Environmental Studies	24U2EVS	2	2	3	25	75	100
				Total	30	22				600

II YEAR III SEM	I	Language Course III	Cheyyul (Kappiyangal), Vurainadai, AluvalMuraiMadalgal, IlakkiyaVaralaru/Hindi/French	24U3LT3/ 24U3LH3/ 24U3LF3	6	3	3	25	75	100
	II	English Language Course III	English Through Literature	24U3EL3	6	3	3	25	75	100
	III	Core Course V	Company Law& Practices	24UBA3C5	5	5	3	25	75	100
		Core Course VI	Marketing Management	24UBA3C6	5	5	3	25	75	100
		Allied Course III	Computer Applications In Business	24UCA3A3	4	2	3	25	75	100
		Allied Course V (Practical)	Computer Applications In Business lab	24UCA3A3P	2	2	3	40	60	100
	IV	Non Major Elective – I	A. Introduction to Marketing management	24UBA3N1A	2	2	3	25	75	100
			B. Banking Practices	24UBA3N1B						
			Introduction to office management	24UBA3N1C						
	Total					30	22			
II YEAR IV SEM	I	Language Course IV	Cheyyul (Sangallakkiyam, NeedhiIlakkiyam, Nadagam, IlakkiyaVaralaru, PodhuKatturai/Hindi/French	24U4LT4/ 24U4LH4/ 24U4LF4	6	3	3	25	75	100
	II	English Language Course IV	English For Competitive Examinations	24U4EL4	6	3	3	25	75	100
	III	Core CoursVII	Production Management	24UBA4C7	6	5	3	25	75	100
		Core Course VIII	Entrepreneurial Development	24UBA4C8	5	5	3	25	75	100
		Allied Course IV	Operation Research	24UMM4A4	5	4	3	40	60	100
	IV	Non Major Elective – II	A. Principles of management	24UBA4N2A	2	2	3	25	75	100
			B. Personnel management and industrial relations	24UBA4N2B						
			C. Office management tools	24UBA4N2C						
				Total	30	22				600

III YEAR V SEM	III	Core Course IX	Cost Accounting	24UBA5C9	5	5	3	25	75	100
		Core Course X	International Business	24UBA5C10	5	5	3	25	75	100
		Core Course XI	Business Research	24UBA5C11	5	4	3	25	75	100
		Core Course XII	Business Economics	24UBA5C12	5	4	3	25	75	100
		Major Based Elective - I	A. Consumer Behavior	24UBA5MBE1A	5	4	3	25	75	100
			B. Sales and distribution management	24UBA5MBE1B						
			C. Organizational change and development	24UBA5MBE1C						
		Internship/Field Study/ Industrial Visit		24UBA5IS	-	1	-	-	-	100*
	IV	Skill Based Elective – I	A.IT Skills For Manager	24UBA5SBE1A	3	2	3	25	75	100
			B. Corporate Social Responsibility(CSR)	24UBA5SBE1B						
C. Digital Commerce			24UBA5SBE1C							
Soft Skill Development		Soft Skill Development	24U5SS	2	2	3	25	75	100	
	Self Paced Learning -I (Online Course)			-	2*	-	-	-	-	
Total					30	27				700
III YEAR VI SEM	III	Core Course XIII	Human Resource Management	24UBA6C13	6	6	3	25	75	100
		Core Course XIV	Financial Management	24UBA6C14	5	5	3	25	75	100
		Core Course XV	Management Information System	24UBA6C15	5	4	3	25	75	100
		Major Based Elective - II	A. Supply Chain Management	24UBA6MBE2A	4	4	3	25	75	100
			B. Service marketing	24UBA6MBE2B						
			C. Event management	24UBA6MBE2C						
		Project work	Project	24UBA6PW	6	2	-	40	60	100
		Skill Based Elective – II	A.Digital Business	24UBA6SBE2A	3	2	3	25	75	100
			B. Business Ethics	24UBA6SBE2B						
			C. Business Environment	24UBA6SBE2C						
	IV	Gender Studies	Gender Studies	24U6GS	1	1	3	25	75	100
			Self Paced Learning -II (Online Course)		-	2*	-	-	-	-
			Total		30	24				700
	V	Extension Activities	Extension Activities		-	1	-	-	-	-
		Total (Three years)				180	140 (*)			

PROGRAM OUTCOMES

Graduates of the BBA program should attain the following outcomes:

PO1	Knowledge of management theory to solve problems of industry and society.
PO2	Understand the local and global business environment and formulate competitive strategies.
PO3	Able to pursue professional careers and take up higher learning Courses.
PO4	Demonstrate leadership skills and manage projects by organizing tasks and delegating responsibility effectively. Function effectively as a leader and member of a team.
PO5	Apply ethical principles and social responsibility.

CORE COURSE-I
BUSINESS MANAGEMENT

Semester : I
Course Code: 24UBA1C1
Total Hours : 75

Max Mark : 75
Credit 5
Exam Hours: 3

OBJECTIVE:

- To understand the Management theory and Concepts and acquire the Knowledge, Skill to become a good Managers.
- To provide student with experience in integrating the concepts and techniques from the various functional areas of business and generating solutions for contemporary business problems.
- To demonstrate competence in applying the tools and techniques of business management in the major domains of business process industry.

UNIT-I MANAGEMENT (16hours)

Management – Introduction, Meaning, Definition- Nature and Scope of Management--Various approaches to Management – Functions Qualities and Skill of a Manager – Levels of Management—Henry Fayols Principles of Management.

UNIT- II PLANNING (14hours)

Planning – Introduction, Meaning, Definition - Importance – Principles of Planning – Methods -Types – MBO – Span of Control – Forecasting – Decision making.

UNIT-III ORGANIZING (15hours)

Organizing – Introduction, Meaning, Definition- Methods- Recent trends in organization – Organisation Charts – Centralisation & Decentralisation – Job analysis
– Job enrichment – Job evaluation.

UNIT-IV RECRUITMENT (15hours)

Sources of Recruitment – Introduction, Meaning, Definition- Process – Selection – Training – Direction and principles of Direction – Supervision –Communication.

UNIT-V CONTROL SYSTEM (15hours)

Management Control system – Introduction, Meaning, Definition- Methods of Control – Idle Control system – Need – Co-ordination – Techniques ofcoordination.

(0% Problem,100% Theory)

TEXT BOOK RECOMMENDED:

1.L.M. Prasad – Principles of Management, Sultan Chand & Sons.

BOOKS FOR REFERENCE:

1. T. Ramasamy – Management Principles, Himalaya Publishers.
2. Peter F. Drucker – Essence of Management, Taylor and Francis Publishers.
3. Tripathy and Reddy – Principles of Management,Tata McGraw Hill.
4. Dinkar Pagare – Business Management, Sultan Chand & Sons.
5. Koontz and O’ Donnel – Essentials of Management, Tata McGraw Hill.

COURSE OUTCOMES : On completion of this course, the students will be able to		KNOWLEDGE LEVEL
CO1	Explain the basic operations of the core functional areas of a business and how they operate within the value chain	K1
CO2	Describe the basic principles of management: planning, organizing, controlling, and directing	K2
CO3	Differentiate how various environmental factors affect business and management practices	K2
CO4	Critique contemporary management theories and explain their implications for the practice of management	K1
CO5	Analyze ethical dilemmas faced by business and managers	K3

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

CORE COURSE – II
FINANCIAL ACCOUNTING

Semester : 1
Course Code : 24UBA1C2
Total Hours : 60

Max Marks : 75
Credit : 4
Exam Hours :3

OBJECTIVES:

- To enable learners understand the fundamental concepts of Accounting
- To give them a basic knowledge of accounting principles
- To facilitate them to prepare final Accounts of business and non-trading concerns.

UNIT – 1 DEFINITION OF ACCOUNTS

Definition of Account – Nature of Accounting-objectives of Accounting-Principles of Accounting – Accounting Concepts and its conventions-Double entry - Journal - Subsidiary Books –Purchases Book, Sales Book-Purchases Return Book- Sales Book- Ledger- Trial Balance

UNIT – 2 FINAL ACCOUNTS

Final Accounts of Sole Trader – Trading , Profit and Loss Account and Balance Sheet - Final Accounts of Sole Trader with simple adjustments- Bank Reconciliation Statement (BRS) -

UNIT – 3 Depreciation

Methods of Depreciation –Straight Line Method, Written Down Value Method and Annuity Method.

UNIT – 4 TRADING ORGANISATIONS

Accounts of Non-trading organizations - Income and Expenditure Account – Receipts and Payments Account – Insurance claims- Fire claims – Loss of stock

UNIT – 5 SINGLE ENTRY

Single Entry- Meaning - Features-Difference between-Single Entry and Double Entry System-Statement of Affairs Method- Conversion Method (Theory)

(Marks – Theory 40% and Problems 60%)

TEXT BOOK RECOMMENDED:

Advanced Accountancy – S.P.JAIN & K.L.NARANG, Kalyani Publishers.

BOOKS FOR REFERENCE:

Advanced Accountancy – M.C.SHUKLA, T.S.GREWAL & S.C.GUPTA Sultan Chand & Sons.

Advanced Accountancy – R.L.GUPTA & RADHASAMY.

Principles of Accountancy – VINAYAKAM, MANI & NAGARAJAN

1. Financial Accounting - Hanif M, Mukharjee, Mcgraw-Hill Education India Pvt.Ltd - New Delhi, 2015 Edition.

E - RESOURCES:

1. https://www.tutorialspoint.com/financial_accounting/financial_nontrading_accounts.htm
2. <https://cbseworld.weebly.com/uploads/2/8/1/5/28152469/lesson8.pdf>
3. <http://gbpssi.in/admin/coursepack/MBR517Lect02.pdf>.

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	To record the basic journal entries.	K1
CO2	Memorize how to calculate depreciation by applying various methods.	K2
CO3	Maintain the financial statements of a business entity	K1
CO4	Rectify errors in account	K3
CO5	Describe and explain the ethical and social responsibilities of accountants in ensuring the integrity of financial information	K3

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

ALLIED COURSE -I
CORE COURSE I
BUSINESS COMMUNICATION

Semester	: I	Max Marks	75
Course Code	: 24UBA1C1	Credit	4
Total Hours	: 75	Exam Hours	: 3hr

OBJECTIVE:

- This course is designed to make students understand the significance and principles of communication.
- To help them acquire adequate skills in business correspondence
- To enable students to write reports & speeches on topics related to business

UNIT I - Communication

Communication / Business Communication - Meaning and Objectives - Communication Cycle - Principles of communication – Types of communication - Barriers to Communication.

UNIT II - Business Letters

Business Letters - Layout and Parts - Kinds of business letter: Interview – Appointment – Acknowledgement – Promotion – Enquiries – Replies - Orders – Sales – Circular - Complaint

UNIT III – Letters

Collection Letters - Offers and Quotations - Execution and Cancellation - Claims and Adjustments - Application Letters -Commercial Terms and Abbreviations.

Bank Correspondence - Insurance Correspondence - Import and Export Correspondence - Agency Correspondence - Correspondence with Shareholders, Directors.

UNIT IV - Report Writing

Report Writing – Definition of report – Importance of report - characteristics of good report - Structure of Report - Kinds (Press, Market and Business Reports)- report writing stages / steps.
Report Writing - Agenda - Minutes of Meeting - Memorandum - Circular Notes.

UNIT V - Media

Modern form of Communication – Internet - E-mail - Video Conferencing – FAX - Websites and their uses in business.

(0% Problems & 100% Theory)

TEXT BOOK RECOMMENDED

Effective Business English and Correspondence – M.S.RAMESH & PATTENSHETTY, R. Chand & Co.

BOOKS FOR REFERENCE

1. Essentials of Business Communication – RAJENDRA PAL & J.S.KORLAHALLI, Sultan Chand & sons.
2. Business Communication – R.C.SHARMA, KRISHNA MOHAN, Tata McGraw Hills.
3. Business Communication – URMILA RAI, Himalaya Publishing House.
4. Business Communication – K. SUNDAR A. KUMARA RAJ, Vijay Nicole Imprints Pvt.Ltd.

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	To make effective and impressive communication.	K1
CO2	To make communication in ethical manner.	K1
CO3	Capable to make persuasive digital communication	K2
CO4	Capable to make abstract & summaries of proposals.	K2
CO5	To demonstrate his verbal and non-verbal communication ability through presentations.	K3

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

CORE COURSE-III ORGANISATIONAL BEHAVIOUR

Semester : II

Course Code : 24UBA2C3

Total Hours : 75

Max Mark : 75

Credit 5

Exam Hours : 3

OBJECTIVE:

To familiarize the students, the organisational and individual behaviour, developed leadership quality, effective communication skills and encourage morale and motivation.

UNIT- I NATURE AND SCOPE (15hours)

Organizational Behavior – Definition – Nature and Scope – Features – Disciplines contributing to

Organizational Behavior - Organizational Behavioral Model.

UNIT- II INDIVIDUAL BEHAVIOR (15hours)

Individual Behavior – Personality – Determinants of Personality – Personality Traits – Perception – Factors affecting Perception.

UNIT- III GROUP (15hours)

Group Dynamics – Meaning – Features of Group Dynamics – Formal and Informal Groups – Features – Distinction – Benefits - Group Cohesiveness and Group Decision making.

UNIT- IV LEADERSHIP (15hours)

Leadership – Meaning – Importance - Theories of Leadership – Leadership Styles Autocratic, Democratic and Free Rein leadership.

UNIT- V MOTIVATION (15hours)

Motivation – Importance - Theories: Maslow Needs Theory – Herzberg's Two Factor theory – Morale – Meaning – Factors influencing Morale – Steps to improve Morale in an organization.

(100% Theory and 0% Problems)

TEXT BOOK RECOMMENDED :

- 1.L.M. PRASAD – Organisational Behaviour, Sultan Chand & Sons
- 2.Organisational Behaviour - K.Aswathappa,Himalaya Publishing House.
- 3.Organisational Behaviour – J.Jayashankar, Margham Publication.

BOOKS FOR REFERENCE :

1. Shashi K. Gupta & Rosy Joshi – Organisational Behaviour, Kalyani Publishers.
2. J. Jayasankar – Organisational Behaviour, Margham Publishers
3. Organisational Behaviour – Fred luthans, Tata Mc Graw Hill Education.

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Explain the concepts, models, and theories related to organizational behavior.	K1
CO2	Apply the conceptual tools they learn in the course in individual assignments and group projects.	K2
CO3	Communicate their critiques, suggestions, solutions, and implementation plans individually and in groups—both in writing and through oral discussions and presentations.	K3
CO4	To identify the various leadership styles and the role of leaders in a decision making process.	K2
CO5	Demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.	K1

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

CORE COURSE-IV BUSINESS LAW

Semester : II
Course Code : 24UBA2C4
Total Hours : 60

Max Mark : 75
Credit 5
Exam Hours : 3

OBJECTIVE :

To acquaint the students with principles and legal aspects of various legislations like contract, agency, partnership, insurance and sale of goods act.

To help the students to understand the basic rules of offer, Acceptance, Consideration, Capacity to Contract and rules governing consideration in the Indian Contract Act, 1872.

UNIT-I CONTRACT (15hours)

Introduction to Merchantile law – Sources, Contract Act – Definition, - Nature and Scope – Features -Classification – Essentials of a Contract – Offer and Acceptance

UNIT-II CONSIDERATION (10 hours)

Consideration – Definition – Nature and Scope – Features – Meaning - Importance - Nature and Scope – Features - Contractual Capacity – Free Consent – Legality of Object.

UNIT-III PERFORMANCE OF CONTRACT (10 hours)

Performance of Contract – Definition – Nature and Scope – Features – Meaning - Importance - Nature and Scope – Features - Modes of Discharge of Contract – Remedies for Breach of Contract.

UNIT-IV LAW OF AGENCY (10 hours)

Law of Agency - Definition – Nature and Scope – Features – Modes creation - Importance - Agency by Ratification – Sub-Agent and Substituted Agency – Indemnity and Guarantee -Termination of Agency - Bailment - Features - Rights, duties of Bailor and Bailee.

UNIT-V SALE OF GOODS ACT (15hours)

Sale of Goods Act – Definition – Nature and Scope – Features – Price, Conditions and Warranties – Transfer of Property –Performance of Contract of Sale – Rights of an Unpaid Seller.

(100% Theory and 0% Problems)

TEXT BOOK RECOMMENDED:

1. Elements of Mercantile Law - N.D. KAPOOR, Sultan Chand & Sons
2. Business Law P.K. Banerjee – Vikas Publishing House.
3. Keenan and Riches' **business law**. – 9th ed. / Sarah Riches and Vida Allen.
4. Dr. K.R. Mahesh Kumar, Director, Department of Management, Community Institute of Management Studies Bengaluru.

BOOKS FOR REFERENCE:

1. Mercantile Law – DAVAR, Progressive Corporation
2. Business Law – PILLAI & BHAGAVATHI, Sultan Chand & Sons

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	At the end of the course students would be able to understand the basic concepts and laws of business.	K1
CO2	Students would be able to understand the Intellectual Property Rights and Consumer Protection Laws.	K2
CO3	Recognize legal and ethical issues when making business decisions	K3
CO4	Enumerate the types of companies its management and its rules of corporate governance.	K1
CO5	Understand basic commercial law principles that govern at least one of the following areas: sale of goods, creation and enforcement of security interests in personal property, or real estate transactions.	K2

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

CORE COURSE-V

COMPANY LAW AND PRACTICE

Semester: III

Max Marks: 75

Course Code: 24UBA3C5

Credit: 5

Total Hours: 75

Exam Hours: 3

OBJECTIVE:

The course aims to prepare the student to be a competent manager by introducing them to the basics of company law.

The fundamental motives centring this law are discussed in brief.

Standards of auditing must not degrade with time.

UNIT -1 COMPANY

(15hours)

Company- Definition – Nature and Scope – Features -kinds-Private Ltd Company Vs Public Company.

UNIT-II FORMATION OF COMPANIES

(16 hours)

Formation of companies-promotion-Meaning-promoters-Functions-Duties of promoter: Incorporation-Meaning-Certification of Incorporation: Memorandum of Association- Meaning-purpose: Articles of association-Meaning-Forms-Contents-Relationship between MOA and AOA: Prospectus-Definition.

UNIT-III SHARES

(16 hours)

Shares-kinds-Equity shares-Preference shares-premium and Discount-Allotment- Minimum subscription-Forfeiture of shares-Debentures-Types: Winding up-Meaning-Modes of winding up- compulsory winding up by the court- Voluntary winding up-Consequences of winding up (General)

UNIT-IV COMPANY SECRETARY

(14 hours)

Company Secretary-Definition-Types-Qualities-Qualification-Appointment and dismissals-power-Rights, Duties and Liabilities of company secretary-Role of company secretary-Termination.

UNIT-V MEETING

(14 hours)

Meeting- definition-kinds of company meeting-Board of directors Meetings– Statutory Meeting, Annual General Meeting – Extra ordinary general meeting- Duties of a companying- secretary to all the company meeting-Notice-Agenda-Minutes-Quorum, Resolution – Types – Duties.

(100% Theory and 0% Problems)

TEXT BOOK RECOMMENDED:

1. Company Law and Secretarial Practice –N.D. KAPOOR, S.Chand & Co.
Company Law by Avtar Singh'

BOOKS FOR REFERENCE:

1. Company Law and Secretarial Practice – TANDON.
2. Company Law and Secretarial Practice – P.K. GHOSH, S.Chand & Sons.
3. Taxmann's Company Law & Practice – The Most Amended & Updated Book to Interpret

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Know about the concept of company and shares.	K1
CO2	Know about the company law in the India	K1
CO3	Understand the use of the memorandum of association and article of association in a company, they also learn from this course.	K2
CO4	Use of prospectus in a company.	K2
CO5	Understand the relationship between company and debenture holders	K2

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

CORE COURSE-VI
MARKETING MANAGEMENT

Semester: III
Course Code: 24UBA3C6
Total Hours: 60

Max Marks: 75
Credit: 4
ExamHours:3

OBJECTIVES:

- To expose students to marketing concepts and trends in the market.
- To promote the ability to relate consumer behaviour and market trends
- To make students realize the relationship between marketing channels and corresponding strategies.

UNIT –I MARKETING **(15hours)**

Market and Marketing: Distinction between marketing and selling - Types of market – Concepts –Functions - Marketing management – Objectives – Importance - Marketing Environment –basic concepts of green marketing ,E-marketing and viral marketing.

UNIT –II MARKET SEGMENTATION **(10 hours)**

Market Segmentation: Criteria of effective segmentation – Benefits – Bases for market segmentation - Factors influencing consumer behavior – Buyer motives – Buying process.

UNIT-III MARKETINGMIX **(10 hours)**

Marketing Mix - Product planning and development – Product mix decisions – New product development – Product life cycle and strategies - Pricing – Meaning – Influencing factors – Objectives – Pricing methods.

UNIT – IV MARKETING CHANNELS **(10 hours)**

Marketing channels -Need and importance – Classification – Types of Intermediaries – Wholesalers – Functions – Retailers – Functions - Physical distribution – Elements of physical distribution (logistics)

UNIT – V PROMOTION MIX **(15hours)**

Promotion mix - Personal selling –Process - Advertising – Objectives – Types – Sales promotion – Objectives – Sales promotion methods, publicity and public relations.

(100% Theory and 0% Problems)

TEXT BOOK RECOMMENDED:

1. Ramaswamy and Namakumari, Marketing Management 3/e Revised MacMillan I Ltd

BOOKS FOR REFERENCE:

1. Philip Kotler, Marketing Management, Prentice Hall of India.
2. Philip Kotler and Armstrong, Marketing Management
3. Rajan Nair, Marketing
4. Saxena, Marketing Management, Tata McGraw Hill Pub

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Define marketing and its development as a field in business	K1
CO2	Describe the stages in the strategic marketing process for a product	K1
CO3	Analyze the role of marketing environment in developing a successful marketing strategy	K2
CO4	Explain the buyer decision making process and the factors that affect it	K2
CO5	An ability to communicate effectively.	K3

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

NON MAJOR ELECTIVE-I
A. DIGITAL MARKETING

Semester: III
Course Code: 24UBA3N1A
Total Hours: 30

Max Marks: 75
Credit: 2

Exam Hours:3

COURSE OBJECTIVES:

- Review Key Trends within The Digital Marketing Landscape.
- Explain The Holistic Impact Of All Digital Marketing Channels.
- Examine An Example Of Each Digital Marketing Channel.
-

UNIT I DIGITAL MARKETING (6hours)

Introduction of the digital marketing - Digital vs. Real Marketing - Digital Marketing Channels- Creating initial digital marketing plan - Content management - SWOT analysis - Target group analysis

UNIT II WEB DESIGN (6hours)

Web design- Optimization of Web sites - MS Expression Web-SEO Optimization - Writing the SEO content - Google AdWords- creating accounts - Google AdWords- types-Introduction to CRM ,CRM platform , CRM models.

UNIT III WEB ANALYTICS (6hours)

Introduction to Web analytics -Web analytics - levels - Introduction of Social Media Marketing- Creating a Facebook page - Visual identity of a Facebook page •-Types of publications

UNIT IV BUSINESS OPPORTUNITIES (6hours)

Business opportunities and Instagram options -Optimization of Instagram profiles - Integrating Instagram with a Web Site and other social networks - Keeping up with posts -Business tools on LinkedIn.

UNIT V E-MAIL MARKETING (6hours)

E-mail marketing - E-mail marketing plan - E-mail marketing campaign analysis - Digital Marketing Budgeting - resource planning - cost estimating - cost budgeting - cost control.

(100% Theory and 0% Problems)

REFERENCE BOOKS:

- Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
- The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi,J.(2014) Epic Content Marketing, Mcgraw Hill Education.

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Analyse the confluence of marketing, operations, and human resources in real-time delivery.	K1
CO2	Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.	K2
CO3	Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.	K1
CO4	Measure the impact of a social media campaign in terms of a specific marketing objective	K2
CO5	Use principles of consumer and social psychology to develop social media content and campaigns that engage consumers	K3

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

NON MAJOR ELECTIVE-I
B. BANKING PRACTICES

Semester: III
Course Code: 24UBA3N1B
Total Hours : 30

Max Marks: 75
Credit:2
Exam Hours:3

COURSE OBJECTIVES:

- To promote an understanding of the basic concepts in banking
- To acquaint learners with the theoretical and legal concepts of banking in India
- To help them to attain the competencies required for a career in banking services.

UNIT – I Banking (6hours)

Banking – Meaning - Definition – Function of banking - Classification of Banks

UNIT – II Banker and Customer (6hours)

Definition of the terms Banker and Customer – differential relationship between Banker and Customer – General and Special relationship.

UNIT – III CHEQUES (6hours)

Cheques - Definition of a Cheque – Characteristics of Cheques Nature and Scope – Features – significance – – Marking –Honor and Dishonor of Cheques.

UNIT – IV CROSSING OF CHEQUES (6hours)

Crossing of Cheques – Definition – Nature and Scope – Features – significance – advantages and disadvantages
Endorsement – Definition – Meaning –Nature and Scope–Characteristics -Types-advantages and disadvantages.

UNIT – V RECENT TRENDS IN BANKING SERVICES (6hours)

Recent trends in Banking services – Modern services of Banks – ATM, Credit Card, Debit Card, Green Card, NET Banking, NEFT, RTGS.

(100% Theory and 0% Problems)

TEXT BOOK RECOMMENDED:

Banking Theory, Law and Practice – SUNDARAM & VARSHNEY, Sultan Chand & Sons.
Banking Theory, Law and Practice - B.SANTHANAM

BOOKS FOR REFERENCE:

1. Banking Theory, Law and Practice – E. GORDON & K. NATARAJAN, Himalaya Publishing House
2. Banking Law and Practice – P.N. VARSHNEY, Sultan Chand & Sons, New Delhi.
3. Money, Banking, Trade and Public Finance – M.C. VAISH, New Age International(P) Limited, New Delhi.
4. Indian Banking – K. PARAMESWARAN & S. NATARAJAN, S.Chand & Company Ltd.
5. Banking Theory, Law and Practice – S.M. SUNDARAM, Sri Meenakshi Publication, Karaikudi.
6. Banking Theory – VASUDEVAN, Sultan Chand & Sons, New Delhi

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	To make the students understand the concepts of application of technology in banking sector	K1
CO2	To expose the students to learn the role of technology in banking sector	K1
CO3	Evaluate the performance of the banking industry.	K2
CO4	To understand the working of the Reserve Bank of India	K2
CO5	To learn the importance to be updated on the developments of the banking sector and practice the same.	K1

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

NON MAJOR ELECTIVE-I
C. INTRODUCTION TO OFFICE MANAGEMENT

Semester : III
Course Code: 24UBA3N1C
Total hours : 30

Max Marks: 75
Credit: 2
Exam Hours: 3 Hours

OBJECTIVE:

After the successful completion of the course the student should have a through knowledge on office management and its importance.

UNIT-I OFFICE (6hours)

Definition the office, function of office, activities of office, emergency of modern office an overview, office layout, objectives & principles of office layout and types of office layout.

UNIT II OFFICE MANAGEMENT (6hours)

Office Management – Concept, need and importance, office manager – position manager, function and responsibility of office manager, administrative office management,

UNIT III OFFICE ORGANIZATION (6hours)

Office Organization – Meaning, principles of organization, types of organization, process of decentralization of authority and responsibility relationship.

UNIT IV RECORD MANAGEMENT (6hours)

Record Management – Purpose Principle, Filing - characteristics of good filing, advantages and classification of files, methods of filing.

UNIT V COMMUNICATION (6hours)

Communication – Oral and written, Internal and External communication network. Form letters-Meaning-principles- report writing-types of report writing.

(100% Theory and 0% Problems)

REFERENCE:

1. Office Management by R.K. Chopra
2. Office Organization and Management by R.K. Chopra
3. Fundamental of office management- by j.p Mahajan.
4. Office management by S.P Arrora
5. Office management - R.S.N Pillai & Bagavathi S. Chand.

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Identify skills and competencies of an office manager.	K1
CO2	Describe different forms of organizations	K1
CO3	Develop processes for office operations	K2
CO4	Identify components of office management roles and procedures and team dynamics.	K2
CO5	Demonstrate the roles, skills and functions of management.	K1

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

CORE COURSE VII PRODUCTION MANAGEMENT

Semester : IV
Course Code : 24UBA4C7
Total hours : 75

Max Marks: 75
Credit: 5
Exam Hours: 3 Hours

OBJECTIVE:

To help the students understand the nature and importance of production management and to acquaint them with the major aspects of production management.

UNIT I-1 PRODUCTION MANAGEMENT (15hours)

Production Management – definition -- Scope and Significance –Production System – Functions and Types – plant location -- Factors influencing Plant Location – Plant Layout and its Kinds – principle – importance.

UNIT – II WORK MANAGEMENT (15hours)

Work Study, Time Study and Motion Study – work environment and workers safety- work management -- Work Measurement – Maintenance of Plant – Types.

UNIT –III PRODUCTION PLANNING AND CONTROL (15hours)

Production Planning and Control – Meaning – Definition – Objectives and Importance –Elements of Production Planning – Routing and Scheduling.

UNIT – IV QUALITY CONTROL (15hours)

Quality Control and Inspection – Meaning – Objectives and Significance – SQC – AGMARK, ISI AND ISO – Certification Marks.

UNIT- V MATERIAL MANAGEMENT (15hours)

Material Management – Meaning – Objectives and Significance – Purchasing – Procedure – Store Keeping – Objectives - Functions. TQM-Six sigma methodology-KANBAN- KAIZEN-Waste Management.

(100% Theory and 0% Problems)

TEXT BOOK RECOMMENDED:

1. Production and Operations Management – K.ASWATHAPPA, Himalaya Publishing House.
2. Production and Operations Management – B.S. GOYEL.
3. Production and Operations Management – PANNERSELVAM, Prentice Hall of India
4. Material Management – M.M. VARMA.

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Gaining knowledge about managing production processes.	K1
CO2	How to run operations effectively.	K2
CO3	Better understanding of modern production techniques.	K1
CO4	Plan and implement suitable materials handling principles and practices in the operations.	K1
CO5	Plan and implement suitable quality control measures in Quality Circles to TQM.	K3

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

**CORE COURSE VIII
ENTREPRENEURIAL DEVELOPMENT**

Semester: IV

Max Marks: 60

Course Code: 24UBA4C8

Credit: 4

Total Hours: 60

Exam Hours:3

OBJECTIVES:

The purpose of this course is student should know about entrepreneur and it focused on project report.

UNIT- I ENTREPRENEURSHIP (15hours)

Entrepreneur – Definition – Traits of an Entrepreneur, Functions, Types of Entrepreneurship – Concept – Role of Entrepreneurship in Economic Development- Training and development of entrepreneurs – Distinction between Entrepreneur, Entrepreneur and Entrepreneurship.

UNIT –II ENTREPRENEURIAL ENVIRONMENT (10 hours)

Entrepreneurial Environment – Managerial skills of Entrepreneurs– Factors affecting Entrepreneurial Growth – Entrepreneurial Motivation – Factors, Need for Achievement Motivation – Barriers to Entrepreneurship Development.

UNIT –III ENTREPRENEURSHIP DEVELOPMENT PROGRAMME (EDP) (15hours)

Entrepreneurship Development Programme (EDP) – Need for EDP – Objectives, Phases of EDP – Course Content and Curriculum of EDP – Evaluation of EDP – EDP Institutions in India and their function- Small industries development organization - Small industries service institute– DIC, SISI, TCOs.

UNIT –IV PROJECT MANAGEMENT (10hours)

Project Management – Sources of a Business Idea, Concept of Project and Classification – Project Identification – Feasibility study– Project Formulation - Elements – Project Report – Project Appraisal.

UNIT –V INDUSTRIAL UNITS (10hours)

Development of women entrepreneur-Incentives and Subsidies – Incentives to Small Scale Industries – Benefits to Industrial Units located in Backward Areas – Industrial Estates .

(100% Theory and 0% Problems)

TEXT BOOK RECOMMENDED:

1. Entrepreneurial Development – C.B. GUPTA & SRINIVASAN. – Sultan Chand & Sons.
2. Dynamics of Entrepreneurial Development – VASANT DESAI.
3. Entrepreneurship Development Principles, Policies and Programmes – P.SARAVANAVEL.

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Have the ability to discern distinct entrepreneurial traits	K1
CO2	Know the parameters to assess opportunities and constraints for new business ideas	K2
CO3	Understand the systematic process to select and screen a business idea	K3
CO4	Design strategies for successful implementation of ideas	K3
CO5	Run a small enterprise with small capital for a short period and experience the science and art of doing business.	K1

Mapping course outcome with Programme outcome:

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

Strong-S, Medium-M, Low-L

MAJOR BASED ELECTIVE – III
C.PUBLIC RELATION MANAGEMENT

Semester : VI
Course code: 21UBA6M3C

Max marks: 75
Credit 4
60 Exam hours: 3 Hours

Total hours:

OBJECTIVES:

1. To understand the role of public relations in building and maintaining a healthy corporate image.
2. To gain working knowledge of the various tools used in public relations.

UNIT- I

(15 hours)

Introduction to P.R. – Definition-Nature- History and Development-Role of PR- PR associations.Objectives Of Public Relations-Emergence Of Public Relation.

UNIT- II

(10 hours)

Public Relations Process-PR Problems- Elements Of Public Relations-The Psychological factors that affect the perception of the public-decision making process.

UNIT-III

(15hours)

Public Opinion Research,-Functions Of Public Relations Department-PR Professional Code. Relations with the Government-Community Relations- Shareholders Relations- Promotion Programmes- Donations- Employee Publications- Guest Relations- Establishment Of Relations With The Public.

UNIT-IV

(10 hours)

Media & Tools: Press, Radio- Television-Documentaries- Films.Company Literature : Annual reports- manuals Brochures Information bulletins- House Journals-News Letters- Direct mailing.

UNIT- V

(10 hours)

Advertising and Promotional Techniques : Promoting and positioning your organization Through Advertising- Exhibitions- open house-Tournaments etc.,Lobbying- Managing Rumors &Leaks.

Reference Books

- 1) Effective public relations and media strategy by C.,V. Narasimha Reddy – PHI learning India PVT Ltd.,
- 2) Public Relations principles and practices with solution manual by Iqbal S. Sachdeva Oxford University Press, Chennai.
- 3) Public relations practices by Allen H. Center and Patrick Jackson – case studies and problems – Indian Edition - PHI learning India PVT Ltd.,
- 4) Public management – maximize efficiency and effectiveness by Sukumar Chatterjee – Global India Publications, New Delhi.

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Explain various concepts of public relation	K1
CO2	Discuss PR as a discipline of management	K1
CO3	Formulate public relations strategies	K2
CO4	Plan public relations campaigns	K2
CO5	Explain the ethical aspects of PR	K3

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

NON MAJOR ELECTIVE-II

A. PRINCIPLES OF MANAGEMENT

Semester: IV

Max Marks: 75

Course Code : 24UBA4N2A

Credit:2

Total Hours: 30

Exam Hours:3

OBJECTIVE:

To enable the students understand the Principles of Management and how to acquire skills to become a good manager.

UNIT I EVOLUTION OFMANAGEMENT

(6hours)

Management – Definition-Importance– Nature –Scope and Functions-Evolution of management

thoughts Management as a Science, an Art and Profession – Levels of management.

UNIT II PLANNING

(6hours)

Planning – Importance- Advantage-Steps in planning – Process – Types of Plans – Objectives, Policies, and Procedures.

UNIT III ORGANIZATIONAL STRUCTURE

(6hours)

Organizing –types of organization (Line and staff, committees, project, Matrix)- organizational structure-span of control-Departmentalization- Informal Organization, meaning and function of staffing.

UNIT IV AUTHORITY

(6hours)

Authority-delegation- Centralizations -Difference between authority and power-uses of authority- Selection – Recruitment – Training. Direction – Concepts.

UNIT V CO-ORDINATION

(6hours)

Co-ordination – Need for coordination- Types- techniques- hierarchy of Control – Cooperation- Concept – Difference between co - operation and co - ordination - Need and importance – Process – Budgetary Control.

TEXT BOOK RE-TCOMMENDED:

1. Principles of Management – L.M. PRASAD
2. Principles of Management – SHERLEKAR
3. Business Management – DINKAR PAGARE
4. Principles of Management – TRIPATHI AND REDDY
5. Essentials of Management – KOONTZ AND O'DONNELL
6. Management Principles – T.RAMASAMY

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Able to have clear understanding of managerial functions like planning, and have same basic knowledge on international aspect of management	K1
CO2	To understand the planning process in the organization	K1
CO3	To understand the concept of organization	K2
CO4	Demonstrate the ability to directing ,leadership and communicate effectively	K2
CO5	To analysis isolate issues and formulate best control methods.	K3

Mapping course outcome with Programme outcome:

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

Strong-S, Medium-M, Low-L

NON MAJOR ELECTIVE-II
B. PERSONNEL MANAGEMENT AND INDUSTRIAL RELATIONS

Semester : IV
Course Code : 24UBA4N2B
Total hours : 30

Max Marks: 75
Credit: 2
Exam Hours: 3

OBJECTIVE:

The course trains students in the principles and techniques of organizational management and to ensure effective management of people.

UNIT-I PERSONNEL MANAGEMENT (6hours)

Personnel management-meaning-scope and importance-functions-concept-role of a personnel manager-personnel policies-need of a personnel policies, organization of personnel department (functional basis, service basis, clientele basis).

UNIT-II MAN POWER PLANNING (6hours)

Man power planning-meaning and concepts-need for man power planning-types of man power planning-job analysis meaning and job analysis, job description & job specification, uses of job analysis information, recruitment, selection- meaning and steps of selection process, meaning of induction.

UNIT-III COLLECTIVE BARGAINING (6hours)

Collective bargaining-meaning, characteristics, need, importance, process, causes for failure of collective bargaining, alternatives to collective bargaining, importance of employee stock option plans, workers participation in management-concept, pre-requisites, forms & levels of participation, benefit of workers participation in management.

UNIT-IV GRIEVANCE HANDLING (6hours)

Grievance handling procedure- labour management, co-operation, role of functional manager including personnel & industrial relations manager in promoting & establishing peaceful industrial relations

UNIT-V INDUSTRIAL RELATION (6hours)

Industrial Relation: meaning & concept, changing concept of industrial relation, role played by the employer, trade union & government, current I. R position in India, I. R. policies of government of India. Trade union: Meaning and concept, objective, functions, type, method of trade union.

(100% Theory and 0% Problems)

REFERENCE:

1. Personnel management-c.b. mamoria and v.s.p. rao
2. Personnel management and industrial relation- p.c. tripathi-s.chand and sons

3. Personnel management and industrial relation- p.c.shevalkar and s.b. malegaonkar

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Meaning, concept, function, & importance of personnel management, role of a personnel manager, personnel policies	K1
CO2	Meaning, concept, need & types of manpower planning. Meaning and concept of job analysis, job description & job specification. Recruitment & selection.	K2
CO3	Meaning, need, method & importance for training and development.	K2
CO4	Meaning & concept of Industrial Relation and Trade Union.	K1
CO5	To familiarize with the role of management and unions in the promotions of industrial relations.	K1

Mapping course outcome with Programme outcome:

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

Strong-S, Medium-M, Low-L

NON MAJOR ELECTIVE-II

C.OFFICE MANAGEMENT TOOLS

Semester : IV

Course Code : 24UBA4N2C

Total hours : 30

Max Marks: 75

Credit: 2

Exam Hours: 3

OBJECTIVE:

Give students an in- depth understanding of why computers are essential components in business, education and society

UNIT-I COMPUTER FUNDAMENTALS

(6hours)

Computer fundamentals- operating system-components of computer system-input and output devices-memory handling-storage devices.

UNIT-II MS WORD

(6hours)

MS word: introduction to MS word and uses utilities-exploring templates and formation of documents-table handling-mail merge and print process.

UNIT-III MS EXCEL

(6hours)

MS EXCEL- spread sheet- work book window- formatting cells/ worksheet- working with formula, function and charts-filtering data and printing a presentation-data entry.

UNIT-IV MS POWER POINT

(6hours)

MS power point- introduction to power point- creating templates- fonts and color editing- adding multimedia effects- consolidating using MS power point, computation- indexed cost of acquisition and improvement-exemptions- changeability of short and long term capital gains interest on securities etc., income from other sources- detection-introduction to direct taxes code.

UNIT-V ACCOUNTING PACKAGE

(6hours)

Accounting package introduction to accounting package- needs and advantages.

(100% Theory and 0% Problems)

REFERENCE BOOK:

1. Microsoft office word – jill murphy
2. Microsoft office 2003 power point-mc graw hill
3. Ms office- c.nellai kannan

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
C01	Recognize when to use each of the Microsoft Office programs to create professional and academic documents.	K1
C02	Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards.	K2
C03	Identify components of office management roles and procedures and team dynamics.	K1
C04	Develop processes for office operations.	K2
C05	Communicate finding using business software applications (MS Office: Word, Excel, and PowerPoint).	K3

Mapping course outcome with programme outcome:

	PO1	PO2	PO3	PO4	PO5
C01	S	S	S	M	M
C02	M	M	M	M	L
C03	S	S	M	S	M
C04	L	M	S	M	S
C05	S	S	M	S	L

Strong-S, Medium-M, Low-L

CORE COURSE IX
COST ACCOUNTING

Semester : V
Course Code: 24UBA5C9
Total hours : 60

Max Marks: 75
Credit: 5
Exam Hours: 3

OBJECTIVES:

- To understand the basic concepts of cost accounting,
- Gain knowledge on principles and procedures of cost accounting and
- Apply the costing techniques in different practical situations.

UNIT – I COST ACCOUNTING (15hours)

Meaning and Scope of Cost Accounting – Concept and Classification of Cost – Elements and Methods of Cost –Relationship of Cost Accounting and Financial Accounting – Preparation of Cost Sheet.

UNIT – II SIMPLE AVERAGE AND WEIGHTED AVERAGE (10 hours)

Materials – EOQ - Levels of Stock – Receipts and Issues of materials – ABC Analysis - Stores Ledger – FIFO, LIFO, Simple Average and Weighted Average.

UNIT – III LABOR TURNOVER (10 hours)

Labour- Time booking and Time booking – methods of remuneration and incentive schemes- overtime and idle time- labor turnover-causes, types and measurement.

UNIT – IV COLLECTION (10 hours)

Overheads – Collection, Classification, Allocation, Apportionment and Absorption – Recovery Rates – Over and Under Absorption -Machine Hour Rate – Job Costing – Contract Costing.

UNIT – V OPERATING COSTING (15hours)

Operating Costing – Process Costing: Normal Loss, Abnormal Loss and Abnormal Gains (excluding Equivalent Production and Inter process). (Marks: Theory 40% and Problems 60%)

(100% Theory and 0% Problems)

TEXT BOOK RECOMMENDED:

Cost Accounting Principles and Practice– S.P. JAIN AND K.L. NARANG,
Publishers

Kalyani

BOOKS FOR REFERENCE:

1. Cost Accounting – S.P.IYENGAR, Sultan Chand & Sons.
2. Cost Accounting – R.S.N. PILLAI AND V. BAGHAVAGHI, S.Chand& Company Ltd.
3. Cost Accounting – S.N. MAHESHWARI, Sultan Chand & Sons.
4. Principles and Practice of Cost Accounting – N.K. PRASAD, Book Syndicate Pvt.Ltd.

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Define the various components of total cost of a product i.e. direct & indirect cost and fixed & flexible cost.	K1
CO2	Determine various levels of material i.e. reorder level, minimum level, maximum level & EOQ for managing working capital.	K2
CO3	Use methods of time-keeping & time-bookings and manage idle & overtime.	K2
CO4	Define the features of overhead or indirect cost of production and basis of allocation and apportionment.	K3
CO5	Use cost-sheet to compute unit cost of product.	K1

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

CORE COURSE X
INTERNATIONAL BUSINESS

Semester : V
Course Code: 24UBA5C10
Total hours : 60

Max Marks: 75
Credit: 5
Exam Hours: 3

OBJECTIVES:

- To understand the fundamental concepts of international trade
- To know the basic principles of MNCs and
- To gain broad knowledge on Global Liberalization and WTO Agreements.
-

UNIT – I GATT (15hours)

GATT – Uruguay Round Negotiation - WTO – GATS – TRIMS - TRIPS –Agreement -
Dispute settlement under WTO – Tariff Barriers.

UNIT – II MNC (10hours)

MNC - Meaning – MNCs and International Trade - Models - MNCs in India.

UNIT – III INTERNATIONAL BUSINESS (10 hours)

International Business: an overview – Types of International Business–Domestic and
International Business –Political Environment - Cultural Environment - Recent World Trade
and Foreign Investment Trends.

UNIT – IV GLOBAL TRADE (10 hours)

Global Trade – An Emerging Market in Global Trade – Liberalization and Integration
with the Global Economy. Globalization of Business –Implications – Policy Options.

UNIT – V SOCIAL RESPONSIBILITY (15hours)

Social Responsibility of business – Responsibilities to different Sectors –Environmental
Issues – Labour Issues.

(0% Problem,100% Theory)

TEXT BOOK RECOMMENDED:

1. Francis Cherunilam: ‘International Business’ (EEE), PHI New Delhi – 2004 (Chapters 5,9,20,24 & 26)

BOOKS FOR REFERENCE:

2. Victor Luis Anthuvan – Issues in Globalization.
3. International Business – By Rakesh Mohan Joshi, Oxford University Press, Chennai.
4. International Business – By Donald A Ball and others, India Edition, TATA McGraw Hill.
5. International Business – S. Shajahan, Macmillan India Ltd., Chennai.

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Learn the nature, scope and structure of International Business.	K1
CO2	Understand the influence of various environmental factors on international business operations.	K1
CO3	Gain knowledge on Regional Economic Groups	K2
CO4	Integrate concept in international business concepts with functioning of global trade	K2
CO5	Analyse the principle of international business and strategies adopted by firms to expand globally	K3

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

**CORE COURSE XI
BUSINESS RESEARCH**

Semester : V
Course code : 24UBA5C11
Total hours : 60

Max marks :75
Credit 4
Exam hours : 3 Hours

OBJECTIVES:

- To understand the basic theoretical ideas and logic of research
- To know about various aspects of research problems and
- To gain thorough knowledge on the development of research projects

UNIT – I RESEARCH (15hours)

Research – Concept - Business research – Definition – Features – Types: Basic and applied, exploratory, descriptive and causal – Phases of business research.

UNIT – II RESEARCH DESIGN (10 hours)

Process and formulation of Research problem - Sources – Identification – Selection– Criteria of a good research problem – Research Design - Meaning – Essential stages in the preparation of Research Design – Evaluation of the Research Design – A Model Design.

UNIT- III HYPOTHESIS (10 hours)

Hypothesis —Characteristics of good Hypothesis– Types – Sampling – Nature - Simple, Probability, Complex Probability and Non-probability.

UNIT – IV COLLECTION OF DATA (10 hours)

Sources and Collection of data - Primary and Secondary sources - Methods of data Collection –Merits and demerits -Presentation - Coding, data entry and tabulation - Analysis Interpretation of data.

UNIT – V RESEARCH REPORT (15hours)

Research Report – Concept – Types - Steps in Organization of Research Report – Significance of Report Writing – Drafting of reports – Contents of a report.

(0% Problem,100% Theory)

TEXT BOOK RECOMMENDED:

SUGGESTED READINGS:

1. Research Methodology – C. R. KOOTHARI
2. Research Methodology – N. Thanulingon, Himalaya Publication,
3. Mumbai Methodology of Research in Social Sciences - O. R Krishnaswami, M. Rangnathan.

REFERENCE BOOKS:

1. Business Research Methods - Donald R.Cooper and Pamela S. Schindler: Latest edition, Irwin McGRAW-HILL International Editions, New Delhi.
2. Research Methods for graduate business and social science students - John Adams, Hafiz T.A. Khan Robert Raeside& David White: Response Books, New Delhi – 110044.
3. Methodology and Techniques of social research - Wilkinson T.S. and Bhandarkar P.L.
4. Business Research Methods - S N Murthy & U Bhojanna: Excel Books, New Delhi.
5. Research Methodology - R. Paneerselvan: Prentice-Hall of India

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Understand and apply the Research process	K1
CO2	Decide on the Research design and sample design	K1
CO3	Use to probability and apply it in practice	K2
CO4	Test hypothesis using different testing methods	K3
CO5	Be able to write & develop independent thinking for critically analyzing research reports.	K1

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

ALLIED COURSE- I
BUSINESS ECONOMICS

Semester : I
Course Code : 24UBA5C12
Total Hours : 60

Max Mark : 75
Credit : 4
Exam Hours : 3

Objective:

1. To relate economic theory with modern business practices.
2. It helps in optimizing the resource allocation, forecasting future trends and evaluating the financial viability of business projects.
3. It helps Businesses make informed decisions by providing insights into market conditions, demand analysis, cost analysis and pricing strategies.

UNIT-I: INTRODUCTION (15 hours)

Introduction: Basic Problems of an Economy; Working of Price Mechanism. - Elasticity of Demand: Concept and Measurement of Elasticity of Demand; Price, Income and Cross Elasticities; Determinants of Elasticity of Demand; Importance of Elasticity of Demand.

UNIT -II: PRODUCTION FUNCTION (10 hours)

Production Function: Law of Variable Proportions; Isoquants; Economic Region and Optimum Factor Combination; Expansion Path; Returns to Scale; Internal and External Economies and Diseconomies; Ridge Lines.

UNIT - III: THEORY OF COSTS (10 hours)

Theory of Costs: Short-run and Long-run Cost Curves – Traditional and Modern Approaches – Average revenue and marginal revenue.

UNIT- IV: MARKET STRUCTURES (10 hours)

Market Structures: Characteristics of Different Market Structures, Price Determination under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly; Kinked demand curve

UNIT-V: FACTOR PRICING (15 hours)

Factor Pricing: Marginal Productivity theory of Distribution; Marginal Productivity Theory of Wage; Ricardian Theory of Rent, Modern Theory of Rent; Liquidity Preference Theory of Interest, Modern Theory of Interest; Innovative Theory of Profit, Uncertainty Bearing Theory of Profit.

(100% Theory and 0% Problems)

Text Books

1. Varshney, R.L & Maheswari, K.L (2004) Managerial Economics, Sultan Chand, New Delhi
2. Introduction to Business Economics – Dr.M.Girija, Vrinda Publications Pvt ltd.
3. Business Economics – K.P.M. Sundharam , Sultan Chand & Sons.

Reference Books

1. Dholakia, R.H & Oza, A.L (2004) Micro Economics for Management, Oxford University Press, New Delhi
2. Ahuja, H.L., Business Economics (2008) S. Chand & Co., New Delhi.
3. Managerial Economics – S. Sankaran, Margham Publication.

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Understand how households (demand) and businesses (supply) interact in various market structures to determine price and quantity of a good produced.	K1
CO2	Understand the links between household behavior and the economic models of demand.	K2
CO3	Maintain the financial statements of a business entity	K3
CO4	Represent demand, in graphical form, including the downward slope of the demand curve and what shifts the demand curve.	K1
CO5	.Understand the links between production costs and the economic models of supply.	K1

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

A. CONSUMER BEHAVIOUR

Semester : V
Course code: 24UBA5MBE1A
Total hours: 60

Max Marks: 75
Credit 4
Exam hours : 3 Hours

OBJECTIVES:

The course explains how the examination and application of consumer behavior is central to the planning, development, and implementation of marketing strategies. At the end of the course, the students will be able to develop insights on how the cultural, social, personal and psychological factors influence the consumer behavior and decision making process.

UNIT-I CONSUMER BEHAVIOUR (15hours)

Introduction to Consumer Behaviour-Defining Consumer Behaviour - Scope and Application of Consumer Behavior - The Interdisciplinary Nature of Consumer behavior - Digital Revolution and consumer behaviour - A Model of Consumer Decision Making.

UNIT-II PSYCHOLOGICAL INFLUENCES (10hours)

Psychological Influences and Learning on Consumer Decision Making-Motivation – Personality – Perception – Attitudes – Learning.

UNIT-III SOCIOLOGICAL INFLUENCES (10hours)

Sociological Influences on Consumer Decision Making-The Family and Social Class – Culture and Subculture – Cross-Cultural Behaviour – Reference Groups and Word-of- Mouth.

UNIT-IV CONSUMERS' DECISION-MAKING (15hours)

Consumers' Decision-Making-Levels of Consumer Decision-Making - Basic Model of Consumer Behaviour - Kotler's Model of Buyer Behaviour - Brand Equity and Consumer Decision-Making Process- Consumer research.

UNIT-V DIFFUSION AND ADOPTION (10 hours)

Diffusion and Adoption of Innovations-Types of Innovations – The Diffusion of Innovations – The Adoption Process.

(0% Problem,100% Theory)

TEXT BOOK RECOMMENDED:

REFERENCE BOOKS

1. Hawkins, I. Del, Mothersbaugh L. David, Mookerjee Amit (2015). Consumer Behaviour: Building Marketing Strategy, 12/e; New Delhi: McGraw Hill Education.
2. Solomon, Michael R (2015). Consumer Behavior:

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Identify the major influences in consumer behavior	K1
CO2	Distinguish between different consumer behavior influences and their relationships	K2
CO3	Establish the relevance of consumer behavior theories and concepts to marketing decisions	K1
CO4	Implement appropriate combinations of theories and concepts	K1
CO5	Use most appropriate techniques to apply market solutions	K3

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

MAJOR BASED ELECTIVE - I
B.SALES AND DISTRIBUTION MANAGEMENT

Semester : V

Max marks :75

Course code : 24UBA5MBE1B

Credit 4

Total hours : 60

Exam hours :3 Hours

Objectives:

This course intends to develop an understanding of the sales and distribution processes in organizations. By the end of this course, students will gain insights on the approaches, strategic aspects and trends in sales force and distribution channel management.

UNIT-I INTRODUCTION TO SALES MANAGEMENT (15hours)

Sales Management – Evolution, Nature and Importance – Sales Management Positions – Sales Objectives, Strategies and tactics, Emerging Trends –Linking Sales and Distribution Management.

UNIT-II MANAGING THE SALES FORCE (10 hours)

Changing role of a sales force - Personal Selling – Planning, Sales Forecasting, and Budgeting – Designing and Managing Sales Territories – Organizing and staffing the sales force, training, motivating, compensating and leading the sales force, controlling the sales force.

UNIT-III BASICS OF DISTRIBUTION MANAGEMENT (10 hours)

Distribution Management, Need for Distribution Channels, Marketing Channels – Evolution, Formats, and Levels – Prominent Channel Systems – Costs and Margins in the Distribution System.

UNIT-IV DESIGNING CHANNEL SYSTEMS (10 hours)

Channel design and Planning Process, Channel Design Implementation - Channel Management and Channel Strategy – Channel Information systems - Elements, Performance evaluation, Channel Implementation.

UNIT-V EMERGING TRENDS IN SALES AND DISTRIBUTION MANAGEMENT (15 hours)

Electronic form of Selling and Distribution - E-Commerce and e-tailing as a Channel of Distribution - Electronic intermediaries - e-enabled Logistics Management and Tracking Systems.

(0% Problem,100% Theory)

Reference Books

1. Nag, A. (2013), Sales and Distribution Management; New Delhi: McGraw-Hill Education.
2. Panda, K. Tapan and Sahadev, Sunil (2012). Sales and Distribution Management, 2/e; New Delhi: Oxford University Press

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	The learner will comprehend the management functions that go into sales management	K1
CO2	The learner will learn how to sell effectively along with designing territories and quotas	K2
CO3	The learner will understand the distribution channels and how to manage channel members	K1
CO4	To illustrate market research skills for designing innovative marketing strategies for business firms	K1
CO5	To practice marketing communication skills relevant to the corporate world.	K3

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

MAJOR BASED ELECTIVE - I

C.ORGANIZATIONAL CHANGE AND DEVELOPMENT

Semester : V

Course code : 24UBA5MBE1C

Total hours : 60

Max marks : 75

Credit 4

Exam hours :3 Hours

Objectives:

- To emphasize and understand the necessity for change
- To understand the resistance to change and the process of change
- To familiarize the concepts and techniques of OD

UNIT-I ORGANISATIONAL CHANGE

(15hours)

Change - Stimulating Forces - Change Agents - Planned Change - Unplanned Change –Models of Organizational Change - Lewin's Three Step Model.

UNIT-II Resistance to Change

(10hours)

Resistance to Change - Individual Factors - Organizational Factors – Techniques to Overcome Change – advantages and disadvantages

UNIT-III Effectiveness of Change Programs

(10hours)

Change Programs – Effectiveness of Change Programs – nature - scope - advantages and disadvantages - Change Process - Job Redesign - Socio- Technical Systems.

UNIT-IV OD - Basic Values

(10hours)

OD - Basic Values - Phases of OD - Entry - Contracting - Diagnosis – Feedback -Change Plan - Intervention - Evaluation - Termination. – nature - scope - advantages and disadvantages.

UNIT-V OD INTERVENTIONS

(15hours)

OD Interventions - Human Process Interventions - Structure and Technological Interventions - Strategy Interventions - Sensitivity Training - Survey Feedback - Process Consultation - Team Building - Inter- group Development - Innovations - Learning Organizations.

(0% Problem,100% Theory)

References book

Kondalkar, ORGANIZATION EFFECTIVENESS AND CHANGE MANAGEMENT, PHI Learning, New Delhi, 2009.

French & Bell, ORGANISATIONAL DEVELOPMENT, McGraw-Hill.

Dipak Bhattacharyya, ORGANIZATIONAL CHANGE AND DEVELOPMENT, Oxford University Press, New Delhi, 2011

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Gaining knowledge about organizational development process.	K1
CO2	How to change and develop organizations	K1
CO3	Better understanding of the change management model.	K2
CO4	Better understanding of change resistance and how to handle it.	K2
CO5	Skills needed to develop an action plan for the development process.	K3

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

SKILL BASED ELECTIVE – I
A. IT SKILLS FOR MANAGER

Semester : V

Max marks: 75

Course code: 24UBA5SBE1A

Credit 2

Total hours: 30

Exam hours: 3 Hours

Objectives:

The course aims to familiarize the students with computers & its applications in the field of business and provide a through update of Information Technology Used in Business Organization and also to Develop Understanding of Managerial Aspects so as to use Information Technology

UNIT I

(6 hours)

Introduction To Computers: Computer Basics: Introduction, Characteristics of a Computer, History of Computers, Generations of Computer, Classification of Computers, Criteria for Using Computers, Applications of Computer, Basic Components of PC, Types of Computer – Input Devices Computer – Output Devices Computer - Internal View Of Computer - Uses And Usage Of Computer

UNIT II

(6 hours)

Memory Unit -Classification Of Memory- Primary Memory-RAM ROM-Types Of RAM- Some Other Memory-Hard Drive & Floppy Disk-Secondary Memory-New Age Memories-Hierarchy Of Memory -Central Processing Unit-CPU Speed &Clock Speed
Microsoft Office: MS Office Need To Learn MS Office –MS Word –MS Excel –MS Power point- MS Access -MS Publisher

UNIT III

(6 hours)

Networking Trends – Intranet and Extranet – Overview of Networking Alternatives, Networking Types, Networking Media, Networking Processors, Networking Software, Networking Architecture and Networking Protocols.

UNIT IV

(6 hours)

Database Concepts and Development – Types of Database – Application Development through DBMS – Database Administration Data Resource Management – Data Warehouse and Data Mining – Data Recovery Practices and Technologies- Windows XP: Introduction, Features, Comparison between Professional and Home edition.

UNIT V

(6 hours)

I.T. Organization of a Large Corporation – Selection and Recruitment – Training – Retention – Performance Measurement.

(0% Problem,100% Theory)

TEXT BOOKS

- 1) Laudon &Dass, Management Information System 11th Edition, Pearson.
- 2) Obrien, Marakas, Behl, Management Information System, Tata McGraw Hill Education Private Ltd.9th Ed.

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Basic knowledge of computer hardware and software;	K1
CO2	The business areas to which computers may be applied;	K1
CO3	Develop the skills in communication, verbal and written, which play an important part in business computing and information processing	K2
CO4	Interpret how to use information technology to solve business problems	K2
CO5	Describe the role of information technology and information systems in business	K1

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

SKILL BASED ELECTIVE – I

B.CORPORATE SOCIAL RESPONSIBILITY

Semester : V

Max marks : 75

Course code: 24UBA5S1B

Credit 2

Total hours: 30

Exam hours: 3 Hours

Objectives: comprehensive

Provide students with a comprehensive understanding of sustainable development and sustainability challenges (social, economic, and regulatory) companies now face (from SMEs to large international corporate).

UNIT-I CSR-Meaning (6 hours)

Introduction to CSR-Meaning & Definition of CSR,-History & evolution of CSR. Concept of Charity-Corporate philanthropy-Corporate Citizenship- CSR-an overlapping concept.Concept of sustainability & Stakeholder Management.

UNIT-II International framework (6 hours)

International framework for corporate social Responsibility-Millennium Development goals- Sustainable development goals-Relationship between CSR and MDGs.United Nations (UN) Global Compact 2011.UN guiding principles on business and human rights.OECD CSR policy tool- ILO tri-partite declaration of principles on multinational enterprises and social policy.

UNIT-III CSR-Legislation (6 hours)

CSR-Legislation In India & the world. Section 135 of Companies Act 2013-Scope for CSR Activities under Schedule VII- Appointment of Independent Directors on the Board, and Computation of Net Profit's -Implementing Process in India.

UNIT-IV The Drivers of CSR (6 hours)

The Drivers of CSR in India-Market based pressure and incentives civil society pressure-the regulatory environment in India Counter trends. Performance in major business and programs.Voluntarism Judicial activism.

UNIT-V Review current trends (6 hours)

Review current trends and opportunities in CSR-CSR as a Strategic Business tool for Sustainable development-Review of successful corporate initiatives & challenges of CSR-Case Studies of Major CSR Initiatives.

(0% Problem,100% Theory)

Reference Books:

1. Francesco Perrini, Stefano, and Antonio Tencati, Developing Corporate Social Responsibility-A European Perspective, Edward Elgar. University of Delhi.
2. Sharma, J.P., Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi.

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	The course introduces the student to the most common theoretical perspectives for understanding Corporate Social Responsibility (CSR) and the role of business in sustainable development, mainly from the disciplines of political economy and political science.	K1
CO2	It examines the development of the idea of corporate social responsibility, and gives the student an understanding of the political, social, and economic drivers behind CSR.	K1
CO3	The course provides insights into CSR from the perspective of business, of government and of civil society, and the course invites practitioners from all three groups to give the students insights into CSR from the field.	K2
CO4	Understand and create organizational and management strategies in facilitating ethical socially responsible decision making	K3
CO5	Understand ethical issues with specific problem areas or particular issues.	K3

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

SKILL BASED ELECTIVE – I

C.E-COMMERCE

Semester V
Course Code: 24UBA5S1C

Max Marks: 75
Credit 2

Total hours : 30

Exam Hours:3 Hrs

OBJECTIVES:

- To introduce the concepts of Electronic Commerce
- To make students to understand the concepts of Electronic Commerce through case studies

UNIT-I: Foundations of Electronic (6 hours)

1. Foundations of Electronic Commerce
2. Retailing in Electronic Commerce

UNIT-II: Internet Consumers (6 hours)

1. Internet Consumers and Market Research
2. Advertisement in Electronic Commerce

UNIT-III: Electronic Commerce (6 hours)

1. Electronic Commerce for Service Industries
2. Business-to-Business Electronic Commerce

UNIT-IV: Intranet and Extranet (6 hours)

1. Intranet and Extranet
2. Electronic Payment Systems

UNIT-V: Strategy (6 hours)

1. EC Strategy and Implementation
2. Public Policy: From Legal Issues to Privacy
(70%theory 30% practical)

TEXT BOOKS:

1. Dave Chaffey, E-Business and E-Commerce Management, Pearson, 2007
2. P.T.Joseph, E- commerce: An Indian Perspective, Prentice-Hall, 2009

REFERENCES:

1. Ritendra Goel, E-Commerce, New Age International, 2007
2. Gary Schneider, Electronic Commerce, Cengage Learning, 2008

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Logically observed and experienced the main activities of E-Commerce.	K1
CO2	Learned and evaluated about the various components of E-Commerce.	K1
CO3	Conceptually learned the concept of online shopping and models of Electronic market	K2
CO4	Understand the processes of developing and implementing information systems	K2
CO5	Be aware of the ethical, social, and security issues of information systems;	K3

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

SKILL BASED ELECTIVE – II

A.E-BUSINESS

Semester : V

Max marks :75

Course code : 24UBA5S2B

Credit 2

Total hours : 30

Exam hours : 3 Hours

Objectives:

This course encompasses the study of current management issues associated with electronic commerce strategies. It gives an insight into Intra Business applications and electronic payment system. The course imparts understanding of the concepts and various application issues of e- business like Internet infrastructure, security over internet, payment systems and various online strategies for e-business.

UNIT-I Electronic Business

(6 hours)

Introduction-Definitions of Electronic Business, Categories of E-business (b2b, b2c, b2a etc) Introduction to Whiteley's Model (Electronic Markets, EDI, Internet Commerce). Emerging cyber economy – Opportunities and challenges offered by internet– generic business models on the net-types and technology and economic changes.

UNIT-II Online sales force automation

(6 hours)

Intra business applications : Online sales force automation, online customer service & support, virtual organization, logistics management, distribution & payment channel, corporate digital library network centric computing, EDI implementation & standards, software, network carrier & mode of information transmission, business applications.

UNIT-III Electronic payment systems

(6 hours)

Electronic payment systems & electronic cash E-Commerce & banking. Internet monetary payment & security requirements – confidentiality of payment information, payment information integrity, account holder & merchant authentication payment & purchase order process, account holder registration, merchant registration, account holder ordering, payment authorization, online e-cash anonymity, double spending, interoperability, electronic payment schemes – digital cash, credit cards, internet cheque, debit card, smart cards, financial EDI, E -wallers, micro transactions, payment clearing.

UNIT-IV E-Governance

(6 hours)

E-Governance –Meaning, Concept, Online tools, sources & articles that help communication with government. Concept of G2G-(government to government), G2E –(government to Employees).

UNIT-V Emerging trends

(6 hours)

Emerging trends : Cyber communities – new communication paradigm, building infrastructure, gaining access, multi-sensory communications, mass markets / verticals /affinity groups, e governance. Legal & regulatory issues, global learning infrastructure, computer based education & training, digital copyrights.

(100%theory 0% problem)

Reference books:

1. E-commerce, By Dr. M. MAMOUDI Maymand, Deep and Deep publications PVT Ltd.
2. E-commerce, India Edition, Gary P. Schneider – Cengage Learning.
3. Information Systems today Leonard Jessup / Joseph VALLACICH. PHI learning PVT Ltd.,
4. E-business in the 21st century – Realities and outlook by Junu XV and Mohamed Quaddus, Cambridge University Press India Ltd.

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Detail what is meant by the term ‘e-commerce’	K1
CO2	Examine some typical distributed applications	K2
CO3	Detail some of the problems that are encountered when developing distributed applications	K2
CO4	Describe briefly some of the technologies that are used to support distributed applications	K1
CO5	Be aware of the ethical, social, and security issues of information systems;	K3

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

SKILL BASED ELECTIVE – II

A. BUSINESS ETHICS

Semester : V
Course Code: 24UBA5S2B
Total hours :30

Max Marks: 75
Credit:2
Exam Hours:3 Hours

OBJECTIVES:

- To introduce the concept and importance of business ethics and corporate governance
- To know the facets of ethics management
- To know the ethical values and Indian ethos in Management

UNIT-I: (6 hours)

BUSINESS ETHICS: Meaning – Definition – Nature – Importance – Ground Rules –myths – Methodology – Characteristics of Managerial Ethics.

UNIT-II: (6 hours)

ETHICS MANAGEMENT:

Ethical Dilemma – Ethical Decision Making – Ethical Reasoning – Ethical issues – Ethics Management – Key roles and responsibilities-Ethics Management Programmes – Benefits of Managing Ethics in Work Place – Organisation Ethics Development System (OEDS) – Organisational culture – Ethics Tools: Code of ethics – Guidelines for developing code of ethics – Value based leadership.

UNIT-III: (6 hours)

ETHICAL VALUES: Work Ethics – Work Culture – Ethical Theories – Ethical Values- Environmental Ethics – Consumer Protection.

UNIT-IV: (6 hours)

CORPORATE GOVERNANCE: Meaning – Code of Corporate Governance – Audit Committee – Corporate Excellence – Role of Independent Directors-Protection of Stakeholders – Corporate Social Responsibility – Changing Roles of Corporate Boards with changing times –Corporate Governance for Market capitalism.

UNIT-V: (6 hours)

INDIAN ETHOS IN MANAGEMENT: Principles – Approaches – Role of Gita – Karma Yoga – Wisdom Management – Quality of Work Life – Strategies for Work Life Balance.

(100% theory 0% problem)

TEXT BOOKS:

1. Bhatia, S.K., Business Ethics and Corporate Governance.
2. Bowie Norman, Business Ethics, Prentice Hall.

REFERENCES:

1. Chakraborty, S.K., Management by Values, Oxford Univ. Press.
2. Balasubramanian, R., Corporate Governance, IIM Bangalore.
3. Laura P. Hartman, Perspectives in Business Ethics, Tata Mc Graw Hill.

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Define, explain and illustrate the theoretical foundations of business ethics;	K1
CO2	Re-examine their knowledge of business and economic concepts from an ethical perspective;	K2
CO3	Explain and illustrate the importance, for business and the community, of ethical conduct;	K2
CO4	Recognize and resolve ethical issues in business	K1
CO5	To Analyze the Employees conditions and Business Ethics	K3

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

SKILL BASED ELECTIVE – II

B. BUSINESS ENVIRONMENT

Semester : V
Course Code: 24UBA5S2C
Total hours : 30

Max Marks: 75
Credit 2
Exam Hours: 3 Hours

OBJECTIVES:

- To acquaint students with the issues of domestic and global environment in which business has to operate.
- Provide an understanding of the role of business in society.
- To relate the Impact of Environment on Business in an integrative manner.

UNIT-I global transformation (6 hours)

The global transformation of organizations and Economic systems-Social, political and economic consequences of globalization-Economic Systems – Capitalism, Socialism, Communism and Mixed-Economic System-Geopolitics, trade blocs-Business and Society in India.

UNIT-II Management Structure (6 hours)

Management Structure - Family Management to Professionalism-Economic & Business Development and Environmental Issues-Special Economic Zone, Outsourcing- Sustainable development.

UNIT-III Liberalization (6 hours)

Liberalization, Privatization, Globalization, Competition and an overview of WTO- International Relations - MNCS - Foreign Capital and Collaboration-The Capital Market Scenario-Natural Resources and Economic Development - Land, Forest, Water, Minerals.

UNIT-IV Infrastructure (6 hours)

Infrastructure: Economic Infrastructure: Energy, Power, Transport, Communication, Science and Technology-Social Infrastructure: Education, Training and Development, Demographic Issues-Political Infrastructure: Constitution, Electoral Issues, Democracy and its Cost.

UNIT-V Global Challenges (6 hours)

Global Challenges-Global Trends in Business and Management-Trends in Indian Industry-Future Perspective of Indian Industry and Management.

(100%theory 0% problem)

REFERENCES:

Text Books:

1. Misra, S.K. and Puri, V.K.: Indian Economy, Himalaya Publishing House, New Delhi.
2. Francis Cherunilam: Business Environment, Himalaya Publishing House, New Delhi.

B. Additional References-Books:

1. Rudder Dutt and Sundharam, K.P.M.: Indian Economy, S. Chand & Company Limited, New Delhi.
2. Misra, S.K. and Puri, V.K.: Economic Environment of Business, Himalaya Publishing House, New Delhi.
3. Keith-Davis & William Frederick: Business and Society, McGraw-Hill, Tokyo.

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Know and analysis different business environment.	K1
CO2	Conduct a business analysis of the local and national environment.	K2
CO3	Employ business models and tools to evaluate changes in an organization's business environment	K2
CO4	Understand and analyze various political, technological and economic environment in the business	K1
CO5	Examine how different factors and trends in the external environment are likely to impact upon a proposed business venture.	K3

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

CORE COURSE XIII
HUMAN RESOURCE MANAGEMENT

Semester : VI
Course Code: 24UBA6C13
Total hours : 75

Max Marks: 75
Credit 5
Exam Hours: 3 Hours

OBJECTIVE:

- To understand of the basic elements of HRM
- To gain knowledge on various facets, the policies and practices of HRM and
- To acquire knowledge on the recent trends in HRM.

UNIT – I Human Resource (15hours)

Human Resource - Definition – Characteristics and Objectives – Principles of HRM–
Functions of Personnel Department – Managerial and Operative Functions. Meaning
Factors effecting HRP Planning Process.

UNIT – II Job Analysis (15hours)

Job Analysis and Job design requirement, selection placement training & development.
Compensation – Performance Appraisal, Job evaluation, remuneration, incentive payments,
employed benefits and specious.

UNIT – III Training (15hours)

Training – Objectives – Methods – Importance of Executive Development – Methods –
Promotion- Criteria and types – Transfer - Types - Career Planning.

UNIT – IV Wages (15hours)

Wages– Different methods of wage payments – Time and Piece rate system – Incentive
Schemes - Fringe benefits.

UNIT – V Performance Evaluation (15hours)

Performance Evaluation- Importance – Methods– Discipline and Disciplinary procedure
– Grievances - Steps in Grievance Handling, QWL.

(100%theory 0% problem)

RECOMMENDED TEXT BOOK:

Human Resource Management – C. B. GUPTA – Sultan Chand
Resource Management- S.S. Khanka - Himalaya publishing House
Human Resource Management – P.S.SUBBORAO

BOOKS FOR REFERENCE:

1. Personnel Management – C.B. MAMORIA, Himalaya Publishing House.
2. Human Resource Management – L. NATARAJAN – Margam Publications
3. Human Resource Management - S.M. SHAW-Himalaya Publishing House.4th Edition 2013.
4. Personnel Management and Industrial Relations – K.K. AHUJA, Kalyani Publishers.
5. Personnel Management and Industrial Relations – P.C. TRIPATHI, Sultan Chand

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Learn the qualities of human resource manager in an organization.	K1
CO2	Analysis the importance of different methods of training given to the employees in organization.	K1
CO3	Memorize the difference between on the job training and of the job training.	K2
CO4	Learn the participant of industrial relation and recruitment of good industrial relation programme.	K2
CO5	To integrate the knowledge of HR concepts to take correct business decisions.	K3

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

CORE COURSE XIV

FINANCIAL MANAGEMENT

Semester : VI
Course Code: 24UBA6C14
Total hours : 75

Max Marks: 75
Credit 5
Exam Hours: 3 Hours

OBJECTIVE:

- To expose learners to various concepts and principles of financial management
- To develop in them decision- making skills on various financial matters
- To acquaint them with various tools for the management and understanding of finance.

UNIT – I Financial Management (15hours)

Financial Management - Meaning and Scope - Finance Functions – Profit Maximization and Wealth Maximization – Sources of Finance - Short term - Bank sources – Long term, preferred stock – debt.

UNIT – II Cost of Capital (15hours)

Cost of Capital – Concept, Importance – Classification – Calculation of Cost of Debt, Cost of Equity and Cost of Preference Shares - Cost of Retained Earnings –Weighted Average Cost of Capital.

UNIT – III Leverages (15hours)

Leverages – Meaning and Significance – Types: Operating, Financial and Combined Leverages – EBIT and EPS Analysis, Dividend– Forms of Dividend – Factors determining dividend - Dividend Theories and Dividend Policies

UNIT – IV Analysis of financial statements (15hours)

Analysis of financial statements – Financial ratio analysis, cash flow (as per Accounting Standard 3) and funds flow statement analysis

UNIT – V Capital Budgeting (15hours)

Capital Budgeting (Investment Decisions) – Concept and Importance - Appraisal Methods: Pay Back Method – Discounted Cash Flow Method - NPV Method, Excess Present Value Index, IRR, ARR and ROI..

(100%theory 0% problem)

RECOMMENDED:

S.N. Maheshwari, Elements of Financial Management –, Sultan Chand & Sons.

BOOKS FOR REFERENCE:

1. I.M. Pandey, Financial Management, Vikash Publishing House Pvt. Ltd.
2. Prasanna Chandra, Fundamentals of Financial Management, Tata McGraw Hills.
3. M.Y.Khan&P.K. Jain, Theory and Problems in Financial Management, Tata McGraw

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Use business finance terms and concepts when communicating.	K1

C02	Explain the financial concepts used in making financial management decision.	K2
C03	Use effective communication skills to promote respect and relationship for financial deals.	K2
C04	Utilize information by applying a variety of business and industry software and hardware to major financial function	K1
C05	Demonstrate a basic understanding of financial management.	K3

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

CORE COURSE XV
MANAGEMENT INFORMATION SYSTEM

Semester : VI
Course code: 24UBA6C15
Total hours: 75

Max marks : 75
Credit 5
Exam hours :3 Hrs

Course Objectives:

The aim of this course is:

1. To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems
2. To introduce the fundamental principles of computer-based information systems analysis and design and develop an understanding of the principles and techniques used.

UNIT-1 Decision making (15hours)

Decision making in MIS – Overviews of System, analysis & design system development life cycle. Concepts & model – requirement and recognition structured & unstructured decision. Information requirement for decision making strategies under different condition synonymous decision making models foundation of information system.

UNIT-II System design (15hours)

System design & implementation – Overview of logical of input output & control process & interface design, database design, implementation of MIS projects. Data Base Management – Management corporate data, data resources, data independence, consistency, security & integrity data base models – helical rational advantages & disadvantages of DBMS.

UNIT –III Data Communication (15hours)

Data Communication EDI electronic Data interchange. Net working concepts, LAN, WAN Components of LAN, WAN Network topologies difference between internet, intranet, Extranet. Introduction of E. Com – Introduction, concept, recent trends, business reengineering process, electronic funds transfer legal security issues of e-commerce.

UNIT –IV Decision Support in Business (15hours)

Decision support Systems: Decision Support in Business – Artificial Intelligence Technologies in Business Developing Business/IT strategies: Planning Fundamentals – Implementation Challenges

UNIT V Developing Business (15hours)

Developing Business/IT Solutions: Developing Business Systems-Implementing Business-Security and Ethical Challenges: Security, Ethical, and Societal Challenges of IT - Security Management of Information Technology-Enterprise and Global Management of Information Technology – Management of Information Technology – Managing Global IT

(100%theory 0% problem)

Reference:

1. MIS conceptual foundations – Davis & Olson Analysis design information System – Jas Zenn
2. Introduction to system analysis and design – I.D. Haryz Keuys

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Describe the role of information technology and information systems in business	K1
CO2	Record the current issues of information technology and relate those issues to the firm	K2
CO3	Appraise the knowledge previously acquired of Microsoft Office	K1
CO4	Reproduce a working knowledge of concepts and terminology related to information technology	K1
CO5	Analyze how information technology impacts a firm	K2

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

MAJOR BASED ELECTIVE - II
A.SUPPLY CHAIN MANAGEMENT

Semester : VI

Max Marks: 75

Course code: 24UBA6M2A

Credit 4

Total hours: 60

Exam: 3Hours

Objectives:

To help understand the importance of and major decisions in supply chain management for gaining competitive advantage.

UNIT-I Introduction

(15hours)

Introduction - Supply Chain – Fundamentals –Evolution- Role in Economy -Importance- Decision Phases - Supplier- Manufacturer-Customer chain. - Enablers/ Drivers of Supply Chain Performance. Supply chain strategy - Supply Chain Performance Measures.

UNIT-II Strategic sourcing

(15hours)

Strategic sourcing - Outsourcing – Make Vs buy - Identifying core processes - Market Vs Hierarchy - Make Vs buy continuum -Sourcing strategy - Supplier Selection and Contract Negotiation.

UNIT-III Aggregate Planning

(10hours)

Aggregate Planning and Managing Supply- Demand and Inventory: Aggregate Planning in a Supply Chain : role- aggregate planning problem- strategies- role of IT- Implementation Responding to predictable variability in supply chain – Managing Supply – Managing Demand

UNIT-IV Planning demand

(10hours)

Planning demand, inventory and supply - Managing supply chain cycle inventory. Uncertainty in the supply chain — Analysing impact of supply chain redesign on the inventory - Risk Pooling - Managing inventory for short life - cycle products -multiple item -multiple location inventory management. Pricing and Revenue Management

UNIT-V Information Technology

(10hours)

Information Technology in a Supply Chain: Information technology in a supply chain- role- framework- Customer relationship management- Internal supply chain management- Supplier relationship management – Over view of recent trends in Supply Chain : e-SRM- e- LRM- e- SCM.

(100%theory 0% problem)

REFERENCE BOOKS:

1. Altekhar Rahul V, Supply Chain Management-Concept and Cases, PHI, 3rd edition, 2005.
2. Ballou Ronald H, Business Logistics and Supply Chain Management, Pearson Education, 5th edition, 2013.
3. Sinha, A. and Kotzab, H., Supply Chain Management: A Managerial Approach, Tata McGraw-Hill Education, 2011.
4. Sople, V.V., Supply Chain Management: Text and Cases, Pearson, 2011.

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Know the concepts of Supply chain – its benefits, trends and features	K1
CO2	Outline the difference between CRM and SCM	K2
CO3	Acquire knowledge on logistics management	K3
CO4	How to align the management of a supply chain with corporate goals and strategies.	K1
CO5	Analyze and improve supply chain processes.	K1

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

MAJOR BASED ELECTIVE - II

B.SERVICE MARKETING

Semester : VI
Course code: 24UBA6M2B

Max marks: 75
Credit 4

Total hours: 60

Exam hours: 3 Hours

Objectives:

This course enables the students to understand the fundamental concepts of services marketing and various gaps existing in the service delivery process. At the end of this course students will be able to explain the unique challenges of services providers and find out the suitable strategies to fill the various gaps existing in the service delivery process to create service excellence.

UNIT-I (10hours)

Foundations for Services Marketing

Introduction to Services – Service Based Economies – Service and Technology – Characteristics of Services – Service Marketing Mix - The Gaps Model of Service Quality.

UNIT-II (10hours)

Focus on the Customer

Customer Expectations of Services – Customer Perceptions of Services – Service Quality – Service Encounters – The Building Blocks for Customer Perceptions.

UNIT-III (15hours)

Understanding Customer Requirements

Customer Research to Understand Customer Perceptions – Elements in an Effective Services Marketing Research Programme – Building Customer Relationships – Service Recovery – Service Recovery Strategies.

UNIT-IV (15hours)

Aligning Service Design and Standards

Service Innovation and Design – Types of Service Innovation – Stages in Service Innovation and Development – Service Blueprinting – Customer Defined Service Standards – Physical Evidence and the Service scope.

UNIT-V (10hours)

Delivering and Performing Service

Role of Employees in Service Delivery – Role of Customers in Service Delivery – Managing Demand and Capacity – Managing Service Promises – Pricing of Services.

(100% theory 0% problem)

Reference Books

1. Christopher Lovelock, Jochen Wirtz (2013). Services Marketing, 7/e; New Delhi: Pearson Education.
2. Harsh, V. Verma (2013). Services Marketing: Text and Cases, 2/e; New Delhi: Pearson Education.

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Know in detail about the Service Sector and apply the 7 P's of Service Marketing	K1
CO2	Understand the consumer behaviour in Service Sector	K2
CO3	Set standard and measure service quality and productivity	K2
CO4	Recognise how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems	K3
CO5	Appraise the nature and development of a services marketing strategy	K1

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

MAJOR BASED ELECTIVE – II

C. EVENT MANAGEMENT

Semester : VI
Course code: 24UBA6M2C

Max marks: 75
Credit 4

Total hours: 60

Exam hours: 3 Hours

Objectives: To acquaint the students with concepts, issues and various aspects of event management.

UNIT –I Introduction to Event and Event Management (10hours)

Introduction and Definition of Event.-Event Designing, 5 C's of Events- 5 W's of Event-Types of Events-Categories of Event and its characteristics- Objectives of Event Management- Problems associated with traditional media.

UNIT –II Facets of Event Management (15hours)

Event Infrastructure: Core Concept, Core People, Core Talent, Core Structure- Clients: Set Objectives for the Event, Negotiating Contracts with Event Organizers, Locating Interaction Points, Banners, Displays etc., at the Event, Preparing the Company's Staff for the Event, Post-event Follow-up- Event Organizers: Role of Event Organizer, Qualities of an Event Organizer, Steps in organizing an event-Venue: In-house Venue, External Venue.

UNIT- III Execution of Event: (15hours)

Networking Components: Print Media, Radio Television, The Internet, Cable Network, Outdoor Media, Direct Media, Types of promotion methods used in events: Sales Promotions, Audience Interaction, Public Relations, Merchandising, In-venue Publicity, Direct Marketing, Advertising, Public relations. Activities in Event Management: Pre-event Activities, during event Activities, Post- event Activities. Functions of Event Management: Planning, Organizing, Staffing, Leading and Coordination, Controlling. Event Management Information System- Technology in Event Management. - Role and Importance.

UNIT –IV Marketing of Event (10hours)

Concept of Market in Event- Revenue Generating Customers- Nonrevenue Generating Customers- Segmentation for Events, Niche marketing in events- Targeting. Positioning of Events- Branding in Events- Reach Interaction Matrix- Concept of Pricing in Events- Marketing Communication Tool- Implementation of Marketing Plan- Relationship Building.

UNIT- V Strategies of Event Management (10hours)

Strategic Approach- Critical Success Factor Analysis-Strategic Alternatives Arising From Environmental Analysis-Maintenance Strategy, Developmental Strategy, Preemptive Strategy, Survival Strategy-Strategic Alternatives Arising from Competitive Analysis: Sustenance Strategy, Rebuttal Strategy, Accomplishment-Strategy, Venture Strategy. Strategic Alternatives Arising from Defined Objectives- PREP Model- Risk versus Return Matrix- Forms of Revenue Generation - The Basic Evaluation Process: Establishing Tangible Objectives and Sensitivity in Evaluation, Measuring Performance, Correcting deviations, Critical Evaluation Points in Events.

(100%theory 0% problem)

Reference Books:

1. Event Management: Wagen, lynn Van Der, Pearson Education, 2012
2. Event Marketing and Management: Gaur, Sanjaya Singh, Vikas Publishing House Pvt Ltd. 2003
3. Business Management : G. M. Dumbre, Success Publications, Pune.
4. Event Planning And Management: Sharma, Diwakar, Deep & Deep Publication Pvt Ltd. 2005
5. Events Management: Raj, Razaq, SAGE Publication India Pvt. Ltd. 2009

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Synthesize the skills to successfully plan, market and implement a large event as part of a team	K1
CO2	Apply a variety of sound decision-making, conflict resolution, and problem-solving techniques professionally and ethically manage an event	K2
CO3	Apply accounting and financial knowledge to ensure the efficient operation of an event	K1
CO4	Gain confidence and enjoyment from involvement in the dynamic industry of event management	K1
CO5	Identify management essentials such as developing budgets, critical paths, work breakdown structures, risk mitigation and contingency planning.	K3

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

MAJOR BASED ELECTIVE – III
A. FINANCIAL SERVICE

Semester : VI

Max marks : 75

Course code : 24UBA6M3A

Credit 4

Total hours : 60

Exam hours : 3 Hours

Objectives:

This course intends to enhance the knowledge of the students on asset based financial services and advisory services offered by non banking finance companies. On completion of the course, the students will be able to recognise the operational, legal, procedural and regulatory issues of various financial services.

UNIT-I

Introduction to Financial Services (10 Hours)

Financial Services - Concept and Functions, Growth of Financial Services in India; Non- banking Financial Companies.

UNIT-II

Leasing & Hire Purchase (10 Hours)

Leasing – Concept and Classification, Significance, Contract Act, Reporting framework and taxation in leasing; Hire Purchase – Conceptual & legal framework, Taxation aspects, Accounting and reporting.

UNIT-III

Factoring and Bills Discounting (15 Hours) Factoring

– Concept and Mechanism, Functions of a Factor, Forms of factoring, Legal aspects of factoring; Forfaiting Vs. Factoring; Bills discounting – Bill of exchange, Discounting bill of exchange, Types of bills, Bill market scheme.

UNIT-IV

Venture Capital Financing and Mutual Funds (15 Hours) Venture

Capital Financing – Features, Selection of investment, structuring the deal, Investment nurturing, Structural aspects, Indian venture capital scenario; Mutual funds – Operations of mutual funds, Regulatory mechanism, Mutual fund schemes.

UNIT-V

Advisory Financial Services (10 Hours)

Corporate Restructuring – Conceptual and Financial Framework, Tax and legal aspects; Stockbroking; Custodial Services; Depository system; Credit Rating – Agencies, Process, Symbols.

(100% theory 0% problem)

Reference Books

1. Shanmugam, R. (2014). *Financial Services*, New Delhi: Wiley India
2. Siddaiah, Thummuluri (2011). *Financial Services*, New Delhi: Pearson

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Gain knowledge on existing and emerging areas of merchant banking financial services	K1
CO2	Understand the credit rating process adopted by the various institution	K2
CO3	Know on Hire purchase and leasing system	K2
CO4	Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.	K3
CO5	Evaluate and create strategies to promote financial products and services.	K1

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

MAJOR BASED ELECTIVE – III

B. INNOVATION AND CREATIVITY MANAGEMENT

Semester : VI

Max marks : 75

Course code: 24UBA6M3B

Credit 4

Total hours: 60

Exam hours : 3 Hours

OBJECTIVE:

To impart the knowledge of various aspects of Creativity, Innovation and New Product Development

UNIT I : INTRODUCTION

(15 Hours)

The process of technological innovation – factors contributing to successful technological innovation – the need for creativity and innovation – creativity and problem solving – brainstorming – different techniques

UNIT II : PROJECT SELECTION AND EVALUATION

(10 Hours)

Collection of ideas and purpose of project – Selection criteria – screening ideas for new products (evaluation techniques)

UNIT III :

(15 Hours)

NEW PRODUCT DEVELOPMENT Research and new product development – Patents – Patent search – Patent laws – International code for patents – Intellectual property rights (IPR).

UNIT IV ANALYSIS METHODS

(10 Hours)

Analysis methods- project evaluation techniques- factors associated with evaluation.

UNIT V NATIONAL PROJECTS

(10 Hours)

Planning and organizational of national projects – quality standards- marketing research.

TEXT BOOKS:

- Twiss, Brian. “Managing Technological Innovation”, Pitman Publishing Ltd., 1992.
- Watton, Harry B. “New Product Planning”, Prentice Hall Inc., 1992.

REFERENCES:

- Nystrom, Harry “Creativity and Innovation”, John Wiley & Sons, 1979.
- Khandwalla, N. – “Fourth Eye (Excellence through Creativity) – Wheeler Publishing”, 1992.
- I.P.R. Bulletins, TIFAC, New Delhi, 1997.

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Understand innovation and creativity management from the perspective of obtaining a sustainable competitive advantage and integrating innovation into the business strategy.	K1
CO2	Design a creative business concept and develop a convincing presentation to acquire funding.	K1
CO3	Explain the factors and drivers that predict creativity and innovation of individuals, groups, and organizations.	K2
CO4	Discover the attributes of successful innovation strategies including an in-depth understanding of the dynamics of innovation	K2
CO5	Identify the drivers of creativity and innovation	K3

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L

MAJOR BASED ELECTIVE – III
C.PUBLIC RELATION MANAGEMENT

Semester : VI

Max marks: 75

Course code: 24UBA6M3C

Credit 4

Total hours: 60

Exam hours: 3

HoursOBJECTIVES:

1. To understand the role of public relations in building and maintaining a healthy corporate image.
2. To gain working knowledge of the various tools used in public relations.

UNIT- I Definition-Nature-

(15hours)

Introduction to P.R. – Definition-Nature- History and Development-Role of PR- PR associations.Objectives Of Public Relations-Emergence Of Public Relation.

UNIT- II Public Relations Process

(10 hours)

Public Relations Process-PR Problems- Elements Of Public Relations-The Psychological factors that affect the perception of the public-decision making process.

UNIT-III Public Opinion Research

(15hours)

Public Opinion Research,-Functions Of Public Relations Department-PR Professional Code. Relations with the Government-Community Relations- Shareholders Relations- Promotion Programmes- Donations- Employee Publications- Guest Relations- Establishment Of Relations With The Public.

UNIT-IV Media & Tools

(10 hours)

Media & Tools: Press, Radio- Television-Documentaries- Films.Company Literature : Annual reports-manuals Brochures Information bulletins- House Journals-News Letters-Direct mailing.

UNIT- V Advertising and Promotional

(10 hours)

Advertising and Promotional Techniques : Promoting and positioning your organization Through Advertising- Exhibitions- open house-Tournaments etc.,Lobbying- Managing Rumors & Leaks.

Reference Books

- 1) Effective public relations and media strategy by C.,V. Narasimha Reddy – PHI learning India PVT Ltd.,
- 2) Public Relations principles and practices with solution manual by Iqbal S. Sachdeva Oxford University Press, Chennai.
- 3) Public relations practices by Allen H. Center and Patrick Jackson – case studies and problems – Indian Edition - PHI learning India PVT Ltd.,
- 4) Public management – maximize efficiency and effectiveness by Sukumar Chatterjee – Global India Publications, New Delhi.

COURSE OUTCOMES : On completion of this course, the students will be able to:		KNOWLEDGE LEVEL
CO1	Explain various concepts of public relation	K1
CO2	Discuss PR as a discipline of management	K1
CO3	Formulate public relations strategies	K2
CO4	Plan public relations campaigns	K2
CO5	Explain the ethical aspects of PR	K3

Mapping course outcome with programme outcome:

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

Strong-S, Medium-M, Low-L