

Department of Business Administration (UG)

SYLLABUS AND REGULATIONS

Under

OUTCOME-BASED

EDUCATION 2020

**(Effective for the Batch of Students Admitted from 2020-2021 to
2023-2024)**



AUXILIUM COLLEGE (Autonomous)

(Accredited by NAAC with A+ Grade with a CGPA of 3.55 out of 4 in the 3rd Cycle)

Gandhi Nagar, Vellore-632 006

OUTCOME BASED EDUCATION

AUXILIUM COLLEGE (Autonomous), Vellore

Department of Business Administration - 2020-21

A) Institutional Level

- ✓ **Vision** – the vision of the college is to educate young women especially the poorest, to become empowered and efficient leaders of integrity for the society.
- ✓ **Mission** – to impart higher education to the economically weak, socially backwards and needy students of Vellore and neighbouring districts.
- ✓ **Framework of the Curriculum** –
 - Number of credits,
 - **Credit distribution -**
Undergraduate B.Com/B.B.A/B.C.A – 15 Week

Part	Subject	Hours/Week						Total Credits
		Sem 1	Sem 2	Sem 3	Sem 4	Sem 5	Sem 6	Total
I	Language (Tamil/Hindi)	6	6	-	-	-	-	12
II	English	6	6	-	-	-	-	12
III	Core	10	10	17	20	19	19	95
	Allied	5	5	5	5	-	-	20
	Project/ Major Elective	-	-	5	-	5	5	15
IV	Non-Major Elective	-	-	-	-	3	3	06
	Skill Based Subjects	2	2	2	2	2	2	12
	Environmental Studies	-	-	-	2	-	-	02
	Value Education	1	1	1	1	1	1	06
	Total	30	30	30	30	30	30	180 credits

- **Assessment and evaluation methods** – each Undergraduate Programme consist of six Semester

There are two components in the Valuation and Assessment of the student – Internal Assessment (CA) and Semester Examination (SE)

Continuous Assessment (CA)

- The maximum marks for CA is 40 and SE is 60, both for theory and practical papers
- Each CA written examination is of two hours duration for 50 marks. The test will be conducted centrally. The average of the two such CA is calculated for 35 marks.
- Other Innovative Component will be of 5 marks. The innovative component is of 5 marks, completed during the class hours by the Staff Member in charge of the subject, in the form of assignment/quiz/seminars/presentation/Online/Open book /viva-Voce/Group work/Mini projects/Exhibitions etc. the topic and the time for submission presentation will be announced by the Staff member in charge of the in advance. Each student should explain and defend her own presentation
- For SBE courses – 2 CA examination of one hour each for 25 each is converted into 40 marks. Other innovative component will be of 5 marks. The Semester examination will be of 2 hours duration for 60 marks.
- For Environmental Studies – one CA of one hour for 25 marks, projects for 25 marks is converted into 40 marks. The Semester Examination will be of 2 hours duration for 60 marks.
- For Major and Allied Papers, the Semester Examination will be of 3 hours with maximum of 100 marks which converted into 60 marks.
- Syllabus of not less two units shall be included for each CA
- A retest for CA will be conducted for the students who is absent due NSS/NCC/Sports on prior written permission obtain through the concerned member
- There is no provision for improvement in CA
- There is no minimum passing

Semester Examination

- A student should register herself to appear for the semester examination by the payment of the prescribed fees.
- The Semester Examination will be in the form of a comprehensive examination covering the entire syllabus in the each subjects. It will be of 3 hours duration irrespective of the number off credits allotted to it.
- If the candidate fails to obtain the pass marks even after the third attempt due to less marks in the CA examinations, the marks of the next examination will be converted to be 40 out of 100

- The maximum marks for each paper shall be 100.

B) Name of the program - Bachelor of Business Administration

- ✓ **Vision of the program** - To produce young executives to meet the global needs of the business

C) Eligibility criteria of the program – candidates having 50% of marks in their HSC in ant stream are eligible except the candidates opted for the Group D and Vocational studies.

D) List of courses

Sem	Part	Code	Title	Hours/ Week	Exam Hours		Credits	Marks
					Th	Pr		
I	I	ULTAA20	Tamil Paper I	6	3	-	3	40+60
	II	UENGA20	English Paper I	6	3	-	3	40+60
	III	UCBAA20	Principles of Management	5	3	-	4	40+60
	III	UCBAB20	Business Mathematics and Statistics – I	5	3	-	4	40+60
	III	UABUA20	Allied I: Business Communication	5	3	-	5	40+60
	IV	-	Skill-based Elective – I	2	2	-	2	40+60
	IV	UVEDA15	Value Education	1	-	-	-	-
			Total				21	600
II	I	ULTAB20	Tamil Paper II	6	3	-	3	40+60
	II	UENGB20	English Paper II	6	3	-	3	40+60
	III	UCBAC20	Organizational Behavior	5	3	-	4	40+60
	III	UCBAD20	Business Mathematics and Statistics – II	5	3	-	4	40+60
	III	UABEA20	Allied II: Business Environment and Ethics	5	3	-	5	40+60
	IV	-	Skill-based Elective – II	2	2	-	2	40+60
	IV	UVEDA15	Value Education	1	-	-		
				Total				21

Sem	Part	Code	Title	Hours/ Week	Exam Hours		Credits	Marks
					Th	Pr		
III	III	UCBAE20	Marketing Management	6	3	-	4	40+60
	III	UCBAF20	Financial Accounting	6	3	-	4	40+60
	III	UCBAG20	Operations Research – I	6	3	-	4	40+60
	III	UAEBA20	Allied – III: Economics for Business	5	3	-	5	40+60
	III	UEBAA20	Elective I A: International Business	5	3	-	5	40+60
	III	UEBAB20	Elective I B: Logistics and Supply Chain Management	-	-	-	-	-
	IV	USBAC320 / USBAD320	SBE: Hospital Planning and Administration/ Hotel Planning and Administration	2	2	-	2	40+60
	IV	UVEDA15	Value Education	1	-	-	-	-
			Total				24	600
IV	III	UCBAH20	Cost and Management Accounting	6	3	-	4	40+60
	III	UCBAI20	Operations Research – II	6	3	-	4	40+60
	III	UCBAJ20	Research Methodology	5	3	-	4	40+60
	III	UCBAK20	Human Resource Management and Development	6	3	-	4	40+60
	III	UAITR20	Allied IV - Institutional Training	5	-	3	5	40+60
	IV	USBAC420/ USBAD420	SBE: Hospital Planning and Administration /Hotel Planning and Administration	2	2	-	2	40+60
	IV	UNEVS20	Environmental Studies	2	3	-	2	60+40
	IV	UVEDA15	Value Education	1	-	-	-	-
			Total				25	700
V	III	UCBAL20	Financial Management	6	3	-	4	40+60
	III	UCBAM20	Industrial Relations	5	-	3	4	40+60

	III	UCBAN20	Banking and Insurance	6	3	-	4	40+60	
	III	UCBAP22	E- Commerce	3	-	3	2	40+60	
	III	UCBAQ20	Practical : Tally	2	3	-	2	40+60	
	III	UCBAR20	Project	2	-	3	5	40+60	
	IV	USBAE520 USBAF520	SBE: Campus to Corporate/ Applications of GST	2	2	-	2	40+60	
	IV	-	Non-Major Elective – I	3	3	-	2	40+60	
	IV	-	Value Education	1	-	-	-	-	
			Total				25	800/900	
VI	III	UCBAS20	Legal Aspects of Business	7	3	-	4	40+60	
	III	UCBAT20	Production and Materials Management	6	3	-	4	40+60	
		UCBAO20	Fundamentals of Information Technology	6	3	-	4	40+60	
	III	UEBAC20	Elective II A: Total Quality Management	5	3	-	5	40+60	
	III	UEBAD20	Elective II B: Entrepreneurial Development	-	-	-	-	-	
	IV	USBAE620/ USBAF620	SBE: Campus to Corporate/ Applications of GST	2	2	-	2	40+60	
	IV	-	Non-Major Elective – II	3	3	-	2	40+60	
	IV	UVEDA15	Value Education	1	2	-	2	40+60	
			Total				23	800/900	
	V	Extension Activities						1	
		Total						140	4200

Programme Objectives (PO)

PO1: Attain knowledge and understand the principles and concepts in the respective discipline.

PO2: Acquire and apply analytical, critical and creative thinking, and problem-solving skills

PO3: Effectively communicate general and discipline-specific information, ideas and opinions.

PO4: Appreciate biodiversity and enhance eco-consciousness for sustainable development of the society.

PO5: Emulate positive social values and exercise leadership qualities and team work.

PO6: Pursue higher knowledge, qualify professionally, enhance entrepreneurial skills and contribute towards the needs of the society.

Programme Specific Outcome (PSOs)

- ✓ **PSO 1** – To attain knowledge and understand the managerial principles and concepts of the course adopted. To formulate, to apply the theoretical knowledge into practice by carrying the institutional training and projects, to adopted sense of creative thinking and learn problem solving skills to take up challenges faced in today's modern world.
- ✓ **PSO 2** – To communicate the general ideas, opportunities and opinions and to become empowered and motivated citizens of the country. To be stimulated towards the change and to be conscious for sustainable development of the society.
- ✓ **PSO 3** – To adapt towards the positive thinking capacity, to adapt the social values, to exercise leadership qualities and bringing out their capabilities through team work.
- ✓ **PSO 4** – To pursue higher knowledge, acquire quality professional education, and to develop entrepreneurial skills and contribute towards the needs of the society.
- ✓ **PSO 5** – Prepare the students to be persistent enough to pull out their own ideas and opinions and to become a strong pillar to the family and society highlighting their feminine power. Mould the students to face the challenges in the global business environment and the society.
- ✓ **PSO 6** – To bring up the economically challenged, socially backward young women to be competent with today's expectation of the competitive world for their sustenance. To be passionate about multi-disciplinary approach for problem solving, critical analysis and decision making in their personal and professional life.

PSO	PO					
	PO1	PO2	PO3	PO4	PO5	PO6
PSO1	L	M	L	H	L	H
PSO2	H	H	M	H	M	M
PSO3	L	M	H	L	H	L
PSO4	H	M	H	H	M	H
PSO5	L	M	H	L	H	M
PSO6	M	M	H	H	H	H

H- High (3), M- Moderate (2), L- Low(1)

SEMESTER – I

UCBAA20 – PRINCIPLES OF MANAGEMENT

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: I	UCBAA20	Principles of Management	Theory	Core	5	4	100

Objectives

1. To know the fundamental concepts of management and its principles
2. To acquire the knowledge of planning, decision making and its types
3. To have the knowledge about organising, authority and delegation
4. To acquire the knowledge about staffing and directing
5. To attain the knowledge related to coordination and controlling

Course Outcomes (CO)

The learners will be able to

1. Acquire the knowledge related to management concepts and its principles
2. Have the knowledge about planning, decision making and its types
3. Be able to know about planning, decision making and its types
4. Have knowledge regarding organising, authority and delegation
5. Acquire the knowledge related to coordination and controlling

CO	PO					
	1	2	3	4	5	6
CO1	L	M	M	M	L	H
CO2	M	M	L	L	M	H
CO3	L	M	L	M	M	H
CO4	L	L	H	L	H	H
CO5	M	M	H	M	H	M

H- High (3), M- Moderate (2), L-Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	L	H	M	M	L	H
CO2	M	M	L	L	M	H
CO3	H	M	L	M	M	H
CO4	H	L	H	H	H	H
CO5	M	M	H	M	H	M

H- High (3), M- Moderate (2), L-Low (1)

Course Syllabus

UNIT I: Introduction

(15 hours)

1.1: Introduction – Concept (K1, K2)

1.2: Nature – Scope (K1)

1.3: Management Functions (K2)

1.4: Management Roles (K2, K3)

1.5: Level of Management (K2, K3)

1.6: Contributions Given By Henri Fayol – F W Taylor – Peter Drucker (K3, K4)

UNIT II Planning and Decision making

(15 hours)

2.1: Planning – Concept – Features (K1, K2)

2.2: Nature – Process – Types (K1, K2)

2.3: SWOT Analysis to Formulate Strategy (K2, K3, K4)

2.4: Decision Making – Concept – Types (K2, K3)

2.5 : Process - Barriers (K3)

2.6 : Step to Overcome the Barriers (K2, K3,K4)

UNIT III Organizing, Authority and Delegation

(15 hours)

3.1 : Organizing – Concept (K1)

3.2 : Types of Structure – Difference between Formal and Informal Structure (K2, K3)

3.3: Span of Control (K2)

3.4 : Authority – Sources – Types (K2, K3)

3.5 Delegation – Concept – Principles – How to delegate effectively (K1, ,K2, K3)

3.6 Distinction between Centralisation and Decentralisation (K2)

UNIT IV Staffing and Directing

(15 hours)

4.1 Staffing – Meaning – Nature (K1)

4.2 Purpose – Importance – Functions (K2, K3)

4.3 Directing – Concept – Meaning – Significance (K2, K3)

4.4 Nature - Principles (K2, K3)

4.5 Techniques of Directing

4.6 Direction and Supervision

UNIT V Coordination and Control

(15 hours)

5.1 Coordination and Control – Concept (K1)

5.2 Needs - Types (K2, K3)

5.3 Principles of Coordination – Techniques of Coordination (K3)

5.4 Control – Nature – Purpose (K2, K3)

5.5 Control Process – Problems (K3, K4)

5.6 Controlling Techniques. (K3)

Text Books

1. C. B. Gupta, Business Management, Sultan Chand & Sons, New Delhi, 3rd Edition, 2012
2. L. M. Prasad, Principles of Management, Sultan Chand & Sons, New Delhi, 7th Edition, 2018

Reference Books

1. Stephens R. Robins and David A Decenzo, Fundamental of Management, Pearson Education, London, 7th Edition, 2016
2. V.S.P Rao, V Hari Krishna, Management Text & Cases, Excel Books Private Ltd, New Delhi, 5th Edition, 2012.
3. P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017

4. Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015

Web Resources

<https://www.toolshero.com/management/14-principles-of-management/>

<https://open.umn.edu/opentextbooks/textbooks/693>

<https://open.umn.edu/opentextbooks/textbooks/34>

SEMESTER – I
UABUA20 – BUSINESS COMMUNICATION

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: I	UABUA20	Business Communication	Theory	Allied	5	5	100

Objectives

1. To impart the importance of Communication and to understand the concepts of Communication
2. To learn the components of a Business Letter and to draft various kinds of Business Letters
3. To understand the mechanism of writing Bank Correspondence and Government Correspondence
4. To impart knowledge on writing Business Reports and Internal communication
5. To familiarize students in the latest Technology in Communication

Course Outcomes (CO)

The learners will be able to

1. Obtain the basic knowledge and importance of Communication
2. Learn the components of a Business Letter and draft various kinds of Business Letters
3. Be able to draft Bank Correspondence and Government Correspondence
4. Write Business Reports and learns the internal communication systems
5. Familiarize in Technology aided Business Communication

CO	PO					
	1	2	3	4	5	6
CO1	M	H	H	M	M	M
CO2	M	H	H	L	H	L
CO3	H	H	H	M	M	L
CO4	M	H	H	L	H	M
CO5	H	H	H	L	M	L

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	M	H	H	M	M	M
CO2	M	H	H	L	H	L
CO3	H	M	H	M	M	L
CO4	M	H	H	L	H	M
CO5	H	H	H	L	M	L

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

Unit I: Introduction to Communication

(15 hours)

- 1.1 Communication-Definition (K1,K2)
- 1.2 Nature-Need-Process (K1,K2,K3)
- 1.3 Principles-Types of Communication (K1,K2,K3,K4)
- 1.4 Barriers (K1,K2,K3)
- 1.5 Importance of effective Business Communication (K1,K2,K3)
- 1.6 Business Etiquette (K1,K2,K3,K4)

Unit II: Business Correspondence

(15 hours)

- 2.1 Business Correspondence-Importance (K1,K2)
- 2.2 Characteristics- Business letter (K1,K2,K3)
- 2.3 Types- Enquiry- Offer (K1,K2,K3,K4)
- 2.4 Quotation-Tender (K1,K2,K3,K4)
- 2.5 Order-Complaints (K1,K2,K3,K4)
- 2.6 Collection-Sales-Circular (K1,K2,K3,K4)

Unit III: Bank and Government Correspondence

(15 hours)

- 3.1 Bank Correspondence -Types—Characteristics (K1,K2)
- 3.2 Letters from Banker to Customer (K1,K2,K3,K4)
- 3.3 Letters from customer to Bank (K1,K2,K3,K4)
- 3.4 Letters between Banks (K1,K2,K3,K4)
- 3.5 Government Correspondence-Representation Letter (K1,K2,K3,K4)
- 3.6 Official Correspondence- Demi - Official Letters-Memorandum (K1,K2,K3,K4)

Unit IV: Reports and Internal Communication

(15 hours)

- 4.1 Reports - Meaning - Types (K1,K2)
- 4.2 Structure - Characteristics (K1,K2,K3)
- 4.3 Classification of a Report (K1,K2,K3)
- 4.4 Internal Communication- Memos - Circular – Notes (K1,K2,K3,K4)
- 4.5 Meeting-Agenda- Minutes (K1,K2,K3,K4)
- 4.6 Application- Resume (K1,K2,K3,K4,K5)

Unit V: Technology in Communication

(15 hours)

- 5.1 Technology aided Business communication - E-Mail- Characteristics- Mechanics of a E-Mail (K1,K2,K3)
- 5.2 Layout of E-Mail messages (K1,K2,K3)
- 5.3 E-Mail Ethics (K1,K2,K3,K4,K5)
- 5.4 Modern Communication devices- Internet (K1,K2)
- 5.5 Teleconferencing (K1,K2)
- 5.6 Recent trends in Communication Technology (K1,K2,K3,K4)

Text Books

1. K. Sundar, A.Kumara Raj, Business Communication, Vijay Nicole Imprints Pvt. Ltd, India, 2nd Edition, 2012
2. Rajendra Pal and Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 13th Edition, 2012

Reference Books

1. R.S.N. Pillai and Bagavathi, Commercial Correspondence and Office Management, Sultan Chand and Sons, New Delhi, 5th Edition, 2013
2. R. C Sharma and Krishan Mohan, Business Correspondence and Report Writing, Tata McGraw Hill, 3rd Edition, 2017
3. R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015
4. Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010

Web Resources

https://www.managementstudyguide.com/business_communication.html
<https://studiousguy.com/business-communication/>
<https://www.oercommons.org/curated-collections/469>

SEMESTER – II
UCBAC20 – ORGANIZATIONAL BEHAVIOUR

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: II	UCBAC20	Organizational Behaviour	Theory	Core	5	4	100

Objectives

1. To know the fundamental concept of Organizational Behaviour
2. To understand the concept of individual dimensional behaviour of the individuals
3. To assess the attitudinal and motivational behaviour and group dynamics of an individual
4. To understand the concept of leadership, conflict and stress level of the individuals
5. To acquire the knowledge about the organizational Change, Climate and Culture & MBO

Course Outcomes (CO)

The learners will be able to

1. Equipped with the fundamental concept of Organizational Behaviour
2. Acquire the knowledge concept of individual dimensional behaviour of the individuals
3. Assess the attitudinal and motivational behaviour and group dynamics of an individual
4. Understand the concept of leadership, conflict and stress level of the individuals
5. Acquire the knowledge about the organizational Change, Climate and Culture & MBO

CO	PO					
	1	2	3	4	5	6
CO1	L	M	L	L	M	M
CO2	L	M	H	M	M	L
CO3	M	L	M	M	M	M
CO4	M	L	M	L	H	M
CO5	M	L	L	M	H	M

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	L	M	L	H	M	M
CO2	H	M	H	M	M	L
CO3	M	L	M	H	M	H
CO4	H	L	M	L	H	M
CO5	M	L	M	M	H	H

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

UNIT I Introduction to OB

(15 hours)

- 1.1 Introduction – Concept of OB - Definition (K1)
- 1.2 Challenges of OB – Role of OB (K1, K2)
- 1.3 OB Models (K2, K3)
- 1.4 Hawthorne Experiments (K2, K3)
- 1.5 Nature of Human Behaviour – Concept – Process (K1, K2, K3)
- 1.6 Models of Man (K2, K3)

UNIT II Individual level Concept

(15 hours)

- 2.1 Perception – Concept – Process (K1, K2)
- 2.2 Interpersonal Perception – Developing Perpetual Skills (K2, K3)
- 2.3 Learning – Concept – Nature Components of Learning (K1, K2, K3)
- 2.4 Factors affecting Learning (K2, K3)
- 2.5 Personality – Concept – Determinants (K1, K2)
- 2.6 Theories – Measurements (K2, K3, K4)

UNIT III Group level concept

(15 hours)

- 3.1 Attitude – Concept – Features (K1)
- 3.2 Factors in Attitude Formation – Attitudes Relevant for OB (K2, K3)
- 3.3 Motivation – Types of Needs – Theories: Maslow's – Herzberg (K2, K3, K4)
- 3.4 Motivational Theories - Vroom's – McClelland (K2, K3, K4)
- 3.5 Group Dynamics – Concept – Features (K1, K2)
- 3.6 Types – Difference between Formal and Informal Groups (K2, K3)

UNIT IV Concepts related to Leadership, Stress and Conflicts

(15 hours)

- 4.1 Leadership – Concept – Importance (K1, K2)
- 4.2 Leadership Theories (K3, K4)
- 4.3 Organizational Conflict – Concept – Stages – Types (K1, K2, K3)
- 4.4 Conflict Resolution (K1, K2, K3)
- 4.5 Stress – Meaning – Causes – Effects (K2, K3)
- 4.6 Stress Coping Strategies (K2, K3, K4)

UNIT V Understanding the Organization – Climate and Culture

(15 hours)

- 5.1 Organizational change – factors (K1, K2)
- 5.2 Planned change – process (K2, K3)
- 5.3 Resistance to change (K2, K3, K4)
- 5.4 MBO (K1, K2)
- 5.5 Organizational Climate (K2, K3)
- 5.6 Organizational Culture (K2, K3, K4)

Text Books

1. L. M Prasad, Organizational Behaviour, Sultan Chand & Sons, New Delhi, 5th Edition, 2016
2. Stephen P. Robbins & Timothy A Judge, Organizational Behaviour, Prentice Hall, India, 16th Edition, 2016

Reference Books

1. Jerald Greenberg and Robert A. Baron, Behavior in Organizations, Pearson Education, New Delhi, 10th Edition, 2015
2. Stephen P. Robbins and Seema Sanghi, Organizational Behaviour, Pearson Education, New Delhi, 10th Edition, 2012
3. S.S. Khanka, Organizational Behaviour, S. Chand & Co, New Delhi.
4. Uma Sekaran, Organizational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd

Web Resources

<https://www.iedunote.com/organizational-behavior>

<https://www.london.edu/faculty-and-research/organisational-behaviour>

Journal of Organizational Behavior on JSTOR

SEMESTER – II

UABEA20 – BUSINESS ENVIRONMENT AND ETHICS

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: II	UABEA20	Business Environment and Ethics	Theory	Elective	5	5	100

Objectives

1. To know about the environment and its impact on business
2. To understand the political environment and role of government in business
3. To understand the economic system, financial system and their implication in business
4. To know the impact of Privatization, Globalization and Liberalization on the business
5. To realize the importance of business ethics and social responsibility as an individual to the society

Course Outcomes (CO)

The learners will be able to

1. Understand the Business environment
2. Be able to inter-relate the political and legal environment in business
3. Relate the importance of economic and financial environment to business
4. Comprehend the vitality of Privatization, Globalization and Liberalization in the business
5. Recognize the importance of business ethics and social responsibility in today's business

CO	PO					
	1	2	3	4	5	6
CO1	L	M	L	M	H	H
CO2	H	H	M	L	L	H
CO3	H	M	L	H	H	H
CO4	H	L	M	M	M	M
CO5	M	H	H	M	L	H

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	L	M	L	M	H	H
CO2	H	H	M	L	H	M
CO3	M	M	L	H	H	H
CO4	H	L	H	M	M	M
CO5	M	H	H	M	L	H

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

UNIT I Introduction (15 Hours)

- 1.1 Business Environment – Definition (K1,K2)
- 1.2 Significance (K1,K2)
- 1.3 Political, Legal environment (K1,K2)
- 1.4 Economic and Social environment (K1,K2)
- 1.5 Cultural environment (K1,K2)
- 1.6 Cultural heritage (K1)

UNIT II Political and legal Environment (15 Hours)

- 2.1 Political environment (K1,K2.K3)
- 2.2 Rights according to Indian constitution (K1,K2.K3)
- 2.3 Economic roles of Government in business (K1,K2.K3)
- 2.4 Legal environment- Classification of companies (K1,K2.K3)
- 2.5 Memorandum of Association- Articles of Association- Prospectus (K1,K2.K3)
- 2.6 Types of shares- Debentures -Winding up of companies. (K1,K2.K3)

UNIT III: Economic System and Financial Environment (15 Hours)

- 3.1 Economic System and their impact of business (K1,K2)
- 3.2 Business Cycle (K1,K2)
- 3.3 Inflation and Deflation - Meaning – Causes - Effects - Control (K1,K2)
- 3.4 Measures to be adopted by business firms to reduce the evil effects of business cycle (K1,K2)
- 3.5 Financial Environment (K1,K2)
- 3.6 Financial system – Commercial Banks. (K1,K2)

UNIT IV: Privatization, Liberalization and Globalization (15 Hours)

- 4.1 Privatization – Meaning (K1,K2)
- 4.2 Ways of privatization – Privatization in India (K1,K2)
- 4.3 Liberalization – Meaning (K1,K2)
- 4.4 Globalization – Meaning (K1,K2)
- 4.5 Merits and demerits of globalization (K1,K2)
- 4.6 Consumer Protection Act

UNIT V: Business ethics (15 Hours)

- 5.1 Business ethics (K1,K2, K3)
- 5.2 Ethics in business and community (K1,K2)
- 5.3 Social responsibility towards customers and community (K1,K2)
- 5.4 Social responsibility towards and community (K1,K2)
- 5.5 Business Giving (K1,K2)
- 5.6 Social Audit (K1,K2)

Text Books

1. Sankaran S, Business Environment, Margham Publications, Chennai, 5th Edition, 2013.
2. Francis Cherunilam, Business Environment: Text and Cases, Himalaya Publishing House Pvt. Ltd., Mumbai, 12th Edition, 2013

Reference Books

1. R. Jayaprakash Reddy, Business Environment, APH Publishing Corporation, New Delhi, 4th Edition, 2004.
2. S.K. Bhatia, Business Ethics and Managerial Value, Deep and Deep Publication, New Delhi, 3rd Edition, 2010
3. Justin Paul, *Business Environment*, Tata McGraw Hill, New Delhi, 2006.
4. Dr.Amit Kumar, *Business Environment*, Sahitya Bhawan Publications; 2021st edition (1 January 2019).

Web Resources

<https://pestleanalysis.com/political-factors-affecting-business/>
https://iimm.org/wp-content/uploads/2019/04/IIMM_BE_Book.pdf
<https://www.marketingtutor.net/political-factors-affect-business/>

SEMESTER – III**UCBAE20 – MARKETING MANAGEMENT**

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: III	UCBAE20	Marketing Management	Theory	Core	6	4	100

Objectives

1. To comprehend the principles, concepts and functions of marketing and to design a marketing strategies for a dynamic marketing and attain the knowledge of Marketing Mix
2. To learn the behavior of the consumers and to segment the consumers.
3. To acquire knowledge of market plan and product development cycle
4. To imbibe the awareness of advertising and its ethics to be followed
5. To learn the recent trends in marketing

Course Outcomes (CO)

The learners will be able to

1. Confident enough to demonstrate the bases of fundamentals of marketing and marketing mix
2. Potentially strong in segmenting the markets based on the behavior of consumers
3. Able to identify the various types of goods and gain knowledge about the product and its features
4. Attain the knowledge of the promotion and distribution strategies
5. Adopt the optimum marketing distribution channel and salesmanship criteria

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	M
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	M	L	H	M
CO5	M	M	M	H	H	M

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	H	H	M
CO2	L	H	M	H	H	H
CO3	H	H	L	H	H	H
CO4	H	H	M	L	M	M
CO5	M	H	M	H	H	M

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

Unit I Introduction (18 Hours)

- 1.1 Introduction – Meaning of Market, Marketing – Functions (K1, K2)
- 1.2 Relationship with other functional areas (K1, K2, K4)
- 1.3 Factors affecting marketing (K1, K2)
- 1.4 Marketing Environment (K2)
- 1.5 Need and Importance of environmental analysis (K1)
- 1.6 Marketing Mix (K1, K2)

Unit II Consumer Behaviour and Segmentation (18 Hours)

- 2.1 Consumer Behaviour - Factors influencing consumer behaviour (K1, K2, K3)
- 2.2 Consumer decision making process (K1, K2, K3)
- 2.3 Segmentation – Levels of segmentation (K1, K2)
- 2.4 Bases for segmenting consumer markets - Criteria for segmentation (K1, K2)
- 2.5 Market Targeting (K2)
- 2.6 Market Positioning (K1, K2)

Unit III Product (18 Hours)

- 3.1 Types of goods (K1, K2)
- 3.2 Product – Features (K1, K2)
- 3.3 Product Mix – New Product Development (K1, K2, K3)
- 3.4 Product Life Cycle (K1, K2, K3)
- 3.4 Pricing Strategies - Branding (K1, K2)
- 3.5 Trademark - Labeling (K1, K2, K3, K4)
- 3.6 Packaging (K1, K2, K3, K4)

Unit IV Promotion and Distribution (18 Hours)

- 4.1 Promotion (K1, K2)
- 4.2 Advertising – Types of Media (K1, K2, K3)
- 4.3 Advertisement copy - Pros and Cons of advertising (K1, K2)
- 4.4 Ethics in advertising – Sales Promotion – Types (K1, K2, K3, K4)
- 4.5 Personal Selling- Salesmanship (K1, K2, K3)
- 4.6 Direct Selling – Marketing Channels (K1, K2, K3, K4)

Unit V Recent Trends in Marketing (18 Hours)

- 5.1 Online Marketing (K1, K2, K3)
- 5.2 Virtual Marketing (K1, K2, K3)
- 5.3 E-commerce - E-marketing - E-Retailing (K1, K2)
- 5.4 Relationship marketing (K1, K2, K3)
- 5.5 Mobile marketing (K1, K2, K3)
- 5.6 Green marketing (K1, K2)

Text Books

1. Philip Kotler and Gray Armstrong, Principles of Marketing, Prentice Hall, London, 16th Edition, 2015.
2. R. S. N. Pillai and Bagavathi, Modern Management, Sultan Chand and Sons, New Delhi, 14th Edition, 2010

Reference Books

1. Douglas J. Darympia, Marketing Management, John Wiley and Sons, 15th Edition, 2017.
2. Paul Baines, Chris fill, Kelly Page, Marketing, Oxford University Press, 2nd Edition, 2011
3. J P Mahajan & Anupama Mahajan, *Principles of Marketing*, Vikas Publishing House, 2014.
4. K Karunakaran, *Marketing Management*, Himalaya Publishing House, 2017.

Web Resources

<https://www.enotesmba.com/2013/01/marketing-management-notes.html>

<https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf>

SEMESTER III
UCBAF20 - FINANCIAL ACCOUNTING

Year: II Sem: III	Course Code: UCBAF20	Title of the Course: Financial Accounting	Course Type: Problem	Course Category: Core	H/W 6	Credits 4	Marks 100
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Objectives

1. To enable the learners understand the fundamentals of Accounting.
2. To give them a basic knowledge of Accounting principles and practices.
3. To facilitate them to prepare Final Accounts of Business.
4. To give them the basic knowledge of applying Accounting principles in the form of valuing assets.
5. To facilitate them to prepare Final accounts of Non Trading concerns.

Course Outcomes (CO)

The Learners will be able to

1. Acquire in-depth knowledge in Accounting
2. Absorb good conceptual knowledge in Accountancy
3. Be able to prepare accounts and trying out the final result of the business
4. Be capable of becoming accountant in any business organization.
5. Be capable of becoming accountant in any non trading concern

CO	PO					
	1	2	3	4	5	6
CO1	M	M	H	H	H	H
CO2	M	M	H	H	H	H
CO3	H	M	M	H	H	H
CO4	M	M	M	H	H	H
CO5	M	M	M	H	H	H

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	M	M	H	H	H	H
CO2	M	M	H	H	H	H
CO3	H	L	M	H	H	H
CO4	M	M	M	M	H	H
CO5	M	M	M	H	H	M

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

UNIT I - Introduction to Accounting (15 Hours)

- 1.1: Meaning of Accounting - Definition of Accounting – Nature of Accounting (K1, K2, K3)
- 1.2: Financial Accounting- Objectives - Functions (K1, K2, K3)
- 1.3 : Principles of accounting - Concepts and Conventions (K1, K2, K3)
- 1.4 : System of book keeping - Double entry system -single entry system (K1, K2, K3)
- 1.5: advantages of double entry system of book keeping (K1, K2, K3)
- 1.6: Accounting Equations – rules of accounting equations (K1, K2, K3)

UNIT II Primary Accounting Records (15 Hours)

- 2.1 : Journal (K1, K2, K3)
- 2.2 : Ledger (K1, K2, K3)
- 2.3 : Subsidiary Books – different types of subsidiary books (K1, K2, K3)
- 2.4 : Preparation of purchase book – sales book – purchases return book – sales return book (K1, K2, K3)
- 2.5 : Preparation of Cash books (K1, K2, K3)
- 2.6: Trial Balance (K1, K2, K3)

UNIT III Financial Statements (15 Hours)

- 3.1: Introduction of Final Accounts (K1, K2, K3)
- 3.2: Manufacturing account (K2, K3, K4)
- 3.3 : Trading account (K2, K3, K4)
- 3.4 : Profit and Loss account (K2, K3, K4)
- 3.5 Balance Sheet (K2, K3, K4)
- 3.6 Balance sheet with simple adjustments (K2, K3, K4)

UNIT IV Depreciation Accounting (15 Hours)

- 4.1: Introduction of Depreciation (K1, K2, K3)
- 4.2: Methods of Depreciation (K2, K3)
- 4.3 : Straight Line Method (K1, K3)
- 4.4 : Written Down Value Method (K1, K3)
- 4.5: Annuity Method (K1, K3)
- 4.6: Insurance policy Method (K1, K3)

UNIT V Non – Trading Accounting (15 Hours)

- 5.1: Introduction of Non –trading organization (K1, K2, K3, K5)
- 5.2: Capital and Revenue (K3, K5)
- 5.3: Accounts of Non-trading organizations (K3, K5)
- 5.4: Income and Expenditure Account (K3, K5)
- 5.5 : Receipts and Payments Account (K3, K5)
- 5.6: Balance sheet (K3, K5)

Note – Theory 20% and Problems 80%

Text Books

1. S. P. Jain & K. L. Narang, Advanced Accountancy, Kalyani Publisher, Delhi, 7th Revised Edition, 2008.
2. T.S. Reddy and Y. Hari Prasad Reddy, Cost and Management Accounting, Margham Publications, Chennai, 2017.

Reference Books

1. M. C. Shukla, T. S. Grewal & S. C. Gupta, Advanced Accountancy, Sultan Chand & Sons, New Delhi, 19th Edition 2018
2. R. L. Gupta & Radhasamy, Advanced Accountancy, Sultan Chand & Sons, New Delhi, 6th Edition, 2009
3. M N Arora; Accounting for Management- Himalaya Publications House 2019.
4. SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.

Web Resources

- https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system
<https://www.profitbooks.net/what-is-depreciation>

SEMESTER – III

UAEBA20 – ECONOMICS FOR BUSINESS

Year: II Sem: III	Course Code: UAEBA20	Title of the Course: Economics for Business	Course Type: Theory	Course Category: Allied	H/W 5	Credits 5	Marks 100
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Objectives

1. To understand the economic concepts and techniques in evaluating business decisions
2. To learn demand analysis and see how it affects the growth of the business
3. To learn about supply side analysis and understand factors which affect the supply side of the business
4. To understand how tools of standard price theory can be employed to formulate a decision problem
5. To analyze the different types of competition in market

Course Outcomes (CO)

The learners will be able to

1. Have depth knowledge in the basics of Managerial Economics
2. Understand the choices made by a rational consumer with basic concepts of Demand and its Equilibrium
3. Attain proficiency in the Supply concepts and the cost function
4. Acquire knowledge in the production function and pricing strategies
5. Identify the key characteristics and consequences of different forms of market competition

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	L	M
CO2	M	L	M	M	M	M
CO3	H	L	M	H	M	L
CO4	H	L	L	M	L	L
CO5	H	L	M	M	M	H

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	M	M	H	M	L	M
CO2	M	L	M	M	M	M
CO3	H	L	H	H	M	L
CO4	H	L	L	M	L	L
CO5	H	H	M	H	M	H

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

Unit I: Introduction to Managerial Economics (12 Hours)

- 1.1 Introduction to Managerial Economics and Definition (K1)
- 1.2 Characteristics (K1,K2)
- 1.3 Scope of Managerial Economics (K1,K2,K3)
- 1.4 Uses of managerial Economics (K1,K2,K3)
- 1.5 Role and responsibilities of Managerial Economist (K1,K2,K3)
- 1.6 Econometrics – Meaning - Models (K1,K2,K3)

Unit II: Demand Analysis (12 Hours)

- 2.1 Demand Analysis - Meaning (K1)
- 2.2 Law of demand (K1,K2,K3)
- 2.3 Types of demand- Price, Income and Cross Demand (K1,K2,K3)
- 2.4 Elasticity of demand - Types of elasticity of demand (K1,K2,K3)
- 2.5 Indifference Curve Analysis (K1,K2,K3)
- 2.6 Demand Forecasting (K1,K2,K3)

Unit III: Supply and Cost Analysis (12 Hours)

- 3.1 Supply Meaning – Supply schedule (K1)
- 3.2 Law of supply – Supply curve – Determinants of supply(K1,K2,K3)
- 3.3 Contraction and Expansion of supply – Increase and decrease in supply (K1,K2,K3)
- 3.4 Elasticity of supply (K1,K2,K3)
- 3.5 Break Even Analysis –Determination ,Assumptions ,Advantages ,Limitations (K1,K2,K3)
- 3.6 Cost - Types – Cost Reduction and Cost Control (K1,K2,K3)

Unit IV: Production Function and Pricing (12 Hours)

- 4.1 Law of Returns – Law of Variable Returns (K1)
- 4.2 Production Function (K1,K2,K3)
- 4.3 Pricing Methods and Strategies – Objectives (K1,K2,K3)
- 4.4 Factors and Methods of pricing (K1,K2,K3)
- 4.5 Role of government – Dual Pricing (K1,K2,K3)
- 4.6 Price Discrimination (K1,K2,K3)

Unit V: Market Competitions (12 Hours)

- 5.1 Market Competitions - Perfect Competition – Definition (K1)
- 5.2 Features - Conditions (K1,K2,K3)
- 5.3 Price Determination under perfect competition -Equilibrium Price (K1,K2,K3)
- 5.4 Monopoly – Definition and Types (K1,K2,K3)
- 5.5 Monopolistic Competition– Features (K1,K2,K3)
- 5.6 Duopoly and Oligopoly (K1,K2,K3)

Text Books

1. P.L. Mehtha, Managerial Economics, Sultan Chand and Sons, New Delhi, 13th Edition, 2014.
2. R L Varshney and K L Maheswari, Managerial Economics, Sultan Chand & Sons, 2018.

Reference Books

1. Sankaran S, Managerial Economics, Margham Publications, 2016.
2. Paul A. Samuelson and William D. Nordhaus, Economics, Tata McGraw Hill, 18th Edition, 2017.
3. Dr. V C Sinha and Dr. Ritika Sinha, Managerial Economics, SBPD Publishing House, 2017
4. N Gregory Mankiw, Principles of Economics, Cengage, 2012

Web Resources

<https://pestleanalysis.com/political-factors-affecting-business/>

<https://opentext.wsu.edu/cpim/chapter/chapter-4-the-economic-and-political-environment/>

SEMESTER – III**UEBAA20 – INTERNATIONAL BUSINESS**

Year: II Sem: III	Course Code: UEBAA20	Title of the Course: International Business	Course Type: Theory	Course Category: Elective	H/W 5	Credits 5	Marks 100
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Objectives

1. To familiarize the students to the basic concepts of Globalization, Domestic and International Trade
2. To implement a broad understanding of International Business Environment
3. To develop an understanding of Multi-national corporation and the nuances in it
4. To enable the students to understand the concept of FDI and international support to International Business
5. To understand the activities of international economic institutions and social responsibility and ethical issues in International Business

Course Outcomes (CO)

The learners will be able to

1. Aware of concepts of globalization, domestic & international trade
2. Attain knowledge in the various types of International Business Environment
3. Gain in-depth knowledge about Multi-national Corporation
4. Acquire knowledge about FDI and also about Institutional support to International Business
5. Familiarize in various International Economic Institutions and social responsibility and ethical issues in international business

CO	PO					
	1	2	3	4	5	6
CO1	M	M	M	M	M	M
CO2	H	M	M	H	H	M
CO3	H	H	H	H	H	M
CO4	H	M	H	H	M	H
CO5	M	H	H	H	M	M

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	M	M	M	M	M	M
CO2	H	M	H	H	H	M
CO3	L	H	M	M	H	M
CO4	H	M	H	H	M	H
CO5	H	H	M	H	M	L

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

Unit I: Introduction to International Business

(18 hours)

- 1.1 International Business - Meaning- Definition (K1,K2)
- 1.2 Globalization - Meaning (K1,K2)
- 1.3 Stages in Globalization (K1,K2,K3)
- 1.4 Drivers of Globalization (K1,K2)
- 1.5 Difference between Domestic and International trade (K1,K2,K3)
- 1.6 Entry Strategies (K1,K2,K3,K4)

Unit II: International Business Environment

(18 hours)

- 2.1 International business environment (K1,K2,K3)
- 2.2 Cultural aspects (K1,K2,K3)
- 2.3 Social structure (K1,K2,K3)
- 2.4 Political, Legal and Economic factors (K1,K2,K3)
- 2.5 General agreement on trade and tariffs (K1,K2,K3)
- 2.6 World Trade Organization – Functions (K1,K2,K3)

Unit III: Multinational Corporation

(18 hours)

- 3.1 Multinational corporation – Definition – Meaning (K1,K2,)
- 3.2 Trans nationality index – Network spread index (K1,K2,K3)
- 3.3 Organizational models (K1,K2,K3)
- 3.4 Dominance of MNCs – MNC's and International Trade (K1,K2,K3)
- 3.5 Merits – Demerits of MNC's (K1,K2,K3)
- 3.6 Perspective – code of conduct – Multinationals in India (K1,K2,K3)

Unit IV: Foreign Direct Investment

(18 hours)

- 4.1 Foreign direct investment (K1,K2,K3)
- 4.2 Need for FDI (K1,K2,K3)
- 4.3 Factors influencing FDI (K1,K2,K3)
- 4.4 Problems in patent laws in international scenario (K1,K2,K3)
- 4.5 IMF (K1,K2,K3)
- 4.6 World Bank and ADB (K1,K2,K3)

Unit V: Foreign Exchange Market

(18 hours)

- 5.1 Foreign exchange market – Functions – Nature (K1,K2,K3)
- 5.2 Exchange rate determination (K1,K2,K3)
- 5.3 Financial factors and balance of payments: disequilibrium and correction (K1,K2,K3)
- 5.4 Currency convertibility (K1,K2,K3)
- 5.5 General principles of CSR (K1,K2,K3)
- 5.6 Social responsibility & Ethics in International Business (K1,K2,K3)

Text Books

1. P Subba Rao, International Business: Texts and Cases, Himalaya Publishing House, 5th Edition, 2019
2. Justin Paul, International Business, Prentice Hall of India, 2nd Edition, 2007

Reference Books

1. Francis Cherunilam, International Business: Texts and Cases, Prentice Hall, India, 11th Edition, 2017
2. Aswathappa K, International Business, Tata McGraw Hill Education Private Limited, New Delhi, 5th Edition, 2014
3. V K Bhalla and S Shiva Ramu, International Business – Environment and management, Anmol Publications Private Ltd. New Delhi 110002 (India), 12th revised and enlarged edition, 2009
4. Anant K Sundaram and J Stewart Black, The International Business Environment, PHI New Delhi, Eastern Economy Edition, 2012

Web Resources

www.imf.org/external/pubs/ft/fund/basics/trade.html
<https://www.britannica.com/topic/international-trade>
<https://www.wto.org>

SEMESTER – III**UEBAB20 – LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: III	UEBAB20	Logistics and Supply Chain Management	Theory	Elective	5	5	100

Objectives

1. To familiarize the students with the basic concepts of logistics and its types
2. To implement a broad understanding of logistics decision, planning and cost
3. To develop an understanding of Supply Chain Management, Supply Chain Software
4. To enable the students to understand the concept of inventory, warehousing and Supply Chain Interface
5. To understand the activities involved in distribution network planning and Integrated Supply Chain Management

Course Outcomes (CO)

The learners will be able to

1. Aware of the basic concepts of logistics and its types
2. Learn about the logistics decision, logistics planning and logistics cost
3. Develop an understanding of Supply Chain Management, Supply Chain Software
4. Gain knowledge about inventory, warehousing and Supply Chain Interface
5. Be enriched about the activities involved in distribution network planning and Integrated Supply Chain Management

CO	PO					
	1	2	3	4	5	6
CO1	M	H	H	M	M	M
CO2	M	H	H	H	H	M
CO3	H	H	H	H	M	H
CO4	M	L	H	M	H	M
CO5	M	H	H	M	M	H

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	M	M	H	M	M	M
CO2	M	H	H	H	L	M
CO3	H	H	H	H	M	H
CO4	H	L	H	M	M	M
CO5	M	H	L	M	M	H

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

UNIT I Introduction (15 Hours)

- 1.1 Logistics management – Definition – Meaning (K1, K2)
- 1.2 Types of logistics organization structure (K1)
- 1.3 JIT (K2)
- 1.4 Measures of logistics (K1, K2)
- 1.5 Qualitative measures (K1)
- 1.6 Quantitative measures (K1, K2)

UNIT II Logistics Planning (15 Hours)

- 2.1 Logistics planning (K1)
- 2.2 Goal of logistics planning (K1, K2)
- 2.3 Key Factors in logistics planning (K1, K2)
- 2.4 Logistics Decision (K2)
- 2.4 Logistics Cost (K1)
- 2.6 Strategies (K1, K2)

UNIT III Supply Chain Management (15 Hours)

- 3.1 Supply Chain Management (K1, K2)
- 3.2 Definition – Objectives (K1, K2)
- 3.3 Types of Supply Chain Management (K1, K2, K3)
- 3.4 Supply Chain Performance (K1, K2, K3)
- 3.5 Supply Chain Software (K1, K2)
- 3.6 Pitfalls in Supply Chain Management (K1, K2)

UNIT IV Inventory Management (15 Hours)

- 4.1 Inventory – Order Processing (K1, K2, K3)
- 4.2 Purchasing – Warehousing (K1, K2)
- 4.3 Material Handling – Packaging (K1, K2, K3)
- 4.4 Customer Service Management (K1, K2, K3)
- 4.5 Marketing and Supply Chain Interface (K1, K2, K3)
- 4.6 Finance and Supply Chain Interface (K1, K2, K3)

UNIT V Decision Support System (15 Hours)

- 5.1 Distribution and Network Planning and Warehouse Location (K1, K2)
- 5.2 Integrated supply (K1)
- 5.3 Decision Support Models of Supply Chain Management (K1, K2)
- 5.4 Transportation System (K1)
- 5.5 Warehouse Design (K1, K2)
- 5.6 Transshipment (K1, K2, K3)

Text Books

1. Donald J Bowersox and David J Closs, Logistical Management, Tata McGraw Hill Education Private Limited, New Delhi, 2012.
2. Jeremy F Shapiro, Modelling and Supply Chain, Cenage Learning India Private Ltd, 2nd Edition, 2013

Reference Books

1. Chopra S and P Mendall, Supply Chain Management: Strategy, Planning, Pearson Education, London, 6th Edition, 2016
2. David Simchi and Levi, designing and Managing Supply Chain, Tata McGraw Hill Education Private Limited, New Delhi, 3rd Edition, 2007
3. Bowersox, D.J., D.J. Closs, M.B. Cooper, and J.C. Bowersox, Supply Chain Logistics Management. 4th ed. New York, NY: McGraw-Hill, 2013
4. Coyle, J.C., C.J. Langley, Jr., R.A. Novack, and B.J. Gibson, Supply Chain Management: A Logistics Perspective. 10th ed. Boston, 2017

Web Resources

<https://www.techtarget.com/searcherp/definition/logistics-management>

<https://www.bigcommerce.com/articles/ecommerce/inventory-management/>

SEMESTER – III/IV

USBAC320/USBAC420 – HOSPITAL PLANNING AND ADMINISTRATION

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem:	USBAC320	Hospital Planning and Administration	Theory	Skill Based Elective	2	2	100
III/IV	/USBAC420						

Objectives

1. To enable the students to understand the planning of Modern Hospital
2. To familiarize the students with Organization Structure and Medical Records of a Hospital
3. To make the students understand the importance of Hospital Waste Management
4. To assimilate the concept of Customer Experience Management to students in hospitals
5. To provide adequate knowledge about Clinical Support Services in Hospital

Course Outcomes (CO)

The learners will be able to

1. Understand and attain knowledge in the planning of Modern Hospital
2. Be familiarized with Organization Structure and Medical Records of a Hospital
3. Identify the importance of Hospital Waste Management
4. Understand the Customer Experience Management
5. Acquire adequate knowledge about Clinical Support Services in Hospitals

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	M	M
CO2	H	H	H	H	M	M
CO3	H	H	H	M	H	L
CO4	L	H	M	H	M	M
CO5	H	H	M	M	H	L

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	M	M	H
CO2	M	H	H	H	M	M
CO3	H	M	H	M	H	L
CO4	L	H	L	H	M	M
CO5	M	H	M	M	M	L

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

Unit I: Introduction to Hospital

(6 Hours)

- 1.1 Hospital – Introduction (K1,K2)
- 1.2 Classification of Hospitals (K1,K2)
- 1.3 Some important considerations in Hospitals (K1,K2,K3)
- 1.4 Planning of Modern Hospital (K1,K2,K3,K4)
- 1.5 Basic requirements of a Hospital (K1,K2)
- 1.6 Computer aided Diagnosis - Expert Systems-Structure (K1,K2,K3)

Unit II: Organization Structure and Medical Records

(6 Hours)

- 2.1 Organization Structure- Unique features of a Hospital (K1,K2,K3)
- 2.2 Structure and Context factors -Organizational structure – Structural dimensions of an organization (K1,K2,K3)
- 2.3 Organizational designs (K1,K2,K3)
- 2.4 Medical Records- Responsibilities (K1,K2,K3)
- 2.5 Computerization (K1,K2,K3)
- 2.6 Legal Aspects- Retention (K1,K2,K3)

Unit III: Hospital Waste Management

(6 Hours)

- 3.1 Hospital Waste Management (K1,K2)
- 3.2 Waste Group- Infectious waste management- Categories (K1,K2,K3)
- 3.3 Waste collection (K1,K2,K3)
- 3.4 Waste disposal (K1,K2,K3)
- 3.5 Waste treatment (K1,K2,K3)
- 3.6 Waste minimization options (K1,K2,K3)

Unit IV: Customer Experience Management

(6 Hours)

- 4.1 Customer Experience Management-Types (K1,K2,K3)
- 4.2 Customer Based factors - Meaning-Characteristics (K1,K2,K3)
- 4.3 Profitability of loyal customers (K1,K2,K3)
- 4.4 Environmental based factors (K1,K2,K3)
- 4.5 Customer Experience Management Framework (K1,K2,K3)
- 4.6 Design of customer experience (K1,K2,K3)

Unit V: Clinical Support Services

(6 Hours)

- 5.1 Chaplain and counseling - Pharmacy – Laboratories (K1,K2,K3)
- 5.2 Blood Bank – Radiology -Diagnostic service – Nuclear medicine (K1,K2,K3)
- 5.3 Patient Relations in Hospital- Process and practice of Patient Relations (K1,K2,K3)
- 5.4 Patient Relations applied to Support Services (K1,K2,K3)
- 5.5 Paradigm shift to Quality-TQM- ISO 9000 series (K1,K2,K3,K4)
- 5.6 Benefits of ISO Certification (K1,K2,K3)

Text Books

1. A.V. Srinivasan, Managing Modern Hospital, Sage Publication, 2nd Edition, 2018
2. Harris M G & Assoc, Managing Health Service: concept & practices, McLennan and Petty: Sydney, 2013

Reference Books

1. S L. Goel and R.Kumar, Management of Hospital, Deep and Deep Publishers, 2017
2. G.P. Mogli, Medical Records, Organization and Management, Jaypee Brothers, New Delhi

Web Resources

<https://ncert.nic.in/vocational/pdf/keda101.pdf>

https://www.dca.org.sa/downloads/dca/quality_gate/04_E-Library/Healthcare%20Management/Principles-of-Hospital-Administration-and-Planning.pdf

SEMESTER – IV**UCBAH20 – COST AND MANAGEMENT ACCOUNTING**

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: IV	UCBAH20	Cost and Management Accounting	Problem	Core	6	4	100

Objectives

1. To enable the students understand the concept of Management and Cost Accounting
2. To make the learners understand the elements of Cost and methods of Costing
3. To enable the students understand and prepare Financial Statement Analysis
4. To give practical knowledge over the most important tools of analysis and interpretation of Financial Statements
5. To make understand the learners and to give practical knowledge over the most important techniques of Management Accounting

Course Outcomes (CO)

The learners will be able to

1. Gain knowledge on the concepts of management and cost accounting techniques
2. Be equipped with the knowledge for preparation of cost sheet ,valuation of stock, pricing of material issues and prepare accounting for stage wise production under different process
3. Be capable of preparing, analysis and interpreting financial statements using various tools
4. Gain knowledge how to prepare fund flow statement and cash flow statement and using the same for decision making in business
5. Be able to make decisions in the form of preparing budgets and price fixation

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	M	H
CO2	H	M	H	M	M	H
CO3	H	M	H	M	M	H
CO4	H	H	H	H	M	H
CO5	H	H	H	H	M	H

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	M	H
CO2	H	M	H	M	M	H
CO3	H	M	H	M	M	M
CO4	H	L	H	H	M	H
CO5	H	H	L	H	M	L

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

UNIT-I Introduction to Cost and Management Accounting

(15 Hours)

- 1.1: Meaning – Definition – Scope (K1, K2)
- 1.2: Objectives – Functions (K1, K2, K3)
- 1.3: Merits and Demerits of cost and management accounting (K1, K2, K4)
- 1.4: Distinction between cost and management accounting (K1, K2, K4)
- 1.5: Tools of cost and management accounting (K1, K2, K3)
- 1.6: Techniques of cost and management accounting (K1, K2, K3)

UNIT II Methods of Costing (15 Hours)

- 2.1: Cost sheet – meaning – definition – objectives (K1, K2, K3, K4)
- 2.2: Classification of cost (K1, K2, K3)
- 2.3: preparation of cost sheet (K1, K2)
- 2.4: Materials FIFO (K1, K2, K3)
- 2.5: LIFO (K1, K2, K3)
- 2.6: Process costing (K1,K2,K3,K4)

UNIT- III -Financial Statement Analysis

(15 Hours)

- 3.1: Financial statement analysis – preparation of comparative statement (K1, K2, K3, K4)
- 3.2: Common size statement (K1, K2, K3)
- 3.3: Trend analysis (K1, K2, K3)
- 3.4: Ratio analysis – calculation of various ratios – profitability ratios (K1, K2, K3, K4)
- 3.5: Liquidity ratios, solvency ratios (K1, K2, K3, K4)
- 3.6: Turn over ratios and capital structure ratios (K1, K2, K3, K4)

UNIT-IV -Fund Flow Statement and Cash Flow Statement

(15 Hours)

- 4.1: Fund flow analysis – meaning – working capital –current assets – current liabilities (K1, K2, K3, K4)
- 4.2: Preparation of fund flow statement (without adjustments) (K1, K2, K3)
- 4.3: Preparation of fund flow statement (simple problems with sale of fixed assets under indirect method) (K1, K2, K3, K4)
- 4.4: Cash flow analysis – meaning – importance – difference between fund flow and cash flow statement (K1, K2, K3, K4)
- 4.5: Cash flow statement – preparation of cash flow statement (without adjustments) (K1, K2, K3)
- 4.6: Preparation of cash flow statement (simple problems with sale of fixed assets under indirect method) (K2,K3,K4)

UNIT-V- Marginal Costing and Budgetary Control

(15 Hours)

- 5.1: Marginal costing –definition – meaning – profit volume ratio (K1, K2, K3, K4)
- 5.2: Break even analysis (K1, K3, K4)
- 5.3: Cost volume profit analysis excluding managerial decision making problems (K1, K2, K3, K4)
- 5.4: Budget and budgetary control – meaning –types of budgets (K1, K2, K3, K4)
- 5.5: Cash budget, flexible budget (K1, K2, K3, K4)
- 5.6: Production budget and sales budget (K3, K4)

Note: Theory 20% and Problems 80%

Text Books

1. Khan and Jain, Management Accounting, Tata McGraw Hill., New Delhi, 7th Edition, 2012
2. T.S. Reddy and Y. Hari Prasad Reddy, Cost and Management Accounting, Margham Publications, Chennai, 2018

Reference Books

1. S.P. Iyengar, Cost and Management Accounting, Sultan Chand & Sons, New Delhi, 5th Edition, 2015
2. R S N Pillai and V Bhagavathi, Cost Accounting, Sultan Chand and Sons, New Delhi, 5th Edition, 2014
3. Maheshwari S.N, Advanced Accountancy (Part1I). Vikas, 2007.
4. Gupta, R.L and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2016.

Web Resources

<https://www.wallstreetmojo.com/ratio-analysis/>

<https://efinancemanagement.com/financial-accounting/management-accounting>

<https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting>

SEMESTER – IV

UCBAJ20 – RESEARCH METHODOLOGY

Year: II Sem: IV	Course Code: UCBAJ20	Title of the Course: Research Methodology	Course Type: Theory	Course Category: Elective	H/W 5	Credits 4	Marks 100
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Objectives

1. To understand the basic concepts of research
2. To familiarize with research design and hypothesis testing
3. To acquire knowledge in sampling techniques
4. To gain knowledge about data collection methods
5. To acquire knowledge in writing a report

Course Outcomes (CO)

The learners will be able to

1. Know the general definition of research and qualities of research
2. Be able to distinguish the research design and to conduct statistical test of a hypothesis
3. Define the sampling design on the basis of the data
4. Understand the types of data collection and to use it for their study based on the requirement
5. Be able to write report and do statistical analysis using software packages

CO	PO					
	1	2	3	4	5	6
CO1	H	M	L	H	M	H
CO2	H	L	L	H	H	M
CO3	H	L	H	M	M	M
CO4	H	M	L	M	M	H
CO5	H	M	M	H	H	H

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	L	H	M	M
CO2	H	L	M	H	H	M
CO3	M	L	H	M	M	M
CO4	H	M	H	M	H	H
CO5	H	M	M	H	M	H

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

UNIT I Introduction to Research

(15 Hours)

- 1.1 Definition of Research – Meaning (K1,K2)
- 1.2 Objectives (K1,K2)
- 1.3 Types of research (K1,K2)
- 1.4 Research process (K1,K2)
- 1.5 Qualities of a researcher (K1,K2)
- 1.6 Criteria of good research – Problems encountered in research. (K1,K2)

UNIT II Research Design and Hypothesis Testing

(15 Hours)

- 2.1 Definition of research problem (K1,K2)
- 2.2 Research design - Features of good research design (K1,K2)
- 2.3 Types of research design (K1,K2,K3)
- 2.4 Factors affecting research design (K1,K2,K3)
- 2.5 Hypothesis – Meaning – Definition – Need for hypothesis – Formulation of hypothesis (K1,K2,K3)
- 2.6 Types of hypothesis – Test of hypothesis – Type I and Type II error (K1,K2,K3)

UNIT III Sampling Techniques

(15 Hours)

- 3.1 Sampling techniques – Need for sampling techniques (K1,K2)
- 3.2 Types of sampling (K1,K2,K3)
- 3.3 Merits and demerits of sampling (K1,K2)
- 3.4 Sampling and Non-sampling errors-Sampling distribution (K1,K2,K3)
- 3.5 Essential quality of good sampling (K1,K2,K3)
- 3.6 Requisites in determining the Sample size (K1,K2,K3)

UNIT IV Methods of Data Collection

(15 Hours)

- 4.1 Collection of primary and secondary data (K1,K2,K3)
- 4.2 Interview techniques - Survey and interview method – Merits and Demerits (K1,K2,K3)
- 4.3 Questionnaire – Pre requisites of using questionnaire (K1,K2,K3)
- 4.4 Structured and unstructured questionnaire (K1,K2,K3)
- 4.5 Types of secondary data (K1,K2,K3)
- 4.6 Measurement of scaling techniques (K1,K2,K3)

UNIT V Report Writing

(15 Hours)

- 5.1 Meaning and techniques of Interpretation (K1,K2,K3)
- 5.2 Data preparation process (K1,K2,K3)
- 5.3 Types of analysis (K1,K2,K3)
- 5.4 Significance of Report writing (K1,K2,K3)
- 5.5 Layout of research report (K1,K2,K3)
- 5.6 Types of report- Statistical Packages. (K1,K2,K3)

Text Books

1. C.R. Kothari, Research Methodology Methods and Techniques, New Age International, 3rd Edition, 2014.
2. P. Ravilochanan, Research Methodology, Margham Publication, Chennai, 2nd Edition, 2012.

Reference Books

1. B.N. Ghosh, Scientific Methods and Social Research, Streling Publishers Pvt. Ltd., New Delhi, 4th Edition, 2015.
2. Ranjith Kumar, Research Methodology, Sage Publishing, New Delhi, 4th Edition, 2017.
3. Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018.
4. Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.

Web Resources

https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf

https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf

https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODODOLOGY.pdf

SEMESTER – IV

UCBAK20 – HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT

Year: II Sem: IV	Course Code: UCBAK20	Title of the Course: Human Resource Management and Development	Course Type: Theory	Course Category: Core	H/W 6	Credits 4	Marks 100
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Objectives

1. To understand the various HR Concepts and about Human Resource Planning
2. To have a good understanding of the various HR functions like Recruitment, selection and training process and also about the performance appraisal
3. To acquire knowledge in the management of talents in the organisation
4. To enable the students to understand the types of welfare and safety measures
5. To provide an overview of HR audit, ethics and about the challenges in HR

Course Outcomes (CO)

The learners will be able to

1. Integrate the knowledge of HR concepts and role of HR in the organisation
2. Attain the knowledge of the various HR functions and its importance
3. Develop deep insight into the concepts of managing talents in the organisation
4. Understand welfare and safety measures and its importance for the employees
5. Understand the importance of HR audit, HR ethics and challenges ahead of HRM

CO	PO					
	1	2	3	4	5	6
CO1	H	M	M	H	H	M
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	M
CO5	M	M	M	H	H	L

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	H	H	M
CO2	H	H	M	H	H	H
CO3	M	H	H	L	H	H
CO4	H	H	M	H	M	M
CO5	M	H	M	M	H	L

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

UNIT I Introduction to HRM

(18 hours)

- 1.1: Introduction to HRM – Meaning – Nature (K1, K2, K3, K4)
- 1.2: Functions of HRM (K1, K2, K4)
- 1.3: Objectives of HRM (K1, K2, K4)
- 1.4: Difference between HRM and Personnel Management (K1, K2, K4)
- 1.5: HRP – Meaning – Importance (K1, K2, K3, K4)
- 1.6: HRIS (Human Resource Information System) (K1, K2, K4)

UNIT II Functions of HRM

(18 hours)

- 2.1: Recruitment – Meaning – Factors – Process (K1, K2, K3)
- 2.2: Selection – Meaning – Process (K1, K2, K3, K4)
- 2.3: Induction and orientation – Meaning - Strategic choices – Problems (K1, K2, K3)
- 2.4: Performance appraisal – Meaning – Objectives – Problems (K1, K2, K4)
- 2.5: Methods of Performance appraisal (K1, K2)
- 2.6: Training – Process – Methods (K1, K2, K3, K4)

UNIT III Talent Management

(18 hours)

- 3.1 : Career Development – Roles – Initiatives (K1, K2)
- 3.2 : Talent Management – Lifecycle – Initiatives - QWL (Quality of work life) – Factors (K1, K2, K3, K4)
- 3.3 : Job Analysis – Meaning – Process – Methods (K1, K2, K3, K4)
- 3.4: Job Design – Meaning – Approaches (K1, K2, K3, K4)
- 3.5: Participative Management- Meaning – Methods (K1, K2, K4)
- 3.6: Separation – Meaning – Types – Causes (K1, K2, K3, K4)

UNIT IV Employee Welfare and Safety

(18 hours)

- 4.1 : Employee Welfare – Meaning - Merits and demerits – Types (K1, K2)
- 4.2: Approaches to Employee Welfare – Safety – Meaning – Need (K1, K2, K3)
- 4.3: Health - Physical health - Health services – Mental health (K1, K2, K3, K4)
- 4.4: Work stress - Coping strategies (K1, K2, K3, K4)
- 4.5: Trade unions – Meaning – Reasons - Strategic choices (K1, K2, K3, K4)
- 4.6: Disputes - Causes and settlement. (K1, K2, K3, K4)

UNIT V HR Audit and Challenges

(18 hours)

- 5.1 : HR Audit - Meaning- Need – Approaches (K1, K2)
- 5.2 : HR Ethics - Meaning - Sources- Importance (K1, K2, K3, K4) 5.3: HR Ethical Issues (K1, K2, K3)
- 5.4 : Managing ethics (K1, K2, K3, K4)
- 5.5: Challenges in HR (K1, K2)
- 5.6: E-HR (K1, K2, K4)

Text Books

1. K Aswathappa, Human Resource Management (Text and Cases), Tata McGraw Hill Education Private Limited, New Delhi, 8th Edition, 2018
2. V S P Rao, Human Resource Management (Text and Cases), Excel Books, New Delhi, 2nd Edition, 2012

Reference Books

1. P C Tripathi, Human Resource Development, Sultan Chand & Sons, New Delhi, 6th Edition, 2015
2. Biswajeet, Pattanayak & Harish C Varma, A Textbook on Human Resource Management, Wheelers Publishing Inc, 4th Edition, 2015.
3. L M Prasad , Human Resource Management , Sultan Chand and Sons 3rd Edition , 2014
4. Garry Deseler, Human Resource Management, Pearson, 15th Edition, 2017

Web Resources

<https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf>
<https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf>

UAITR20 - INSTITUTIONAL TRAINING

Each student shall be required to prepare on the basis of the training undergone by her in a business or industrial organization. The report should demonstrate the capability of the student in studying the organization and its process in totality.

EVALUATION PATTERN

- ✓ Each student should undergo the training separately.
- ✓ The mode of evaluating the student will consist of two parts. One on the basis of the report writing and the other will be through Viva-Voce.
- ✓ The valuation of the report writing will be done by the Internal Examiner while for the oral i.e. Viva-Voce Examination an External Examiner will be called for.
- ✓ 60 marks will be awarded for the report writing and 40 marks for the Oral (Viva-Voce) Examination.
- ✓ Training will be for a period of 25 days which will be during the month of December of every academic year.
- ✓ Each student should find a reputed organization which carries out the important functions like Production, Human Resource, Finance and Marketing to carry out her investigation with the approval of the department
- ✓ Records should be maintained for the daily activities signed by the concerned authorities in the organization.
- ✓ After completion of the training, the students should get the Completed Certificate and the Attendance Certificate from the company when she comes to the College.
- ✓ Any change of the organization during the course of the Training should be done only after getting the consent from the Head of the Department of the College in a written format
- ✓ The following are the components for Report Writing (60 Marks)

Content	40 Marks
Layout	10 Marks
Grammar	10 Marks

- ✓ For the Viva-Voce Examinations (Semester – 40 Marks)

Oral Presentation	30 Marks
Question and Answer	10 Marks

SEMESTER – III/IV

USBAD320/USBAD420 – HOTEL PLANNING AND ADMINISTRATION

Year: II	Course Code: USBAD320/ USBAD420	Title of the Course: Hotel Planning and Administration	Course Type: Theory	Course Category: Skill Based Elective	H/W 2	Credits 2	Marks 100
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Objectives

1. To develop a conceptual understanding of the Hotel Planning and Administration
2. To procure knowledge on Front Office and its Operations
3. To obtain comprehensive understanding House Keeping and its Operations
4. To understand the importance of Housekeeping Management
5. To accustom the learners with the planning of landscaping and its maintenance in hotel

Course Outcomes (CO)

The learners will be able to

1. Understand the concepts in Hotel Planning and Administration
2. Acquire the acquaintance of Front Office and its operations
3. Gain knowledge on Housekeeping department and its operations
4. Understand the functions of control Desk and cleaning routines in hotel
5. Obtain knowledge on Horticulture and landscaping in the hotel management

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	M
CO2	H	H	M	H	H	M
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	M	H	H	H

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	M	H	H	H	M	M
CO2	H	H	M	H	H	M
CO3	H	H	H	H	H	H
CO4	H	H	H	M	H	H
CO5	H	H	M	L	H	L

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

Unit I Introduction

(15 hours)

- 1.1 Origin (K1, K2)
- 1.2 Introduction- (K1, K2)
- 1.3 Types of Hotel and their Categorisation (K1,K2,K3, K4)
- 1.4 Hotel Chain Associations- (K1, K2, K3)
- 1.5 Organisational structure of a Hotel (K1, K2, K3)
- 1.6 Hotel Management and Operations (K1, K2, K3)

Unit II Front office

(15 hours)

- 2.1 Front office (K1, K2)
- 2.2 Definition (K1, K2)
- 2.3 Qualities of Front Office and salesmanship (K1, K2, K3)
- 2.4 Duties and Responsibilities of Front Office Personnel (K1, K2, K3, K4)
- 2.5 Organization Chart (K1, K2, K3)
- 2.6 Guest Cycle Stage (K1, K2, K3)

Unit III Housekeeping

(15 hours)

- 3.1 Housekeeping (K1, K2)
- 3.2 Definition (K1, K2)
- 3.3 Types of Rooms (K1, K2, K3)
- 3.4 Competencies of Housekeeping Personnel (K1, K2, K3)
- 3.5 Duties and Responsibilities of Housekeeping Professional. (K1, K2, K3,K4)
- 3.6 Organization Chart (K1, K2, K3)

Unit IV Control Desk

(15 hours)

- 4.1 Control Desk – Files and Registers (K1, K2)
- 4.2 Co-ordination and Control (K1, K2,)
- 4.3 Handling guest Priorities and request (K1, K2, K3)
- 4.4 Cleaning of Rooms and Bathroom (K1, K2, K3)
- 4.5 Bed Making Process – Turndown or Evening Service –
- 4.6 Inspection. (K1, K2,K3,K4)

UNIT V Landscaping

(15 hours)

- 5.1 Horticulture (K1, K2, K3)
- 5.2 Landscaping (K1, K2)
- 5.3 Facilities and Equipment (K1, K2, K3)
- 5.4 Types of Garden (K1, K2, K3)
- 5.5 Safety (K1, K2, K3, K4)
- 5.6 Security (K1, K2,K3)

Text Books

1. Sudhir Andrews, Hotel Front Office, Tata McGraw Hill Publication, New Delhi, 2nd Edition, 2008.
2. Sudhir Andrews, Hotel Housekeeping, Tata McGraw Hill Publication, New Delhi, 1986.

Reference Books

1. Hotel Housekeeping and Management Operations, Sudhir Andrews, Tata McGraw Hill Publication, New Delhi, 5th Edition Reprint, 2008.

Web Resources

<https://hmhub.in/design-consideration-hotel-design/>

https://www.mlsu.ac.in/econtents/1186_e-book%20of%20Hotel_management_and_operations.pdf

SEMESTER – V**UCBAL20 – FINANCIAL MANAGEMENT**

Year: III Sem: V	Course Code: UCBAL20	Title of the Course: Financial Management	Course Type: Problem	Course Category: Core	H/W 6	Credits 4	Marks 100
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Objectives

1. To enable the learners understand the concept of financial management, scope, objectives and time value of money
2. To help the learners to acquire knowledge over evaluation of capital investment
3. To make the learners understand the classification of cost of capital, its features and importance
4. To make the learner understand the capital structure theories and practical. Also dividend theory and policy
5. To enable the students understand the working capital and enable then to estimate working capital requirements

Course Outcomes (CO)

The learners will be able to

1. Be well-versed in the financial decision, functions and organisation of financial managements
2. Come out with the practical knowledge of evaluating capital investment using traditional and modern capital budgeting methods
3. Gain practical knowledge in calculating cost of different capitals
4. Acquire knowledge over capital structure and work out capital structure under different approaches
5. Gain both theoretical and practical knowledge on working capital management and Inventory management

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	H	M
CO2	H	M	H	L	H	M
CO3	H	H	H	M	M	M
CO4	H	M	M	L	M	L
CO5	H	M	M	L	L	H

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	M	H	M
CO2	H	M	H	L	H	M
CO3	M	H	H	M	H	M
CO4	H	M	H	L	M	L
CO5	H	L	M	H	M	H

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

Unit I – Foundations of Finance (15 Hours)

- 1.1 : Financial Management –Scope –Objectives– Profit Maximization – Wealth Maximization (K1,K2,K3)
- 1.2 : Financial Decisions (K1,K2,K3)
- 1.3 : Functions of Financial Management (K1,K2,K3)
- 1.4: Organization of Financial Management (K1,K2,K3)
- 1.5: Functions of Treasurer and Controller (K1,K2,K3)
- 1.6: Time Value of Money –Concept–Reasons for time preferences of money (K1,K2,K4,K5)

Unit II: Capital budgeting (15 Hours)

- 2.1: Capital budgeting – Concept – Need of capital budgeting (K1,K2,K3)
- 2.2: Pay back (K1,K2,K3)
- 2.3: ARR (K1,K2,K3)
- 2.4: NPV (K1,K2,K3)
- 2.5: IRR (K1,K2,K3)
- 2.6: PI (K1,K2,K3)

Unit III: Cost of capital (15 Hours)

- 3.1: Cost of capital – Features – Importance (K1,K2, K3)
- 3.2: Classification of cost (K1,K2, K3)
- 3.3: Cost of Debt (K1,K2, K3)
- 3.4: Cost of Preference share capital (K1,K2, K3)
- 3.5: Cost of Equity share capital (K1,K2, K3)
- 3.6:– Retained Earnings – CAPM – WACC. (K1,K2, K3)

Unit IV: Financial and Dividend Decision (15 Hours)

- 4.1 : Leverage – Meaning – Types – Financial – Operating leverage and combined leverage (K1,K2,K3,K4)
- 4.2 : Capital structure – Designing capital structure (K1,K2,K3,K4)
- 4.3 : Theories of Capital structure – Net Income approach- Net operating income approach (K1,K2,K3,K4)
- 4.4 : Traditional approach - Modigliani Miller approach (K1,K2, K3,K4)
- 4.5 : Dividend policy – Determinant of dividend policy – forms of dividend policy – form of dividends – Dividend theory (K1,K2,K3,K4)
- 4.6 : Walter model, Gordon model (K1,K2,K3,K4)

Unit V: Working Capital Management (15 Hours)

- 5.1: Principle of Working capital – Concept (K1,K2,K3,)
- 5.2: Need – Determinants (K1,K2,K3)
- 5.3: Issues and estimation of working capital (K1,K2,K3)
- 5.4: Inventory management - EOQ (K1,K2,K3,K4)
- 5.5 : Stock levels (K1,K2,K3,K4)
- 5.6: Cash management (K1,K2,K3)

Note: 60% problems and 40% theory

Text Books

1. Dr. S. N. Maheswari, Financial Management, Principle and Practice, Sultan Chand & Sons, New Delhi, 15th Edition, 2013.
2. M.Y. Khan and P.K. Jain, Financial Management, Text, Problem and Cases, Tata McGraw Hill Education Private Limited, New Delhi, 8th Edition, 2018.

Reference Books

1. M. Pandey, Financial Management, Vikas Publishing House, New Delhi, 11th Edition, 2015.
2. Chandra Prasanna, Financial Management: Theory and Practice, Tata McGraw Hill Education Private Limited, New Delhi, 9th Edition, 2015.
3. M.Y. Khan and P.K. Jain, Financial Management, Text, Problem and Cases, Tata McGraw Hill Education Private Limited, New Delhi, 8th Edition, 2018
4. Dr Kulkarni and Dr. SathyaPrasad, Financial Management, 13th Edition 2011

Web Resources

<https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/>

[Financial Management on JSTOR](#)

Financial Management Wiley online library

SEMESTER – V**UCBAM20 – INDUSTRIAL RELATIONS**

Year: III Sem: V	Course Code: UCBAM20	Title of the Course: Industrial Relations	Course Type: Theory	Course Category: Core	H/W 6	Credits 4	Marks 100
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Objectives

1. To understand the concept and the meaning of Industrial Relations and The Payment of Wages Act, 1936
2. To acquire knowledge about The Factories Act, 1947
3. To understand the concept of The Maternity Benefit Act, 1936
4. To understand the concept of The Industrial Dispute Act, 1947
5. To enable the learners absorb the concept of The Employees State Insurance Act, 1948 and The Minimum Wages Act 1948

Course Outcomes (CO)

The learners will be able to

1. Understand the concept & meaning of Industrial Relations and The Payment of Wages Act, 1936
2. Acquire knowledge about The Factories Act, 1947
3. Analyse and understand the concept of The Maternity Benefit Act, 1961
4. Attain knowledge of The Industrial Dispute Act, 1947
5. Be able to absorb the concept of The Employees State Insurance Act, 1948 & The Minimum Wages Act 1948

CO	PO					
	1	2	3	4	5	6
CO1	M	L	L	M	L	M
CO2	L	L	L	M	M	M
CO3	L	M	L	M	L	L
CO4	M	L	L	M	H	L
CO5	M	L	L	M	M	H

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	M	L	L	M	L	M
CO2	L	H	L	M	M	M
CO3	H	M	L	H	L	H
CO4	M	L	H	M	H	L
CO5	M	HL	L	M	M	H

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

UNIT I Introduction

(18 hours)

- 1.1 Introduction to IR – meaning – importance (K1)
- 1.2 Participation and Empowerment – definition – objectives – advantages (K1, K2)
- 1.3 The Payment of Wages Act, 1936 – rules for the payment of wages (K1, K2, K3)
- 1.4 Deduction of wages – enforcement of the Act (K2, K3)
- 1.5 Roles and functions of the inspectors (K2, K3)
- 1.6 Powers of the inspectors (K1, K2, K3)

UNIT II The Factories Act, 1948

(18 hours)

- 2.1 The Factories Act, 1948 – definition – Factory – Manufacturing process – Worker (K1, K2)
- 2.2 Approval, licensing and registration – notice by occupier (K1, K2, K3)
- 2.3 The Inspecting staff (K2, K3)
- 2.4 Health of the worker (K2, K3)
- 2.5 Safety of the worker (K2, K3)
- 2.6 Welfare of the worker – the working hours of adults – employment of adults – employment of young person – holidays and leave – overtime. (K2, K3, K4)

UNIT III The Maternity Benefit Act, 1961 & The Employee State Insurance Act, 1948 (18 hours)

- 3.1 The Maternity Benefit Act, 1961 – definition – child – employer – circumstances and period (K1, K2)
- 3.2 Prohibition of Employment – right to the payment to Maternity Benefit – leave and nursing breaks – appointment of inspectors - penalties and offences (K2, K3, K4)
- 3.3 The Employee State Insurance Act, 1948 – definition – Principal Employer – Insurable Workman (K1, K2)
- 3.4 ESI Corporation – powers and duties of the corporation – the Standing Committee – medical benefit council (K2, K3, K4)
- 3.5 ESI fund – inspectors – contributions – benefits – rules regarding benefits – employee's insurance court – penalties (K2, K3, K4)
- 3.6 Obligations and rights of the employees and employers. (K2, K3)

UNIT IV The Industrial Dispute Act, 1947

(18 hours)

- 4.1 The Industrial Dispute Act, 1947 – scope and objectives (K1, K2)
- 4.2 Features – definition of Industry (K1, K2, K3)
- 4.3 Industrial dispute – industrial establishment of undertaking (K1)
- 4.4 Layoff, lockout (K2, K3)
- 4.5 Retrenchment – strike (K2, K3)
- 4.6 Unfair labour practices. (K2, K3)

UNIT V The Minimum Wages Act, 1948

(18 hours)

- 5.1 The Minimum Wages Act, 1948 – definition – fixation and revision of wages – minimum rates of wages (K1, K2)
- 5.2 Procedure for fixing and revision minimum wages – advisory board – central advisory board (K2, K3)
- 5.3 Safeguard in the payment of minimum wages (K2, K3)
- 5.4 Power of inspectors – claims (K2, K3)
- 5.5 Offences and penalties (K2, K3)
- 5.6 Obligation and rights of the employees (K2, K3, K4)

Text Books

1. Saravanavel & Sumathi, Legal Aspects of Business, Eswar Press, New Delhi, 2nd Edition, 2012
2. S C Srivastava, Industrial Relations and Labour Laws, Vikas Publishing House, New Delhi, 6th Edition, 2017

Reference Books

1. Martand T Telsang, Industrial and Business Management, Sultan Chand & Sons, New Delhi, 3rd Edition, 2014
2. M R Sreenivasan, Industrial Relations and labour Legislations, Margham Publications, Chennai, 6th Edition, 2014
3. Pradeep Kumar; Personnel Management and Industrial Relations, Kedarnath Ramnath and Company, 2018
4. Gupta CB (Dr), Kapoor N.D., Tripathi PC; Industrial Relations and Labour Laws, Sultan Chand and Sons, 2020.

Web Resources

<https://labour.gov.in/industrial-relations>

https://www.srcc.edu/e-resources?field_e_resources_tid=447

<https://theintactone.com/2022/08/17/joint-management-councils/>

SEMESTER – V

UCBAN20 – BANKING AND INSURANCE

Year: III Sem: V	Course Code: UCBAN20	Title of the Course: Banking and Insurance	Course Type: Theory	Course Category: Core	H/W 6	Credits 4	Marks 100
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Objectives

1. To impart knowledge to learners on banking system and its evolution
2. To make the learners understand the functions of RBI and Negotiable instruments including cheque
3. To enable the learners to understand procedures of opening of accounts in bank, bank customer relationship and e - banking services
4. To provide knowledge over insurance and its need principles etc., to the learners
5. To impart knowledge over different types of insurance to the learners

Course Outcomes (CO)

The learners will be able to

1. Gain knowledge on banking system and its services
2. Equip with the knowledge of RBI and its functions and importance of negotiable instruments
3. Gain the knowledge as to how to open and operate accounts in bank and also maintaining relationship with bankers
4. Understand the meaning of the insurance and its necessary principles
5. Gain knowledge over different types of insurance, their applicability and benefits

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	H	H	H	M	H
CO3	H	H	H	H	M	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	M	H

(Low - L, Medium – M, High - H)

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	M
CO2	M	H	H	H	M	H
CO3	H	M	H	H	M	H
CO4	H	H	M	H	H	H
CO5	H	H	M	H	M	M

(Low - L, Medium – M, High - H)

Course Syllabus

UNIT I - Banks and their modern services (15 Hours)

- 1.1: Definition of Banking – Classification of Banks (K1, K2)
- 1.2: RBI – objectives – functions (K1,K2,K3)
- 1.3 : Commercial Banking - functions (K1,K3)
- 1.4 : Opening of accounts – meaning – types of accounts – steps in opening account- bank customer – meaning – relationship – types (K1,K2,K3)
- 1.5 : E-banking – meaning - services – benefits (K1,K2,K3)
- 1.6: Internet banking – meaning – services (K1,K2,K3)

UNIT II - Negotiable instruments (15 Hours)

- 2.1: Negotiable Instrument – Meaning – characteristics (K1,K2,K3)
- 2.2: Cheques –types (K1,K3)
- 2.3 : Promissory notes – features (K1,K2,K3)
- 2.4 : Bill of exchange – features – types (K1,K2,K3)
- 2.5 : Endorsements – meaning – components – types – effects of endorsement (K1,K2,K3)
- 2.6: Crossing of cheques – meaning – objectives – need – types (K1,K2,K3)

UNIT III - Paying and Collecting bankers (15 Hours)

- 3.1: Paying banker – meaning – Banker’s duty (K1,K2,K3)
- 3.2: Refusal of cheques payment (K1,K2,K3)
- 3.3 : Collecting banker –meaning (K1,K2,)
- 3.4 : Collecting banker’s role- duty (K1,K2,K3)
- 3.5 : Bank lending – meaning – significance of bank (K1,K2,K3)
- 3.6: Lending – forms of lending – securities of lending (K1,K2,K4)

UNIT IV Introduction to Insurance (15 Hours)

- 4.1: Introduction – Meaning of insurance (K1,K2,K3)
- 4.2: Evolution of insurance (K1, K4)
- 4.3 : Features of insurance (K1, K2)
- 4.4 : Functions and importance of insurance (K1,K2,K3)
- 4.5: Principles of insurance (K1,K2,K3)
- 4.6: Role of IRDA (K1,K2,K3)

UNIT V Types of Insurance (15 Hours)

- 5.1 : Life insurance – Introduction – Meaning of Life Insurance – Definition of Life Insurance – (K1, K2, K3)
- 5.2 : Characteristic of life insurance – Advantages of life insurance (K1,K2,K3)
- 5.3 : Fire insurance – Meaning of life insurance – definition of life insurance (K1,K2,K3)
- 5.4 : Functions of life insurance- kinds of fire policies - Meaning of Marine insurance (K1,K2,K3)
- 5.5: Types of Marine insurance - Procedure involved in taking a marine policy (K1,K2,K3,K4)
- 5.6: Marine losses- types of marine losses (K1,K2,K3)

Text Books

1. Dr. S. Gurusamy, Banking Theory Law and Practice, Vijay Nicole Imprints Private Ltd, Chennai, 4th Edition, 2017
2. Varshney P. N, Banking Law and Practice, Sultan Chand and Sons, New Delhi, 25th Reprint Edition, 2019

Reference Books

1. Sundaram K.P.M, Banking Law and Practice, Sultan Chand & Sons, New Delhi, 2nd Edition, 2015.
2. D. Muraleedharan, Modern Banking Theory and Practice, PHL Learning Private Limited, New Delhi, 2nd Edition, 2018
3. O P Agarwal, Banking and Insurance, Himalaya Publishing House, 5th Edition, 2022
4. Sunil Kumar, Banking and Insurance, Galgotia Publishing House, 2017

Web Resources

<https://www.studocu.com/in/document/university-of-calicut/bcom/banking-and-insurance-short-notes-by-juraz/20962641>

<https://gdcboysang.ac.in/About/droid/uploads/BI5thSemBcom.pdf>

SEMESTER – V**UCBAP22– E-COMMERCE**

Year: III Sem: V	Course Code: UCBAP22	Title of the Course: E-COMMERCE	Course Type: Theory	Course Category: Elective	H/W 3	Credits 3	Marks 100
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Course Objectives:

1. To understand key business concepts and strategies applicable to e-commerce
2. To acquire the knowledge of Business models
3. To study the electronic system for payment
4. To familiarise with the trends and growth of M-commerce in India
5. To gain deep knowledge on tally

Course Outcomes (CO)

The learners will be able to

1. Understand the basic concepts of e-commerce.
2. Apply the gained knowledge on purchasing through platforms
3. Gain knowledge about the benefits of e-payment
4. Apply the gained knowledge of mobile commerce in the day to day life.
5. Get well versed in tally and can become an accountant in any concern.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	H	M
CO2	H	M	H	L	H	M
CO3	M	M	H	M	H	M
CO4	L	M	M	L	M	L
CO5	L	M	M	L	M	L

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	M	M	H	M	H	M
CO2	H	M	H	L	M	H
CO3	M	H	H	H	H	M
CO4	L	M	M	L	M	H
CO5	L	M	M	L	M	L

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

Unit I: Introduction to Electronic Commerce and E Procurement system (15 Hours)

- 1.1 Meaning and Definition of E- commerce- Perspectives of Electronic Commerce
- 1.2 E- Commerce, E- Business and E- Transaction
- 1.3 Drivers of E-commerce
- 1.4 Myths about E-Commerce
- 1.5 Advantages and limitations of e-commerce.
- 1.6 E Procurement system – Definition – E Procurement Process – Benefits and Challenges

Unit II: Inter-Organizational Transactions and Business Models (15 Hours)

- 2.1 Introduction - Inter-organisational transactions
- 2.2 Trade cycle and credit transactions
- 2.3 Various kinds of transactions -Electronic markets
- 2.4 E commerce Business Models – Amazon, India Mart, Social commerce (Microsoft)
- 2.5 ONDC Platform (Open Network for Digital commerce)
- 2.6. GEM portal (Government E Market Place)

Unit III: E-Payment (15 Hours)

- 3.1 E-Payment - Benefits of Electronic payment- Components of electronic systems
- 3.2 Electronic fund transfer - Crptocurrency
- 3.3 Credit card system on the internet - Components of Online credit processing
- 3.4 Players in the credit card system -Popular Electronic Payment Methods
- 3.5 Security schemes in Electronic Payment System
- 3.6 Online transaction protocols

Unit IV: Mobile commerce (15 Hours)

- 4.1 Introduction- factors that drive M-Commerce
- 4.2 Difference between E-Commerce and M-Commerce
- 4.3 Growth of M-Commerce in India
- 4.4 Advantages- Technology behind M-Commerce
- 4.5 Applications- Types of mobile payment
- 4.6 Future of mobile commerce.

Unit V: Introduction to Tally, Accounting and Inventory an Outline (15 Hours)

- 5.1 Fundamentals of Accounting- Accounting terms Definition- Ledger and ledger accounts
- 5.2 Trial balance- Trading and Profit &Loss accounts- Balance sheet
- 5.3 Accounting Masters Creation: Accounts information - Groups (Create, Display, Delete)
- 5.4 Ledgers (Create, Display, Alter)
- 5.5 Stock Group- Entering Vouchers: Voucher types- How to enter vouchers - Different types of Accounting voucher- (Payment Bar Receipt, Journal, Sales and Purchase)
- 5.6 Reports in Tally: Display Balance Sheet- Profit and Loss Account- Display Trial Balance.

Text Books:

1. T.N. Chhabra, R.K. Suri and Sanjiv Verma – E-Commerce New Vistas for Business, Dhanpat Rai & Co, Latest Edition.
2. Ravi Kalakota, Andrew B Whinston – Frontiers of Electronic Commerce, Pearson, 2011.

Reference Books:

1. Dr. K. Abirami Devi, Dr. M. Alagammai-E-Commerce, Margham Publications 2016.
2. Puja Walia Mann, Nidhi -E-Commerce, MJP Publishers, 2011.
3. Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business
4. Garry P Schneider and James T Perry – Electronic Commerce, Course technology, Thomson Learning, 2000

Web Resources

- <https://www.tutorialspoint.com/e-commerce/e-commerce-tutorial.pdf>
<https://www.techtarget.com/searchcio/definition/e-business>

SEMESTER – V

UCBAQ20– PRACTICAL: TALLY

Year: III Sem: V	Course Code: UCBAQ20–	Title of the Course: Practical Tally	Course Type: Practical	Course Category: Elective	H/W 2	Credits 2	Marks 100
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1. Trading, Profit and Loss Account of the Company
2. Balance Sheet
3. Cost Categories and Cost Centers
4. Inventory and Stock
5. Ratio Analysis

UCBAR20 – PROJECT

Each student shall be required to do a project and prepare the report on the basis of the investigation carried out by her in an institution or industrial organization. The student is expected to identify a problem in the organization based on her area of specialization and provide solutions and suggestions to the management. The report should demonstrate the capability of the students in analysing and evaluating the problem and to create original approach in providing solutions to the problem.

The project should include field studies, surveys, interpretation, planning and designing of the Research Methodology presented in a comprehensive manner with recommendations for solutions based on scientifically worked out data and Viva-Voce Examinations will be conducted on the basis of the report and presentation.

EVALUATION PATTERN

- ✓ Each student should undergo the training separately.
- ✓ The mode of evaluating the student will consist of two parts. One on the basis of the report writing and the other will be through Viva-Voce.
- ✓ The valuation of the report writing will be done by the Internal Examiner while for the oral i.e. Viva-Voce Examination an External Examiner will be called for.
- ✓ 60 marks will be awarded for the report writing and 40 marks for the Oral (Viva-Voce) Examination.
- ✓ Training will be for a period of 30 days (One Month) which will be during the month May – June of every academic year.
- ✓ Each student should find a reputed organization which carries out the important functions like Production, Human Resource, Finance and Marketing to carry out her investigation with the approval of the department
- ✓ Records should be maintained for the daily activities signed by the concerned authorities in the organization.
- ✓ After completion of the training, the students should get the Completed Certificate and the Attendance Certificate from the company when she comes to the College.
- ✓ Any change of the organization during the course of the Training should be done only after getting the consent from the Head of the Department of the College in a written format
- ✓ The following are the components for Report Writing (60 Marks)

Content	40 Marks
Layout	10 Marks
Grammar	10 Marks

- ✓ For the Viva-Voce Examinations (Semester – 40 Marks)

Oral Presentation	30 Marks
Question and Answer	10 Marks

SEMESTER – V/VI**USBAE520/USBAE620 – CAMPUS TO CORPORATE**

Year: III Sem: V/VI	Course Code: USBAE520/ USBAE620	Title of the Course: Campus to Corporate	Course Type: Theory	Course Category: Skill Based Elective	H/W 2	Credits 2	Marks 100
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Objectives

1. To build confidence, develop self-esteem, and to bring positive changes in the attitude & behaviour of the students
2. To give inputs to write their resumes, to face interviews and to learn corporate etiquette
3. To enable the students to identify, discuss and implement key job interview skills
4. To familiarize students with the interview skills and techniques
5. To develop the students skill in group discussion

Course Outcomes (CO)

The learners will be able to

1. Gain understanding and practice of attitude, behaviour and skills required in the corporate environment
2. Complete a professional resume that highlights their skills specific to their career field
3. Build a solid foundation to face interviews
4. Proactively manage the transition from being the student to the employee
5. Deliver best at group discussions

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	M	H	H	H	H	H
CO3	L	H	H	H	H	L
CO4	M	H	H	H	H	H
CO5	M	H	H	H	H	M

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	M	H	M	H	H	H
CO2	M	H	H	H	H	H
CO3	L	M	H	M	H	L
CO4	M	H	H	H	M	H
CO5	M	H	H	H	H	H

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

UNIT I Personality Development (6 hours)

- 1.1: Developing Workplace Skills (K1, K2, K3, K4)
- 1.2: Personal Skills Development - Career Planning (K1, K2, K3, K4)
- 1.3: Self – Assessment Tools- SWOT Analysis (K1, K2, K3, K4)
- 1.4: AMBIVERT Personality- Personality Types - Setting SMART Targets (K1, K2, K3, K4)
- 1.5: Corporate Expectation - Public Speaking – How to overcome nervousness (Stage fear v/s audience fear) (K1, K2, K3)
- 1.6: Etiquettes: Telephone - Email – Dining (K1, K2, K3, K4)

UNIT II Resume (6 hours)

- 2.1: Resume (K1, K2, K3, K4)
- 2.2: About writing your resume (K1, K2, K3)
- 2.3: Drafting Application for various situations (K1, K2, K3, K4)
- 2.4: Cover letter – Types (K1, K2, K3)
- 2.5: Sample cover letter format (K1, K2, K3, K4)
- 2.6: Preparing a Scannable Resume (K1, K2, K3)

UNIT III Interview (6 hours)

- 3.1: Interview – Meaning – Purpose – Types (K1, K2, K3)
- 3.2: First impression – Appearance (K1, K2, K3, K4)
- 3.3: Grooming – Attire - Body Language (K1, K2, K3, K4)
- 3.4: Posture – Gestures (K1, K2, K3, K4)
- 3.5: Eye contact – Greeting – Smile (K1, K2, K3)
- 3.6: Parts of an interview (K1, K2, K3)

UNIT IV Preparing for an Interview (6 hours)

- 4.1: When to prepare – Steps (K1, K2, K3, K4)
- 4.2: Factors (Managing your image at the interview) (K1, K2, K3, K4)
- 4.3: Principles (Basic tenets) - Tips on what to wear for interviews (K1, K2, K3, K4)
- 4.4: Grooming Men and Women (K1, K2, K3, K4)
- 4.5: Preparing for the interview (K1, K2, K3, K4)
- 4.6: Online Interview – Etiquette (K1, K2, K3)

UNIT V Group Discussion (6 hours)

- 5.1: Group Discussion (K1, K2, K3)
- 5.2: Difference between Discussion and Debate (K1, K2, K3)
- 5.3: Reasons for Conducting GD (K1, K2, K3, K4)
- 5.4: Ways to equip oneself for GD (K1, K2, K3, K4)
- 5.5: Different phases of GD (K1, K2, K3, K4)
- 5.6: Parameters – Exercise (K1, K2, K3, K4)

Text Books

1. K K Ramachandran and K K Karthick, From Campus to Corporate, Pearson, 2016

Reference Books

1. Rajendra Pal & Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, 2018
2. S K Mandal, Effective Communication and Public Speaking, Jaico Publishing, 2011

Web Resources

<http://www.jau.in/attachments/downloads/DSWC2C.pdf>

http://becbapatla.ac.in:8080/placements_ttc_downloads/4year/1_Campus2Corporate_4year.pdf

SEMESTER – V

USBAF520 / USBAF620– SKILL BASED ELECTIVE: APPLICATIONS OF GST

Year: III Sem: V	Course Code: USBAF520	Title of the Course: Applications of GST	Course Type: Theory	Course Category: Skill Based Elective	H/W 2	Credits 2	Marks 100
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Objectives

1. To enable the students to learn the concepts of GST from the pre-GST period to post-GST period
2. To Attain knowledge in formalities and registration
3. To study the procedure of filing GST returns
4. To comprehend the principles of taxations, objectives of taxes and its impact, shifting and incidence process of indirect taxes in the market orientated economy
5. To understand the implications of GST on the taxable capacity consumers, dealers and of the society at large and its changes
6. To make them to be a tax consultant in preparing the tax planning, tax management, Payment of tax and filing of tax returns

Course Outcomes (CO)

The learners will be able to

1. Study the basic concepts of GST
2. Learn the registration of tax filling
3. Understand the GST returns
4. Learn the composition scheme
5. Know the input tax credit

CO	PO					
	1	2	3	4	5	6
CO1	M	M	H	M	H	M
CO2	M	M	H	L	H	M
CO3	M	M	H	M	H	M
CO4	L	M	M	L	M	L
CO5	L	M	M	L	M	L

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	M	H	H
CO2	M	H	H	L	H	M
CO3	M	M	M	M	H	M
CO4	L	M	M	L	M	H
CO5	L	M	M	M	M	L

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

Unit I - Introduction to Goods and Services Tax (12 Hours)

- 1.1 Introduction - Stages of Evolution of Goods and Services Tax (K1)
- 1.2 Methodology of GST (K1, K2, K3)
- 1.3 Constitutional background (K1, K2, K3)
- 1.4 Benefits of implementing GST (K1, K2, K3)
- 1.5 Structure of GST- Central Goods and Services Tax - State Goods and Services Tax (K1, K2, K3)
- 1.6 UTGST - Integrated Goods and Services Tax (K1, K2, K3)

Unit II: Levy, Tax Collection and Reverse Charge Mechanism (12 Hours)

- 2.1 Levy and Collection of Tax (K1)
- 2.2 Rates of GST- Scope of Supply (K1, K2, K3)
- 2.3 Composite and Mixed Supplies (K1, K2, K3)
- 2.4 E-commerce under GST regime (K1, K2, K3)
- 2.5 Composition Scheme of Levy-Value of taxable supply (K1, K2, K3)
- 2.6 Interstate supply-Intra state supply (K1, K2, K3)

Unit III-Concept of time and place of supply & Import and Export (12 Hours)

- 3.1 Time of supply (K1)
- 3.2 Place of supply (K1, K2, K3)
- 3.3 Significance (K1, K2,K3)
- 3.4 Time and place of supply in case of intra state supply (K1, K2, K3)
- 3.5 Interstate supply (K1, K2,K3)
- 3.6 Import and export of goods and services (K1, K2, K3)

Unit IV- Input Tax Credit & Payment of GST (12 Hours)

- 4.1 Cascading Effect of Taxation- Benefits of Input Tax Credit (K1)
- 4.2 Computation - Input service distribution (K1,K2,K3)
- 4.3 Recovery of Credit -Reversal of credit-Utilization of Input tax credit (K1,K2,K3)
- 4.4 Cases in which input tax credit is not available (K1,K2,K3)
- 4.5 Tax Invoice - Unauthorized Collection of Tax - Credit Notes - Debit Notes (K1,K2,K3)
- 4.6 Electronic Cash Ledger - Electronic Credit Ledger - Electronic liability ledger (K1,K2,K3)

Unit V – Registration, Returns and Accounts and Assessment (12 Hours)

- 5.1 Registration - Persons Liable for Registration (K1,K2,K3)
- 5.2 Compulsory Registration - Deemed Registration (K1,K2,K3)
- 5.3 Procedure For Registration - GSTIN (K1,K2,K3)
- 5.4 Amendment of Registration - Cancellation of Registration (K1,K2,K3)
- 5.5 Revocation of cancellation (K1,K2,K3)
- 5.6 Furnishing Details of Supplies - Returns - Accounts and Records(K1,K2,K3)

Text Books

1. Goods and service taxes (GST) by Dr.M.C Mehotra and Prof.V.P.Agarwal - Sahitya Bhawan publication, 5th Edition, 2019.
2. Goods and Services Tax (GST) in India B. Viswanathan, 1st Edition, 2016.

Reference Books

1. GST Guidebook - ClearTax - Reckitt Benckinser

Web Resources

[https://cleartax.in/s/gst-guide-introduction.](https://cleartax.in/s/gst-guide-introduction)

SEMESTER – VI**UCBAS20 – LEGAL ASPECTS OF BUSINESS**

Year: III Sem: VI	Course Code: UCBAS20	Title of the Course: Legal Aspects of Business	Course Type: Theory	Course Category: Core	H/W 7	Credits 4	Marks 100
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Objectives

1. To learn the fundamental principles underlying in the law of contract, offer and acceptance
2. To develop an understanding of the free consent, discharge and breach of contract
3. To understand the concept of sale as a contract and its essential conditions
4. To inculcate the knowledge of formation of company
5. To acquire the knowledge on elements of Partnership, Registration and Reconstitution of the firm

Course Outcomes (CO)

The learners will be able to

1. Be thorough in the contractual relationships in business
2. Understand the Indian contract act, 1872 and discuss legal remedies in case of breach of a certain contract
3. Apply basic legal knowledge to business transaction especially in sale and resale agreement
4. Gain knowledge in the regulatory framework of companies in India
5. Acquire knowledge on partnership and registration of firms.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	M	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	M	H
CO4	H	H	H	M	H	H
CO5	H	M	H	L	M	H

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	M	M	L
CO2	H	H	H	H	H	H
CO3	M	H	H	L	M	M
CO4	H	M	H	M	H	H
CO5	H	M	M	L	M	M

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

UNIT I Indian Contract Act 1872 (18 Hours)

- 1.1 : Law of contract - Offer and Acceptance (K1, K2)
- 1.2 : Consent, Consideration and capacity of contract (K1, K2, K3)
- 1.3: Free consent - Discharge of contract (K1, K2)
- 1.4 : Breach of contract (K1, K2)
- 1.5: Void Agreements – Quasi Contract – Contract of Indemnity (K1, K2)
- 1.6: Contract of Guarantee – Kinds of Guarantee (K1, K2, K3, K4)

UNIT II Sale of goods act 1930 (18 Hours)

- 2.1 : Definition of sale - Actual sale - Agreement to sell (K1, K2)
- 2.2 : Distinction between sale and agreement to sell - Conditions and warranties (K1, K2)
- 2.3: Doctrine of caveat emptor (K1, K2)
- 2.4 : Delivery of goods (K1, K2, K3, K4)
- 2.5 : Transfer of property - Transfer of title by non-owners (K1, K2)
- 2.6: Resale - Auction sale (K1, K2)

UNIT III The Companies Act 2013 (18 Hours)

- 3.1: Company and its formation: Definition – Characteristics – Kinds (K1, K2, K3, K4)
- 3.2: Memorandum of Association - Articles of association (K1, K2, K3, K4)
- 3.3: Prospectus – Definition – Contents - Statement in lieu of prospectus (K1, K2)
- 3.4: Shares and Debentures - Definition and kinds (K1, K2)
- 3.5: Meetings - Classification of meetings (K1, K2)
- 3.6: Modes of winding up (K1, K2)
- 3.7: Dissolution of a company (K1, K2, K3, K4)

UNIT IV Indian Partnership Act 1932 (18 Hours)

- 4.1: Definition - Elements of partnership - Classification of partnership (K1, K2, K3)
- 4.2: Partners and their liability (K1, K2, K3)
- 4.3: Registration of firms and effects for non-registration (K1, K2)
- 4.4: Reconstitution of the firm (K1, K2)
- 4.5: IPR (Intellectual Property Rights) – Patents – Filing of Patents (K1, K2)
- 4.6: Copyrights (K1, K2, K3)

UNIT V Law of Negotiable Instrument and Consumer Protection Act (18 Hours)

- 5.1: Negotiable Instruments – Promissory notes (K1, K2, K3)
- 5.2: Bill of Exchange - Cheques of Exchange (K1, K2, K3)
- 5.3: Cheques – Presentment (K1, K2, K3)
- 5.4: Dishonour – Crossing of Cheques (K1, K2, K3, K4)
- 5.5: Paying Banker – Rights of Consumers (K1, K2, K3)
- 5.6: Nature and scope of Complaints (K1, K2)
- 5.7 : Remedies available to consumers (K1, K2, K3)

Text Books

1. N. D. Kapoor, Business Law, Sultan Chand & Sons, New Delhi, 5th Edition, 2019
2. Saravanavel P and Sumathi S, Legal Systems in Business, Himalaya Publishing House, New Delhi, 7th Edition, 2013

Reference Books

1. M C Kuchhal, Business Law, Vikas Publications House, New Delhi, 7th Edition, 2018
2. Akhileshwar Pathak, Legal Aspects of Business, Tata McGraw Hill Education Private Limited, New Delhi, 7th Edition, 2018
3. K.S. Anantharaman, 2003 Business and Corporate Laws, Sitaraman& co. Pvt. Ltd.
4. Acharya -2004, Intellectual Property Rights Asia Law House Publication,

Web Resources

<https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html>
<http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/>
International Journal of Law (lawjournals.org)

SEMESTER – VI

UCBAT20 – PRODUCTION & MATERIALS MANAGEMENT

Year: III	Course Code: UCBAT20	Title of the Course: Production & Materials Management	Course Type: Theory	Course Category: Core	H/W 6	Credits 4	Marks 100
Sem: VI							

Objectives

1. To enable the students to understand the concept of production management, plant location and plant layout
2. To impart knowledge on production planning and control, Production scheduling and maintenance management
3. To imbibe the concepts of how to maintain quality of products, to familiarize student with Six Sigma, Method study, Work study and work measurement
4. To enrich students about Materials management, Purchase management, Stores management, Materials handling and Codification of materials
5. To teach students on various inventory control techniques and the importance of ISO certification

Course Outcomes (CO)

The learners will be able to

1. Understand the concepts of production management, plant location and plant layout
2. Acquire knowledge on production planning and control, production scheduling and Maintenance management
3. Be aware of maintaining quality of products, six sigma, work study, method study and work measurement
4. Understand the concepts and techniques in materials management, purchase management, stores management, materials handling and codification of materials
5. Be familiarized about inventory control techniques and ISO certification

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	H	M	M
CO2	H	H	M	H	M	M
CO3	H	H	M	M	L	L
CO4	H	H	M	H	L	L
CO5	H	H	L	M	M	L

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	M	H	M	M	M	M
CO2	H	H	M	H	M	M
CO3	H	H	M	M	L	L
CO4	H	M	M	H	H	L
CO5	H	H	L	M	L	M

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

Unit I: Production Management (18 hours)

- 1.1 Introduction to Production – Definition- Objectives of Production Management (K1, K2)
- 1.2 Production process (K1, K2, K3)
- 1.3 Functions and Responsibility of Production Manager (K1,K2,K3)
- 1.4 Plant location – Objectives – Factors influencing Plant location (K1,K2,K3)
- 1.5 Plant layout – Definition – Objectives – Factors (K1,K2,K3)
- 1.6 Types of Plant layout – Advantages and disadvantages (K1,K2,K3)

Unit II: Production planning and control (18 hours)

- 2.1 Production planning and control – Objectives – Functions of PPC (K1,K2,K3)
- 2.2 Stages – Organization for PPC- Comparison of Production planning and Production control (K1,K2,K3)
- 2.3 Production Schedule - Factors affecting Schedule (K1,K2,K3)
- 2.4 Scheduling Procedure and Techniques (K1,K2,K3)
- 2.5 Maintenance Management – Areas – Objectives (K1,K2,K3)
- 2.6 Functional elements of Maintenance program – Types of maintenance and their advantages and disadvantages (K1,K2,K3)

Unit III: Quality control (18 hours)

- 3.1 Quality control – Definition – Objectives – Principles (K1,K2,K3)
- 3.2 Quality circles – Definition – Characteristics (K1,K2,K3)
- 3.3 TQM – Meaning- Principles of TQM- Deming’s Principles- Six Sigma (K1,K2,K3)
- 3.4 Work Study – Definition – Objectives – Procedure (K1,K2,K3)
- 3.5 Method study – Definition - levels – Objectives – Procedure – Analytical approach of Method Study (K1,K2,K3)
- 3.6 Work Measurement- Techniques (K1,K2,K3)

Unit IV: Materials Management (18 hours)

- 4.1 Materials management – Definition - Scope - Advantages – Codification and Standardization (K1,K2,K3)
- 4.2 Purchasing management – Purchase parameters - Purchase systems – Classification – Methods –
- 4.3 Special purchasing system (K1,K2,K3)
- 4.4 Stores management – Purpose – Factors in design of stores (K1,K2,K3)
- 4.5 Stores accounting – Costing issues – Stock verification (K1,K2,K3)
- 4.6 Material handling – Equipment – Guidelines- Inventory Management - Coding (K1,K2,K3)

Unit V: Inventory control (18 hours)

- 5.1 Concepts of ABC, EOQ, MRP – Objectives (K1,K2,K3)
- 5.2 JIT – Elements – Benefits (K1,K2,K3)
- 5.3 Selective inventory control Techniques (K1,K2,K3)
- 5.4 Value analysis – Types – Phases/Stages – Advantages (K1,K2,K3,K4)
- 5.5 ISO 9000 – Process of obtaining ISO certification (K1,K2,K3,K4)
- 5.6 Advantages of ISO certification (K1,K2,K3)

Text Books

1. P. Saravanavel and S. Sumathi, Production and Materials Management, Margham Publications, Chennai, 2nd Edition, 2012
2. Gopalakrishnan and Sundaresan, Materials Management: An Integrated Approach, Prentice Hall, India, 4th Edition, 2011

Reference Books

1. Dr. B. S. Goel, Production Operation Management, Pragati Prakasham, India, 27th Edition , 2017
2. Arnold & Chapman, Introduction to Materials Management, Pearson Education, New Delhi, 8th Edition, 2012
3. P. Ramamurthy; Production and Operations Management, JBA publishers, 2nd edition 2013.
4. R.B.Khana; Production and Operations Management, Prentice hall publications, 2007.

Web Resources

- https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf
https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf
https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf

SEMESTER – VI

UCBAO20 – FUNDAMENTALS OF INFORMATION TECHNOLOGY AND SYSTEM

Year: III Sem: VI	Course Code: UCBAO20	Title of the Course: Fundamentals of Information Technology and System	Course Type: Theory	Course Category: Core	H/W 5	Credits 4	Marks 100
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Objectives

1. To understand and gain knowledge in information systems and technology
2. To acquire the managerial skills using information systems and to coordinate the operative and management functions
3. To acquire the basic mailing and web skills to gain professionalism
4. To enable the students acquire the ability to be a future leader, manager in IT organisations
5. To attain the ability to be self- directed towards their career and contribute to the society

Course Outcomes (CO)

The learners will be able to

1. Well-versed in the basics of information system and technology
2. Understand programming languages to coordinate the operative and management functions
3. Equip with the practical knowledge of information technologies and implement in their organisation
4. Acquire knowledge over the basic concepts of information systems and can implement in their organisation
5. Gain knowledge on all the management functions inculcating with IS and IT

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	M
CO2	H	H	M	H	H	M
CO3	M	H	H	H	H	M
CO4	H	M	H	M	M	H
CO5	H	M	H	H	L	M

H- High (3), M- Moderate (2), L- Low (1)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	M	M
CO2	M	H	H	H	M	H
CO3	H	M	M	H	H	M
CO4	H	H	M	M	M	M
CO5	M	M	H	H	L	H

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

Unit I Introduction to Computer systems (15 Hours)

- 1.1 Introduction – Classification of digital computers (K1, K2, K3)
- 1.2 Computer architecture: The first electronic computer (K1, K2, K3)
- 1.3 Low level languages – High level language (K1, K2, K3)
- 1.4 The first commercial computers – Inside a typical computer system (K1, K2, K3)
- 1.5 Peripheral devices, Auxiliary storage devices (K1, K2, K3)
- 1.6 Input devices – Output devices (K1, K2, K3)

Unit II Computer programming Languages (15 Hours)

- 2.1 Algorithms (K1, K2, K3)
- 2.2 Flowcharts (K1, K2, K3)
- 2.3 Control structure – Programming paradigm (K1, K2, K3)
- 2.4 Programming languages – Generations of programming language (K1, K2, K3)
- 2.5 Introduction to computer software – Definition – Categories (K1, K2, K3)
- 2.6 Software piracy – Software terminologies.(K1, K2, K3)

Unit III Introduction to Information Technologies (15 Hours)

- 3.1 Computers in business and industry (K1, K2, K3, K4)
- 3.2 Computers in home (K1, K2, K3)
- 3.3 Computers in education and training (K1, K2, K3, K4)
- 3.4 Computers in entertainment, science, medical and engineering(K1, K2, K3, K4)
- 3.5 Internet and Wide World Web- Electronic Mail: Mail Basics (K1, K2, K3)
- 3.6 E-Mail Ethics E-mail - Advantages and Disadvantages – Mailing lists(K1, K2, K3,K4)

Unit IV Management information systems (15 Hours)

- 4.1 Introduction (K1, K2, K3)
- 4.2 Basic concepts of management information system (K1, K2, K3)
- 4.3 Scope of management information system (K1, K2, K3 , K4)
- 4.4 Classification of information system (K1, K2, K3, K4)
- 4.5 Characteristics of management information systems (K1, K2, K3, K4)
- 4.6 Functions of management information system (K1, K2, K3, K4)

Unit V Functional information system (15 Hours)

- 5.1 Introduction - Functional information system (K1, K2, K3, K4)
- 5.2 Marketing management information system (K1, K2, K3, K4)
- 5.3 Human resource information system (K1, K2, K3, K4)
- 5.4 Financial management information system (K1, K2, K3, K4)
- 5.5 Production and inventory information system (K1, K2, K3, K4)
- 5.6 CRM and SCM using information system (K1, K2, K3, K4)

Text Books

1. Alexis Leon, Mathew Leon, Fundamentals of Information Technology, Vikas Publishing House Pvt. Ltd., 1999. (Unit I, II, IV, V)
2. Sahil Raj, Management Information Systems, Pearson, 2nd Edition, 2018

Reference Books

1. ITL Education Solutions Limited, Introduction to Information Technology, Pearson's Education, 2007 (Unit III)
2. V Rajaraman, Information Technology, Prentice Hall of India, 2003.

Web Resources

https://imed.bharativedyapeeth.edu/media/pdf/bca_sem_i.pdf

SEMESTER – VI**UEBAC20 – TOTAL QUALITY MANAGEMENT**

Year: III	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: VI	UEBAC20	Total Quality Management	Theory	Elective	5	5	100

Objectives

1. To understand the concepts of total quality management
2. To acquire knowledge about the customers and to have continuous improvement
3. To analyze the supplier partnering and the performance measure for improvement
4. To create an awareness regarding quality challenges and benchmarking
5. To analyze critically the strategic issues in quality management and standardization

Course Outcomes (CO)

The learners will be able to

1. Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems
2. Identify the key aspects of the quality improvement cycle and to select and use appropriate tools and techniques for controlling, improving and measuring quality
3. Critically appraise the organizational, communication and teamwork requirements for effective quality management
4. Know the concept of benchmarking and total productive maintenance in the organization
5. Identify key challenges in implementing TQM and maintain standardization

CO	PO					
	1	2	3	4	5	6
CO1	L	M	M	H	M	H
CO2	H	H	H	H	M	H
CO3	H	H	M	M	H	H
CO4	H	M	H	H	H	H
CO5	H	M	H	M	M	H

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	L	M	M	H	M	H
CO2	H	M	H	H	M	H
CO3	H	H	M	H	H	M
CO4	M	M	H	H	H	H
CO5	H	M	M	H	M	H

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

UNIT I Introduction

(15 Hours)

- 1.1 Definition of Quality – Need for quality - Dimensions of product and service quality – Quality planning (K1,K2)
- 1.2 Quality costs – Analysis techniques for quality costs - TQM - Introduction – Definition (K1,K2)
- 1.3 Principles of TQM (K1,K2)
- 1.4 Quality council – Quality Statements (K1,K2)
- 1.5 Deming Philosophy (K1,K2)
- 1.6 Barriers to TQM Implementation. (K1,K2)

UNIT II Customer Satisfaction

(15 Hours)

- 2.1 Customer Satisfaction – Customer perception of quality (K1,K2)
- 2.2 Customer complaints, Service quality (K1,K2)
- 2.3 Customer retention, Employee involvement (K1,K2)
- 2.4 Continuous process improvement (K1,K2)
- 2.5 Juran Trilogy, PDCA Cycle (K1,K2,K3)
- 2.6 5S, Kaizen (K1,K2,K3)

UNIT III Supplier Partnering and Performance Measure

(15 Hours)

- 3.1 Supplier Partnership – Partnering, Sourcing (K1,K2,K3)
- 3.2 Supplier selection, Supplier rating, Relationship development (K1,K2,K3)
- 3.3 Performance Measures – Basic concepts – Strategy (K1,K2,K3)
- 3.4 Performance measure - Process capability (K1,K2,K3)
- 3.5 Concept of six- sigma (K1,K2,K3)
- 3.6 Control charts (K1,K2,K3)

UNIT IV Benchmarking and Failure Mode and Effect Analysis (FMEA)

(15 Hours)

- 4.1 Benchmarking – Reasons to Benchmark (K1,K2,K3)
- 4.2 Benchmarking process (K1,K2)
- 4.3 Quality Function Development (QFD) – House of Quality, QFD process – Benefits (K1,K2,K3)
- 4.4 Taguchi Quality Loss Function (K1,K2)
- 4.5 Total Productive Maintenance (TPM) – Concept - Improvement – Needs (K1,K2,K3)
- 4.6 FMEA – Stages of FMEA – Types (K1,K2)

UNIT V Standardization

(15 Hours)

- 5.1 ISO - Origin – Introduction (K1,K2)
- 5.2 Need for ISO 9000 and other Quality Systems (K1, K2)
- 5.3 ISO 9000: 2000 Quality System – Elements (K1,K2)
- 5.4 Implementation of Quality System (K1,K2)
- 5.5 Documentation (K1)
- 5.6 Quality Auditing (K1)

Text Books

1. Dale H. Besterfield, et al., Total Quality Management, Pearson Education, New Delhi, 3rd Edition Reprint, 2012.
2. V. Jayakumar, Total Quality Management, Lakshmi Publication, Chennai, 7th Edition, 2014.

Reference Books

1. James R. Evans & William M. Lindsay, The Management and Control of Quality, South Western Cengage Learning, London, 8th Edition, 2011
2. Narayana V. & Sreenivasan N.S., Quality Management: Concept and Tasks, New Age International, Chennai, 4th Edition, 2012.
3. Sunil Luthra, Dixit Garg, Ashish Agarwal, Sachin K. Mangla; Total Quality Management, Principles, Methods, and Applications, *1st Edition, CRC Press*
4. P.N. Mukherji; Total Quality Management, PHI, 2016

Web Resources

<https://www.techtargt.com/searchcio/definition/Total-Quality-Management>

<https://www.studocu.com/row/document/iqra-university/strategic-management/total-quality-management-notes/12596571>

SEMESTER – VI**UEBAD20 – ENTREPRENEURIAL DEVELOPMENT**

Year: III	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: VI	UEBAD20	Entrepreneurial Development	Theory	Elective	5	5	100

Objectives

1. To develop entrepreneurial way of thinking
2. To understand to design the business plan for getting institutional support
3. To understand the different level of entrepreneur and their roles in the economy
4. To know the strategies for entering into new market to be successful in business
5. To nurture the entrepreneurial skills and help to identify the new business opportunity

Course Outcomes (CO)

The learners will be able to

1. Have the ability to discern entrepreneurial traits
2. Know the different entrepreneur and supporting institution and Write a business plan
3. Know the parameters to assess opportunities for new business ideas
4. Identify the various forms of entrepreneur and to correlate which form of business will suit their need
5. Understand the environment and to apply the strategies to enter into new market

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	M	M
CO2	H	H	H	L	H	H
CO3	H	M	M	L	M	H
CO4	L	L	H	H	H	M
CO5	H	H	H	H	H	H

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	M	H	H	M	H	M
CO2	H	H	H	L	H	H
CO3	H	H	M	L	M	H
CO4	L	L	H	M	H	M
CO5	H	M	H	M	H	H

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

UNIT I: Introduction

(15 Hours)

- 1.1 Introduction – Definition- Understanding the meaning of entrepreneurship (K1)
- 1.2 Importance of entrepreneurship (K1, K2)
- 1.3 Characteristics of an entrepreneur (K1, K2)
- 1.4 Classification of the entrepreneurs (K1, K2)
- 1.5 Factors influencing entrepreneurship (K1, K2)
- 1.6 Role played by Government and non- government agencies (K1, K2)

UNIT II: Entrepreneurial growth, Project appraisal

(15 Hours)

- 2.1 Project Appraisal – Techniques (K1, K2)
- 2.2 Business plan - Content of business plan (K1, K2, K3)
- 2.3 EDP's (K, K2)
- 2.4 SIDBI (K1, K2)
- 2.5 DIC– MSME (K1, K2)
- 2.6 Industrial policy of Government of India (K1, K2)

UNIT III: Business Idea generation technique

(15 Hours)

- 3.1 Starting an enterprise (K1)
- 3.2 Business Generation Techniques (K1)
- 3.3 Marketing feasibility (K1)
- 3.4 Financial feasibility (K1)
- 3.5 Technical feasibility – Legal feasibility (K1)
- 3.6 Managerial and Location feasibility (K1)

UNIT IV: Forms of Entrepreneur

(15 Hours)

- 4.1 Rural entrepreneurs (K1, K2)
- 4.2 Small scale entrepreneurs (K1, K2)
- 4.3 Export entrepreneur-Export procedure (K1, K2, K3)
- 4.4 Family Business - Importance of family business - Responsibilities and rights of shareholders of a family business Pitfalls of the family business (K1, K2)
- 4.5 Women entrepreneurship – Meaning - Definition- Problems of women entrepreneur (K1, K2)
- 4.6 Prospects of women entrepreneur – Success stories of women entrepreneurs (K1, K2)

UNIT V: Entering the Market

(15 Hours)

- 5.1 Michael porter's five force model (K1, K2)
- 5.2 Acquisition (K1, K2, K3)
- 5.3 Joint ventures (K1, K2, K3)
- 5.4 Franchising (K1, K2, K3)
- 5.5 Licensing (K1, K2, K3)
- 5.6 Piggybacking (K1, K2)

Text Books

1. Jayshree Suresh, *Entrepreneurial Development*, Margham Publication, Chennai, 5th Edition, 2012.
2. S S Khanka, *Entrepreneurial Development*, Sultan Chand & Sons, New Delhi, 5th Edition, 2013.

Reference Books

2. Robert, Michael, Dean A. Shepherd, *Entrepreneurship*, Tata McGraw Hill, New Delhi, 10th Edition, 2017
3. Poornima M. Charanntimath, *Entrepreneurship Development: Small Business Enterprises*, Pearson Education, New Delhi, 2nd Edition, 2013.
4. David H Holt, *Entrepreneurship: New Venture Creation*, John Wiley & Sons, 2016.
5. S.S.Khanka, *Entrepreneurial Development*, S.Chand & Company Ltd, 2017.

Web Resources

<https://core.ac.uk/download/pdf/98660713.pdf>

<https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf>

https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm

SEMESTER – V/VI

USBAF520/USBAF620– APPLICATIONS OF GST

Year: III	Course Code: USBAF520/ USBAF620	Title of the Course: Applications of GST	Course Type: Theory	Course Category: Skill Based Elective	H/W 2	Credits 2	Marks 100
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Objectives

1. To enable the students to learn the concepts of GST from the pre-GST period to post- GST period
2. To Attain knowledge in formalities and registration
3. To study the procedure of filing GST returns
4. To comprehend the principles of taxations, objectives of taxes and its impact, shifting and incidence process of indirect taxes in the market orientated economy
5. To understand the implications of GST on the taxable capacity consumers, dealers and of the society at large and its changes
6. To make them to be a tax consultant in preparing the tax planning, tax management, Payment of tax and filing of tax returns

Course Outcomes (CO)

The learners will be able to

1. Study the basic concepts of GST
2. Learn the registration of tax filling
3. Understand the GST returns
4. Learn the composition scheme
5. Know the input tax credit

CO	PO					
	1	2	3	4	5	6
CO1	M	M	H	M	H	M
CO2	M	M	H	L	H	M
CO3	M	M	H	M	H	M
CO4	L	M	M	L	M	L
CO5	L	M	M	L	M	L

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	M	M	M
CO2	M	M	H	L	H	M
CO3	M	H	H	M	H	M
CO4	L	M	M	L	M	L
CO5	L	M	H	L	H	L

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

Unit I - Introduction to Goods and Services Tax (12 Hours)

- 1.1 Introduction - Stages of Evolution of Goods and Services Tax (K1)
- 1.2 Methodology of GST (K1, K2, K3)
- 1.3 Constitutional background (K1, K2, K3)
- 1.4 Benefits of implementing GST (K1, K2, K3)
- 1.5 Structure of GST- Central Goods and Services Tax - State Goods and Services Tax (K1, K2, K3)
- 1.6 UTGST - Integrated Goods and Services Tax (K1, K2, K3)

Unit II: Levy, Tax Collection and Reverse Charge Mechanism (12 Hours)

- 2.1 Levy and Collection of Tax (K1)
- 2.2 Rates of GST- Scope of Supply (K1, K2, K3)
- 2.3 Composite and Mixed Supplies (K1, K2, K3)
- 2.4 E-commerce under GST regime (K1, K2, K3)
- 2.5 Composition Scheme of Levy-Value of taxable supply (K1, K2, K3)
- 2.6 Interstate supply-Intra state supply (K1, K2, K3)

Unit III-Concept of time and place of supply & Import and Export (12 Hours)

- 3.1 Time of supply (K1)
- 3.2 Place of supply (K1, K2, K3)
- 3.3 Significance (K1, K2, K3)
- 3.4 Time and place of supply in case of intra state supply (K1, K2, K3)
- 3.5 Interstate supply (K1, K2, K3)
- 3.6 Import and export of goods and services (K1, K2, K3)

Unit IV- Input Tax Credit & Payment of GST (12 Hours)

- 4.1 Cascading Effect of Taxation- Benefits of Input Tax Credit (K1)
- 4.2 Computation - Input service distribution (K1, K2, K3)
- 4.3 Recovery of Credit -Reversal of credit-Utilization of Input tax credit (K1, K2, K3)
- 4.4 Cases in which input tax credit is not available (K1, K2, K3)
- 4.5 Tax Invoice - Unauthorized Collection of Tax - Credit Notes - Debit Notes (K1, K2, K3)
- 4.6 Electronic Cash Ledger - Electronic Credit Ledger - Electronic liability ledger (K1, K2, K3)

Unit V – Registration, Returns and Accounts and Assessment (12 Hours)

- 5.1 Registration - Persons Liable for Registration (K1, K2, K3)
- 5.2 Compulsory Registration - Deemed Registration (K1, K2, K3)
- 5.3 Procedure For Registration - GSTIN (K1, K2, K3)
- 5.4 Amendment of Registration - Cancellation of Registration (K1, K2, K3)
- 5.5 Revocation of cancellation (K1, K2, K3)
- 5.6 Furnishing Details of Supplies - Returns - Accounts and Records (K1, K2, K3)

Text Books

1. Goods and service taxes (GST) by Dr.M.C Mehotra and Prof.V.P.Agarwal - Sahitya Bhawan publication, 5th Edition, 2019.
2. Goods and Services Tax (GST) in India B. Viswanathan, 1st Edition, 2016.

Reference Books

1. GST Guidebook - ClearTax - Reckitt Benckinser

Web Resources

[https://cleartax.in/s/gst-guide-introduction.](https://cleartax.in/s/gst-guide-introduction)

SEMESTER – V/VI**UGBAA520/ UGBAA620 – NON MAJOR ELECTIVE: HUMAN RESOURCE MANAGEMENT**

Year: III Sem: V/VI	Course Code: UGBAA520/ UGBAA620	Title of the Course: Human Resource Management	Course Type: Theory	Course Category: Non Major Elective	H/W 3	Credits 2	Marks 100
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Objectives

1. To understand the basic concepts of HRM
2. To have a good understanding on Recruitment, Selection and Training process
3. To gain knowledge on the performance appraisal and training of the employees
4. To familiarize the students with the provisions of welfare and safety measures
5. To develop deep insight about the challenges in HRM

Course Outcomes (CO)

The learners will be able to

1. Integrate the knowledge of HR concepts
2. Apply the gained knowledge of Recruitment, Selection and Training in their career
3. Be able to implement and evaluate the requirements of performance appraisal and training of the employees
4. Gain knowledge over welfare measures and safety measures of the employees
5. Equip with the knowledge of the challenges of HR and talent management

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	M	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	M	H
CO4	H	H	H	M	H	H
CO5	H	M	H	L	M	H

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	M	M	H
CO2	M	H	H	H	H	H
CO3	H	M	H	H	M	H
CO4	H	H	M	M	L	H
CO5	H	M	H	L	M	M

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

Unit I Introduction to Human Resource Management (9 Hours)

- 1.1: Definition - Scope of HRM (K1, K2, K3, K4)
- 1.2: Objectives of HRM (K1, K2, K3, K4)
- 1.3: Qualities of a HR manager (K1, K2, K4)
- 1.4: Difference between HRM and Personnel management (K1, K2)
- 1.5: HR Planning – Need – Process – Requisites and barriers (K1, K2)
- 1.6: HRIS – E-HR (K1, K2)

Unit II Recruitment and Selection (9 Hours)

- 2.1: Recruitment – Factors (K1, K2, K3)
- 2.2: Process of Recruitment (K1, K2, K3)
- 2.3: Sources of Recruitment (K1, K2, k3)
- 2.4: Selection – Process (K1, K2, K4)
- 2.5: Induction and Orientation – Purpose – Strategic Choices – Problems (K1, K2, K4)
- 2.6: Placement (K1, K2, K4)

Unit III Performance Appraisal and Training (9 Hours)

- 3.1: Performance appraisal – Meaning – Objectives (K1, K2, K4)
- 3.2: Process and Problems of Performance Appraisal (K1, K2, K4)
- 3.3: Methods of Performance Appraisal (K1, K2, K3)
- 3.4: Training – Inputs – Process (K1, K2, K3)
- 3.5: Techniques of Training (K1, K2, K3, K4)
- 3.6: Career Planning and Development (K1, K2, K3)

Unit IV Employee Welfare and Safety Measures (9 Hours)

- 4.1: Participative management – Types (K1, K2, K3)
- 4.2: Employee welfare – Measures (K1, K2, K3)
- 4.3: Approaches to Employee Welfare (K1, K2)
- 4.4: Safety - Need – Health (K1, K2, K3)
- 4.5: Industrial Relations (K1, K2, K4)
- 4.6: Trade unions (K1, K2, K4)
- 4.7: Work Stress – Reasons (K1, K2, K4)
- 4.8: Coping strategies of stress (K1, K2, K3, K4)

Unit V Talent Management (9 Hours)

- 5.1: Talent acquisition and retention (K1, K2, K4)
- 5.2: Quality of Work Life – Factors (K1, K2, K3)
- 5.3: Job Enlargement – Reasons (K1, K2, K3, K4)
- 5.4: Job enrichment – Features (K1, K2, K4)
- 5.5: Job Rotation – Job Analysis – Job Specification (K1, K2, K3)
- 5.6: HR Audit – Approaches (K1, K2)
- 5.7: Challenges in HR (K1, K2)

Text Books

1. V. S. P Rao, Human Resource Management: Text and Cases, Excel Books, New Delhi, 3rd Edition, 2010
2. K Aswathappa, Human Resource Management and Personnel Management, Tata McGraw Hill, New Delhi, 8th Edition, 2015

Reference Books

1. P.L Rao, Human Resource Management - Excel Books, 2008
2. P.C. Tripathi, Human Resource Development, Sultan Chand and Sons, New Delhi, 6th Edition, 2010

Web Resources

<https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf>

<https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf>

SEMESTER – I/II**USBAA120/USBAA220 – LIFE STYLE MANAGEMENT**

Year: I Sem: I/II	Course Code: USBAA120/ USBAA220	Title of the Course: Life Style Management	Course Type: Theory	Course Category: Skill Based Elective	H/W 2	Credits 2	Marks 100
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Objectives

1. To know the fundamental concepts of self management
2. To acquire the knowledge of Stress management
3. To have the knowledge about time management
4. To assess the knowledge about situations management
5. To study the knowledge related to Career Management

Course Outcomes (CO)

The learners will be able to

1. Be equipped with the talent of self management
2. Acquire the skills of Stress management
3. Be able to manage time
4. Be able to tackle and manage various situations
5. Familiarized in the skills of Career Management

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	M	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	M	H
CO4	H	H	H	M	H	H
CO5	H	M	H	L	M	H

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	M	M	H	M	M	H
CO2	H	H	H	H	H	M
CO3	H	M	H	H	M	H
CO4	H	H	M	M	M	H
CO5	H	M	H	L	M	M

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

Unit I Self-Management

(6 hours)

- 1.1 Meaning – Self Awareness (K1,K2)
- 1.2 Dimensions of Personality Development (K1,K2,K3)
- 1.3 Interpersonal Relations – Types of Complexes (K1,K2,K3)
- 1.4 Emotional Intelligence – Emotional Management (K1,K2,K3)
- 1.5 Components of EI – SWOT Analysis (K1,K2,K3,K4)
- 1.6 Health and Nutrition Management (K1,K2,K3)

(6 hours)

- 2.1 Meaning - Definition of stress (K1,K2,)
- 2.2 Life style stressors (K1,K2,K3)
- 2.3 Major sources of stress (K1,K2,K3)
- 2.4 Work Stress (K1,K2,K3)
- 2.5 Symptoms – Guidelines to reduce stress (K1,K2,K3)
- 2.6 Workplace humor (K1,K2,)

Unit III Time Management

(6 hours)

- 3.1 Definition (K1,K2)
- 3.2 Tips for Time Management (K1,K2,K3)
- 3.3 Advantages (K1,K2,K3)
- 3.4 Common mistakes students make in Time Management (K1,K2,K3,K4)
- 3.5 Goals of Time Management (K1,K2,K3,K4)
- 3.6 Technology and Media Management (K1, K2, K3)

Unit IV Situations Management

(6 hours)

- 4.1 Conflict management (K1,K2,K3)
- 4.2 Styles of managing Conflict (K1,K2,K3)
- 4.3 Anger management (K1,K2,K3)
- 4.4 Crisis management (K1,K2,K3)
- 4.5 Event management (K1,K2,K3)
- 4.6 Components of a successful Event (K1, K2, K3)

Unit V Career Management

(6 hours)

- 5.1 Career Planning (K1,K2,K3)
- 5.2 Elements of Career management in Business (K1,K2,K3)
- 5.3 Team building (K1,K2,K3)
- 5.4 Change management (K1,K2,K3)
- 5.5 Creativity management (K1,K2,K3)
- 5.6 Work Life Balance (K1, K2, K3)

Text Books

1. Richard Regis, Stress Management, National HRD Net Work Publication, 2008
2. Materials will be provided

Reference Books

1. P.C. Tripathi, Human Resource Development, Sultan Chand & Sons, 2010

Web Resources

<https://www.studocu.com/en-us/document/university-of-central-florida/fitness-and-weight-management/healthy-lifestyle-lecture-notes-1/2161351>

SEMESTER – I/II

USBAB120/USBAB220 – WINNING THROUGH COMMUNICATION

Year: I	Course Code: USBAB120/ USBAB220	Title of the Course: Winning Through Communication	Course Type: Theory	Course Category: Skill Based Elective	H/W 2	Credits 2	Marks 100
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Objectives

1. To understand the role of communication in Personal and Professional success
2. To impart the correct practices and strategies of effective letter writing and drafting of resume
3. To provide an overview of prerequisites to business correspondence
4. To understand and evaluate key approaches used in report writing
5. To develop skills in report writing

Course Outcomes (CO)

The learners will be able to

1. Be able to understand the concepts in communication
2. Attain skill in writing letters and resume
3. Be trained in drafting business correspondence
4. Able to draft effective business report with brevity and clarity
5. Gain confidence in various career development initiatives like Group Discussion, Role play and interviewing techniques

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	M	H	H	H	H	H
CO3	L	H	H	H	H	L
CO4	M	H	H	H	H	H
CO5	M	H	H	H	H	M

H- High (3), M- Moderate (2), L- Low (1)

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	M	H
CO2	M	M	H	H	H	H
CO3	L	H	M	H	H	L
CO4	M	H	H	M	H	H
CO5	M	H	H	H	M	M

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

Unit I - Introduction to Communication

(6 Hours)

- 1.1 : Definition of communication – Elements (K1, K2, K3)
- 1.2 : Guidelines for effective business communication (K1, K2, K3, K4)
- 1.3: Steps in communication process (K1, K2, K3, K4)
- 1.4: Types and media of communication (K1, K2)
- 1.5: Barriers in communication (K1, K2, K3)
- 1.6: Technology in Communication (K1, K2)

Unit II Letter writing skills

(6 Hours)

- 2.1: Business Letter – Meaning (K1, K2, K3, K4)
- 2.2: Structure of business letter (K1, K2, K3)
- 2.3: Leave letter (K1, K2, K3, K4)
- 2.4: Complaint letter (K1, K2, K3)
- 2.5: Letter of application (K1, K2, K3)
- 2.6: Preparation of resume/CV (K1, K2, K3, K4)

Unit III Business Letter

(6 Hours)

- 3.1 : Types of Business Letter (K1, K2, K3)
- 3.2 : Sales letter - Enquiry – Quotations (K1, K2, K3, K4)
- 3.3: Order – Adjustment Letter (K1, K2, K3, K4)
- 3.4: Follow up Letter - Reference letter (K1, K2, K3, K4)
- 3.5: Acknowledge Letter – Cover Letter (K1, K2, K3, K4)
- 3.6: Resignation Letter (K1, K2, K3, K4)
- 3.7: Banking Correspondence (K1, K2)

Unit IV Report Writing

(6 Hours)

- 4.1 : Report – Meaning (K1, K2)
- 4.2: Features of a good Report (K1, K2, K3)
- 4.3 : Essentials Elements of the Research Report (K1, K2)
- 4.4: Classification of Reports (K1, K2, K3)
- 4.5 : Types of Business Report: Periodic Reports – Proposals (K1, K2, K3, K4)
- 4.6 : Types of Business Report: Policies and Procedures – Situational Reports (K1, K2, K3, K4)

Unit V Practical Session

(6 Hours)

- 5.1: Group discussion – Importance (K1, K2, K3,
- 5.2: Criteria for group discussion (K1, K2, K3, K4)
- 5.3: Process – Do's and Don'ts of group discussion (K1, K2, K3)
- 5.4: Creation of Gmail Account (K1, K2, K3)
- 5.5 : Role - Play (K1, K2, K3)
- 5.6 : Interviewing Techniques (K1, K2, K3)
- 5.7: Presentation Techniques (K1, K2, K3)

Text Books

1. Rajendra Pal & Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, 2017

Reference Books

1. R. C Sharma and Krishan Mohan, Business Correspondence and Report Writing, Tata McGraw Hill, 3rd Edition, 2017

Web Resources

<https://www.manage.gov.in/studymaterial/ec.pdf>