

D.K.M COLLEGE FOR WOMEN

VELLORE-1



(AUTONOMOUS)

TEMPLATES

&

SYLLABUS

BBA (BACHELOR OF BUSINESS ADMINISTRATION)

OUTCOME BASED EDUCATION

[With effect from the year 2022]

VELLORE – 632 001.

D.K.M COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE

DEPARTMENT OF MANAGEMENT STUDIES

BBA – BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO1: To provide the fundamental concepts and theory of business practice and understanding of the global context in which business operates.

PEO2: To develop the ability to think critically, Analyze problems quantitatively and to use a variety of appropriate in solving business problems.

PROGRAMME OUTCOMES (PO)

PO1: Students will be able to demonstrate foundational knowledge of the functional areas of business.

PO2: To provide students with a broad range of managerial capabilities, the capacity for critical thinking, communication and problem-solving skills, legal and ethical behavior.

PO3: Students will be able to demonstrate knowledge of the ethical obligations of business and apply them to business decisions.

PO4: Students identify business opportunities and formulate plans, and detect business problems and develop alternative solutions.

PO5: To prepare graduates for diverse careers in global management, administration and entrepreneurship through a well-rounded business education with a focus on global business operations, emerging markets and technology-enabled organizations.

PO6: To develop appropriate skills in the students so as to make them competent and provide themselves self – employment.

DEPARTMENT OF MANAGEMENT STUDIES
BBA
OUTCOME BASED EDUCATION - CBCS PATTERN
with effect from 2022
The course of study and scheme of Examination

SEMESTER- I

S.NO	Part	Course title	Subject code	Ins /Hr s	Cr edi t	Title of the paper	Maximum marks		
							CIA	Uni. Exam	Total
1	I	Language –I	22CFTA1A	6	4	Tamil – I / Other language	25	75	100
2	II	English – I	22CFEN1A	6	4	English – I	25	75	100
3	III	Core paper – I	22CBA1A	5	4	Basics of Managerial Concepts	25	75	100
4	III	Core paper – II	22CBA1B	5	4	Business Organization	25	75	100
5	III	Allied paper – I	22CAMA1B	6	5	Business mathematics and Statistics – I	25	75	100
6	IV	EVS	22CES1A	2	2	EVS	25	75	100
		TOTAL		30	23		150	450	600
SEMESTER II									
7	I	Language – II	22CFTA2A	6	4	Tamil – II / Other Language	25	75	100
8	II	English – II	22CFEN2A	4	4	English – II	25	75	100
9	III	Core paper – III	22CBA2A	5	4	Business Communication	25	75	100
10	III	Core paper – IV	22CBA2B	5	4	Production management	25	75	100
11	III	Allied paper – II	22CAMA2B	6	5	Business mathematics and Statistics – II	25	75	100
12	IV	Value education	22CVE2A	2	2	Value education	-	50	50
13	IV	Soft skills	22SEN2A	2	1	Soft skills	-	50	50
		TOTAL		30	24		125	475	600

SEMESTER III									
S.N O	Part	Course title	Subject code	Ins /H rs	Cre dit	Title of the paper	CIA	Uni. Exa m	Tota l
14	I	Language –III	22CF TA3A	6	4	Tamil – III / Other language	25	75	100
15	II	English – III	22CF EN3A	6	4	English – III	25	75	100
16	III	Core paper – V	22CBA3A	5	4	Human Resource Management	25	75	100
17	III	Core paper –VI	22CBA3B	5	4	Financial Accounting	25	75	100
18	III	Allied paper – III	22CABA3A	4	5	Economics for Managers	25	75	100
19	IV	Skill based subject – I	22SBA3A	2	2	Business Policy and Strategic Management	-	50	50
20	IV	Non – major – I	22NBA3A	2	2	E – Business	-	50	50
		Total		30	25		125	475	600

SEMESTER IV									
21	I	Language –IV	22CF TA3A	6	4	Tamil – IV / Otherlanguage	25	75	100
22	II	English – IV	22CF EN3A	6	4	English – IV	25	75	100
21	III	Core paper – VII	22CBA4A	4	4	Legal Aspects of Business	25	75	100
22	III	Core paper – VIII	22CBA4B	5	4	Cost Accounting	25	75	100
23	III	Allied paper – IV	22CABA4A	5	5	Operations Research	25	75	100
24	IV	Skill based subject – II	22SBA4A	2	2	Management Information System	-	50	50
25	IV	Non – major – II	22NBA4A	2	2	Women Entrepreneurial Management	-	50	50
		TOTAL		30	25		125	475	600

Internship Training – Optional (End of the Fourth even semester) 1 to 3 Credits

SEMESTER- V

S. N O	Part	Course title	Subject code	Ins /H rs	Cr edit	Title of the paper	CIA	Uni. Exam	Total
26	III	Core paper – IX	22CBA5A	6	4	Research Methodology	25	75	100
27	III	Core paper – X	22CBA5B	6	4	Marketing Management	25	75	100
28	III	Core paper – XI	22CBA5C	6	4	Management Accounting	25	75	100
29	III	Elective paper – I	22CBA5D	6	3	Organizational Behavior	25	75	100
30	III	Elective – II	22CBA5E	4	3	Business Environment	25	75	100
31	IV	Skill based subject – III	22SBA5A	2	2	Total Quality Management	-	50	50
		TOTAL		30	20		125	425	550

SEMESTER –VI

S. N O	Part	Course title	Subject code	Ins /H rs	Cr edit	Title of the paper	CIA	UNI. EXAM	TOT AL
32	III	Core paper – XII	22CBA6A	6	4	Entrepreneurial Development	25	75	100
33	III	Core paper – XIII	22CBA6B	6	4	Industrial Relations and Labour Welfare	25	75	100
34	III	Elective paper – III	22CBA6C	6	3	Materials Management	25	75	100
35	III	Elective – IV	22CBA6D	5	3	International Business Management	25	75	100
36	III	Project	22CBA6I	5	4	Project with Viva voce	25	75	100
37	IV	Skill based subject – IV	22SBA6I	2	2	Practical : Accounting Software - Tally	-	50	50
38	V	Extension Activities	22CEA6I	-	3	Extension Activities	100	-	100
		TOTAL		30	23		225	425	650
				180	140				3600

CONSOLIDATED STATEMENT FOR BBA

PART	SUBJECT	PAPERS	CREDIT	TOTAL CREDITS	MARKS	TOTAL MARKS
Part I	Languages	4	4	16	100	400
Part II	English	4	4	16	100	400
Part III	Allied	4	5	20	100	400
Part III	Elective	4	3	12	100	400
Part III	Core Theory	13	4	52	100	1300
Part III	Core Practical	-	-	-	-	-
Part III	Project	1	4	4	100	100
Part IV	EVS	1	2	2	100	100
Part IV	Value Education	1	2	2	50	50
Part IV	Skill Based Subject	4	2	8	50	200
Part IV	Non – Major	2	2	4	50	100
Part IV	Soft Skill	1	1	1	50	50
Part V	Extension Activities	-	3	3	100	100
	Total			140		3600

BASICS OF MANAGERIAL CONCEPTS

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per week	
I	22CBA1A	Core paper – I	75	5	75	5	4

COURSE OBJECTIVE:

Knowledge on the basics of managerial economics is essential for all kinds of organizations. This subject will enhance the students to learn about basic functions of management like planning, organizing, Delegation, Conflict and Coordination.

COURSE OUTCOMES:

On Successful completion of the Course the student will be able:

CO Number	CO Statement	Knowledge level(K1-K4)
CO1	To acquaint the students with the fundamentals of management functions.	K1
CO2	To make clear and understand about planning and organization policies.	K2
CO3	Interpret why a good organizational structure and coordination is needed for effective organizations .	K2
CO4	To Managing power and authority, responsibilities understand in several organizations.	K3
CO5	Causes of conflicts and need for co-ordination clearly understand in an organization.	K3

K1 – Remember; K2 – Understand; K3 – Apply; K4– Analyze

MAPPING WITH PROGRAMME OUTCOMES:

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	S	M	M	M	S
CO2	M	S	M	M	M	M
CO3	M	M	M	M	S	M
CO4	M	M	M	M	M	M
CO5	M	M	M	M	M	M

S – Strong; M – Medium; L – Low

UNIT- I Management**15 Hours**

Concept of Management: Scope – Importance - Nature – Functions. Evolution of Management Thought: Henry Fayol General Principles of management – Taylor Scientific Management - Levels of management - Functional areas of management- Management skills – Management as Science and Art – Management and Administration – Roles of manager.

UNIT -II Planning**15 Hours**

Concept of Planning: Nature – Importance – Steps - Types of Planning - Types of Plan - Barriers to Effective planning - Making planning effective - Management By Objectives.

Concept of Decision Making: Types of Decision Making - Decision Making process - Techniques of Decision making process.

UNIT- III Organizing**15 Hours**

Concept of Organization and Organizing: Nature – Process - Principles of Organization - Factors Affecting Organization structure - Organization Structure.

Concept of Departmentation: Bases – Principles – Need – Types - Span of management.

UNIT- IV Training and Development & Motivation

15 Hours

Training and Development: Objectives – Need – Importance - Distinguish between Training and Development – Process – Types.

Concept of Motivation: Importance of Motivation - Types of Motivation - Theories of Motivation: Maslow's Need Hierarchy Theory - McClelland's Need Theory - McGregor's Theory X and Y Theory.

UNIT -V Control and Coordination

15 Hours

Fundamentals of Controlling: Concept - Process - Need For Control - **Types of Control:** Budgetary Control and Non – Budgetary Control - Steps in Controlling - Source of Controlling - Techniques of Controlling

Coordination: Need - Importance – Steps - Types and principles of Coordination- Techniques of Effective Coordination - Difference between Coordination and Cooperation.

Distribution of Marks : 100% Theory

TEXT BOOKS:

Sl.No	Authors	Title	Publishers	Year of publication
1	L.M. Prasad	Principles and Practice of Management	Sultan Chand & Sons 8 th Edition	2013
2	J. Jayasankar	Principles of Management	Margham publication	2009
3	R. Sivarethinamohan and P. Aranganathan	Principles of Management	CBA Publication	2011
4	R.N.Gupta	Principles of Management	Sultan Chand & sons	2001
5	Taloo	Business organization and Management	Tata McGraw Hill	2007

REFERENCE BOOKS:

S.N O	Authors	Title	Publishers	Year of publication
1	Hellriegel, Slocum & Jackson	Management - A Competency Based Approach	Thomson South Western, 10th edition	2007
2	Charles W L Hill, Steven L McShane,	Principles of Management	Mcgraw Hill	2007
3	P.C.Tripathi & P.N.Reddy	Principles of Management	Tata Mcgraw Hill	1991

TEACHING METHODOLOGY:

1. Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study
10. Role play

SYLLABUS DESIGNER:

Dr. E. Veronica, Assistant Professor, Department of Management Studies, D.K.M
College for Women.

BUSINESS ORGANIZATION

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per week	
I	22CBA1B	Core paper – II	75	5	75	5	4

COURSE OBJECTIVE:

Knowledge on business essential for all kinds of organizations. This subject will improve the students to learn about the relevant as long as business exists. It increasing complexity of the business world has generated and transformed interest in the fine distinction of the subject.

COURSE OUTCOMES:

On Successful completion of the Course the student will be able:

CO Number	CO Statement	Knowledge level (K1-K4)
CO1	To understand the basic business concepts.	K2
CO2	To provide various characteristic of business state through Trade and E-commerce and organizational Objectives and its evolution of business.	K2
CO3	To understand the success of the organization with its Social and Business Ethics	K3
CO4	To understand the nature of Sole Proprietorship and partnership etc.,	K3
CO5	To measure the performance of all organization and its practical approach and orientation of shares and Debentures, etc.,	K3

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	S	S	S	S	S
CO2	S	S	S	S	S	S
CO3	S	S	S	S	S	S
CO4	S	S	S	S	S	S
CO5	S	S	S	S	S	S

S – Strong; M – Medium; L – Low

UNIT-I Nature and Evolution of Business

15 Hours

Business: Nature –Characteristics of Business - Objectives of Business - Criteria for Success in Modern Business - Profession – Employment - Distinction between Business, Profession and Employment - Classification of Business Activities – Industry – Commerce - E-Commerce – Trade and Auxiliaries to Trade - Difference between Trade and Commerce.

UNIT- II Ethics and Social Responsibility of Business

15 Hours

Meaning of Ethics: Characteristic - Definition of Business Ethics - Influencing Factors – Importance - Code of Ethics, Practices and Conduct - Unethical Practices in business - Ethical Practices in Business.

Social Responsibility of Business: Definition – Meaning – Need - Arguments against - Social Responsibility towards various stakeholders.

UNIT –III Forms of Business Organization

15 Hours

Forms of Business Organization : Selection of form Organization – Sole Trader- Partnership - Ideal Partnership - Distinction between Sole Trader and Partnership - Joint Stock Company - Features of Joint Stock Company - Distinction between Partnership and Joint Stock Company - Kinds of Companies - Private Limited Company - Formation of Company - Memorandum of Association - Articles of Association – Prospectus.

UNIT – IV Capital and Directors

15 Hours

Types of Shares – Kind of Shares Capital - Issue and Allotment of Shares - Equity Shares- Preferences Shares – Debentures - Difference between Equity Shares and Preference Shares- Distinction between Share and Debentures.

Directors : Appointment of Directors - Power of Directors - Rights and Liabilities of Directors –
- Legal Position of Directors.

UNIT- V Public Enterprises

15 Hours

Public Enterprises: Introduction- Objectives – Achievements - Problems – Solutions -Types of public Enterprises- Departmental Undertaking - Government Companies – Public Corporations - Features- Advantages and Disadvantages - Distinction between Departmental Undertaking Vs Statutory Corporation - Department undertaking Vs Government Company.

Distribution of Marks : 100% Theory

Text Books:

S.NO	Authors	Title	Publishers	Year of publication
1	C.D.Balaji & Dr.G.PraSad	Business Organisation	Margham Publication	2012
2	PragyaPrashant Gupta	Business Organisation	Lokayatanpublicati On	2018
3	C.D.Balaji	Business Organisationand Management	Margham Publication	2007
4	R.K. Singla	Business Organisationand Management	VK Global Publications Pvt.Ltd.,	2018
5	Taloo	Business organization and Management	Tata McGraw Hill	2007
6	V.S.P. Rao	Business organization and Management	Vikas Publishing	2016
7	P.C.Tulsian& Vishal Pandey	Business and Organisation and Management	Pearson	2002

Reference Books:

S.NO	Authors	Title	Publishers	Year of Publication
1	Dr.A.Murthy	Industrial organisation	Margham Publication	2015
2	M.Muniraju, N.Dinesh&Murugesha B.N	Business organisation and Environment	Himalaya Publishing House	2015
3	NidhiChandorkar& TusharAgrawal	Business Ethics and Corporate Governance	Himalaya Publishing House	2018
4	H.R. Appannaiah& Dr.Dinakar	Business organisation and Environment	Himalaya Publishing House	2018

TEACHING METHODOLOGY :

1. Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study
10. Role play

SYLLABUS DESIGNER:

Dr. E. Veronica, Assistant Professor, Department of Management Studies, D.K.M Collegefor Women

ENVIRONMENTAL STUDIES

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per Week	
I	22CES1A	Part - IV	30	2	30	2	2

Course Objective:

The Objective of this paper is to acquaint the students to know the importance of the environment and to stimulate each individual to prevent the Natural resources.

UNIT - I The Multidisciplinary nature of environmental studies 2 Hours

Definition, Scope and importance – Need for public awareness.

UNIT - II Natural resources: Renewable and Non-renewable resources 7 Hours

Natural resources and associated problems.

- a) Forest resources: Use and over – exploitation, deforestation, case studies, Timber extraction, mining, dams and their effects on forests and tribal people.
 - b) Water resources: Use and over – utilization of surface and ground water, floods, drought, conflicts over water, dams – benefits and problems.
 - c) Mineral resources: Use and exploitation, environmental effects of extraction and using mineral resources, case studies.
 - d) Food resources: World food problems, changes, caused by agriculture and overgrazing, effects of modern agriculture, fertilizer – pesticide problems, water logging, salinity, case studies.
 - e) Energy resources: Growing energy needs, renewable and nonrenewable energy sources, use of alternate energy sources. Case studies.
 - f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.

UNIT - III Ecosystems 7 Hours

- Concept of an ecosystem
- Structure and function of an ecosystem

- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chain, food webs and ecological pyramids
- Introduction, types, characteristics features, structure and function of the following ecosystem:-
 - a) Forest ecosystem
 - b) Grassland ecosystem
 - c) Desert ecosystem
 - d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

UNIT - IV Biodiversity and its conservation

7 Hours

- Introduction – Definition: Genetics, species and ecosystem diversity.
- Bio geographical classification of India.
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.
- Biodiversity at global, National and local levels.
- India as a mega – diversity
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts.
- Endangered and endemic species of India.
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

UNIT - V Environmental pollution

7 Hours

Definition

Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution and Nuclear hazards

- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster management: floods, earthquake, cyclone and landslides.

NB: Field visit is mandatory for Internal.

BUSINESS COMMUNICATION

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per Week	
II	22CBA2A	Core paper – III	75	5	75	5	4

COURSE OBJECTIVE:

To develop business communication skills among the students. It enables learner to have an insight about various communication tools and barriers to communication.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO STATEMENT	Knowledge level (K1-K4)
CO1	To understand the concept, process and importance of communication.	K1
CO2	To develop skills of effective communication: Both written and Oral.	K1
CO3	To know and understand various business correspondence.	K2
CO4	To understand about the Report writings.	K2
CO5	To know the various forms of modern communication and its application in business.	K2

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	S	S	S	S
CO2	M	S	S	S	M	S
CO3	S	S	M	S	S	S
CO4	S	S	M	M	S	M
CO5	S	S	S	S	S	S

S – Strong; M – Medium; L – Low

UNIT- I Introduction to Business communication 15 Hours

Communication: Essential and importance -Objectives- communication process - Methods of communication - Types of communication - Principles of effective communication - Barriers to communication- Overcoming communication barriers.

UNIT –II Business Correspondence 15 Hours

Business letter - Need - Kinds of a business letter - Layout of a letter – Application letter, writing resume - Enquires & replies - Offer and quotation - Execution of orders – Cancellation of orders – Complaint letter.

UNIT- III Bank Correspondence 15 Hours

Bank correspondence : Import and export correspondence - Insurance correspondence - Letter to the agency - Status enquiry – Tenders - Company correspondence.

UNIT- IV Report Writing 15 Hours

Report – Importance - Characteristics of a good report - Principles of writing reports - Types of reports - structure of reports – Meetings – objectives – Classification – Agenda – Minutes – Memos - office orders – Circulars - Notices.

UNIT- V Modern Forms of Communication 15 Hours

Internet - E-mail – Social media- blogging - Voice calling - Video conferencing - Smartphone –Intercom - websites and their use in business.

TEXT BOOKS:

S.NO	Authors	Title	Publishers	Year of Publication
1	K.K Sinha	Business Communication	Vrinda <i>Public ation</i> (P) Ltd	2012
2	C.S. Rayudu	Media and communication	Himalaya PublishingHouse,	2011

		management	Bombay.	
3	Rajendra Pal and J.S Korhalli	Essentials of Business Communication	Sultan Chand & Sons, New Delhi.	2010
4	Nirmal Singh	Business Communication (Principles, Methods and Techniques)	Deep & Deep Publications Pvt.Ltd., New Delhi.	2006

REFERENCE BOOKS:

S. N O	Authors	Title	Publishers	Year of Publication
1	M. Balasubrahmanyam	Business communication	Vikas publishing house Pvt.,	1979
2	N.S. Raghunathan & B. Santhanam	Business communication	Margham publications	2017
3	US Rai, SM Rai	Business communication	HPH	2013
4	Penrose	Advanced Business Communication	South-Western Pub	2000

TEACHING METHODOLOGY:

1. Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study
10. Role play

SYLLABUS DESIGNER:

Mrs. A.Kalaiselvi, Assistant Professor, Department of Management Studies, D.K.M College for Women.

PRODUCTION MANAGEMENT

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per Week	
II	22CBA2B	Core paper - IV	75	5	75	5	4

COURSE OBJECTIVE:

To familiarize learners with the production systems and enhance them to learn more about the plant location and layout, concepts of production planning and control, Dispatching, Quality control.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO STATEMENT	Knowledge level (K1-K4)
CO1	To study the production systems and production management.	K1
CO2	To study the importance of plant location and plant layout.	K1
CO3	To know and understand the concept of production planning and control	K2
CO4	To understand about the various concept of routing, scheduling and maintenance	K2
CO5	To know the various quality control measures and inspection, To learn more about work study and work measurement.	K2

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	S	S	S	S
CO2	M	S	S	S	M	S
CO3	S	S	M	S	S	S
CO4	S	S	M	M	S	M
CO5	S	S	S	S	S	S

S – Strong; M – Medium; L – Low

UNIT –I Introduction

15 Hours

Introduction : Production Management – Objectives – Functions and scope of production management - Productivity - Difference between Product& services- Types of Production system–Relationship of production with other functional areas - Responsibilities of a Production Manager – Problems of production management.

UNIT – II Plant location and plant layout

15 Hours

Plant Location: Importance –Reasons for relocations–Objectives–Factors influencing plant location-Advantages and Disadvantages of Urban, Suburban, Rural location –plant location problem.

Plant layout: Definition – Objectives – Principles – Factors influencing plant layout - Types of plant layout.

UNIT - III Production Planning and Control

15 Hours

Production planning and control : Importance – Functions –Stages – Organisation for production planning and control – centralised and decentralised production planning and control – Implementation – An integrated function – Measurement of effectiveness – problems of production planning and control

UNIT - IV Routing ,Scheduling and Dispatching

15 Hours

Routing: Definition - Importance – procedure - Factors affecting routing procedures.

Scheduling: Definition – Objectives – Procedure for scheduling.

Dispatching and follow up: Dispatching rules – follow up –Needs – Types of follow up

Maintenance Management: Objectives – Types – Advantages and Disadvantages.

UNIT V: Quality control

15 Hours

Quality control: Definition – Principles – Control charts – X charts – P charts .

Inspections : Types of inspections – Work study – objectives – Importance – Procedure – Method study – Objectives – steps of method study – Work measurement – Techniques of work measurement.

TEXT BOOKS:

S.NO	Authors	Title	Publishers	Year of publication
1	Saravanel P and Sumathi S	Production and Materials Management	Margham publication	2016
2	Gagan Deep Sharma MandeepMahendru	Production Management	Kalyani	2010
3	Dr.P.T.VijayaRajakumarDr.Bhuvaneshwari and Dr.C.Ganesan	Operations Management	Thakur	2014
4	Production Management	Production And Operations Management	Tata McGraw-Hill publishing co.ltd	2001
5	Paneerselvam	Production And Operations Management	Prentice-Hall of India	2006

REFERENCE BOOKS:

S.NO	Authors	Title	Publishers	Year of Publication
1	Harding HA	Production Management	Macdonald and Evans	1974
2	MM Varma	Materials Management	Sultan chand and sons	2014
3	Adam and Ebert	Production And Operations Management	Prentice-Hall of India	1992
4	SN Chari	Production And Operations Management	Tata McGraw-Hill Education	1995
5	Khanna OP	Industrial Engineering and Management	MartandTelsang	2006

TEACHING METHODOLOGY :

1. Chalk& Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study
10. Role play

SYLLABUS DESIGNER:

Mrs. A.Kalaiselvi, Assistant Professor, Department of Management Studies, D.K.M
College for Women.

VALUE EDUCATION

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per Week	
II	22CVE2A	Part – IV	30	2	30	2	2

Course Objective:

The main objective is to enable students to learn about moral values in life and the meaning of relationships, family and responsibility.

UNIT – I INTRODUCTION TO VALUE EDUCATION 8 Hours

Value Education – Definition – Relevance to present day – Concept of Human Values – Self introspection – Self Esteem.

UNIT – II FAMILY VALUES 10 Hours

Family values – Components, structure and responsibilities of family – Neutralization of anger – adjustability – Threats of family life – Status of women in family and society – Caring for needy and elderly – Time allotment for sharing ideas and concerns.

UNIT - III ETHICAL VALUES 10 Hours

Ethical values – Professional ethics – Mass media ethics – Advertising ethics – Influence of ethics on family life – Psychology of children and youth – Leadership qualities – Personality development.

UNIT - IV SOCIAL VALUES 9 Hours

Social values – Faith, service and secularism – Social sense and commitment – Students and Politics – Social awareness, Consumer awareness, Consumer rights and responsibilities – Redressal mechanisms.

UNIT - V GLOBALISATION 8 Hours

Effect of International affairs on values of life. Issue of Globalization – Modern Warfare – Terrorism, Environmental issues – Mutual respect of different cultures, religions and their beliefs.

References:

1. T. Anchukandam and J. Kuttianimathathil (Ed) Grow Free Live Free, KrisituJyothi Publications, Bangalore, (1995).

2. Mani Jacob (Ed) Resource Book for Value Education, Institute for Value Education, New Delhi, 2002.
3. DBNI, NCERT, SCERT, Dharma Bharti National Institute of Peace and Value Education, Secunderabad, 2002.
4. Daniel and Selvamony – Value Education Today, (Madras Christian College, Tambaram and ALACHE, New Delhi, 1990).
5. S. Ignacimuthu – Values for life – Bette Yourself Books, Mumbai, 1991.
6. M.M.M.Mascaronhas Centre for Research Education Science an Training for Family Life Promotion – Family Life Education, Bangalore, 1993.

WEBS; TES AND e – LEARNING SOURCES:

- www.rkmissiondhel.org.education.html/
- www.clallam::org/lifestyleeducation.html/
- www.sun.com/./edu/progrmws/star.html/
- www.infoscouts.com
- www.secretofsucsess.com
- www.lmillionpapers.com
- [http:// militariyfinance.umuc.edu/education/edu-network.html](http://militariyfinance.umuc.edu/education/edu-network.html)

HUMAN RESOURCE MANAGEMENT

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per Week	
III	22CBA3A	Core paper – V	60	4	60	4	4

COURSE OBJECTIVE:

1. To learn about various functions of Human Resource Management like HRP, Compensation, HRD.
2. To know about the Recruitment, Selection, Performance Appraisal .
3. To understand the emerging horizons in HRM.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO STATEMENT	Knowledge level(K1-K4)
CO1	To enhance the students to learn about nature of HRM	K2
CO2	To understand the concept of Recruitment and Selection Process	K3
CO3	To have a better knowledge about Performance Appraisal conducted in the Organisation	K3
CO4	To understand the concept Compensation , Promotion and Transfer systems followed in the organization	K4
CO5	To learn about the Emerging Horizons in HRM	K4

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	M	S	S	S	S
CO2	S	S	S	S	S	M
CO3	S	M	M	S	S	S
CO4	M	S	S	S	M	S
CO5	M	S	S	M	M	M

S – Strong ; M – Medium; L – Low

UNIT – I INTRODUCTION OF HRM 18 Hours

HRM : Introduction - Nature – Scope – Characteristics – Functions - Objectives – Importance - A comparison of Personnel management and HRM – HRM in India — Qualities of HR manager.

Introduction of Human Resource Planning (HRP): Concept – Objectives – Need and Importance – Process – Levels – Factors Affecting HRP.

UNIT –II RECRUITMENT AND SELECTION 18 Hours

Recruitment: Process — Recruitment Planning – Recruitment Policy - Factors Affecting Recruitment Policy – Sources – Techniques – Recruitment Practices in India.

Selection: Concept – Nature - Process – Selection Testing – Selection Interviewing – Barriers to Effective Selection – Selection Process in India.

UNIT-III PERFORMANCE APPRAISAL 18 Hours

Performance Management System: Concept – Purpose – Aims - Uses – Objectives – Importance – Dimensions of performance management - Process – Methods - 360 degree Appraisal Technique .

UNIT – IV COMPENSATION, TRANSFER AND PROMOTION 18 Hours

Compensation Management: Concept of Compensation – Components – Objectives – Principles - Process – Factor Affecting Compensation – Methods of Wage Payment.

Transfer: Need – Objectives – Types.

Promotion: Promotion Policy – Employee Separations and Employee Retention.

UNIT -V EMERGING HORIZONS IN HRM

18 Hours

Concept of HRIS – Need for HRIS – Computerised HRIS –Downsizing – Voluntary Retirement Scheme (VRS) . **Employee Empowerment** : Concept – Elements – Barriers to Empowerment - Making effective Empowerment - Technological Changes and HRM – Work – Life Balance – HR Ethics.

Five case studies

Distribution of marks: Theory 100%

TEXT BOOKS:

Sl. No	Authors	Title	Publishers	Year of publication
1	C.B.Gupta	Human Resource Management	Sultan Chand & Sons	15 th Edition 2015
2	K.Asathappa	Human Resource Management	Tata McGraw Hill Education Private Limited	4 th Edition 2011
3	P.C.Tripathi	Human Resource Development	Sultan chand& sons	6 th Edition 2010
4	L.M.Prasad	Human Resource Management	Sultan chand& sons	2010

REFERENCE BOOKS:

Sl.no	Authors	Title	Publishers	Year of publication
1	Gary Dessler	Human Resource Management	Prentice Hall of India	14 th Edition 2015
2	SeemaSanghi	Human Resource Management	Macmillan	2011
3	Dr.S.S.Khanka	Human Resource Management	Sultan Chand & Sons	2009

4	C.B.Memoria & S.V.Gankar	Human Resource Management	Himalaya Publishing House	2004
---	-----------------------------	------------------------------	------------------------------	------

TEACHING METHODOLOGY:

1. Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study
10. Role play

SYLLABUS DESIGNER:

Dr. V.S Palaniammal, Assistant Professor & Head of the Department , Department of Management Studies, D.K.M College for Women.

SKILL BASED SUBJECT-II: BUSINESS POLICY AND STRATEGIC MANAGEMENT

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs /per week	Total Hrs	Hrs /per Week	
III	22SBA3A	Skill Based Subject - I	30	2	30	2	2

COURSEOBJECTIVE:

1. On successful completion of course, students will be having practical knowledge on Business Policy and Strategic Management.
2. Students can understand about the modern business strategies

COURSEOUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO Statement	Knowledge level(K1-K4)
CO1	To exhibit basic knowledge on Business policy	K2
CO2	To make clear about the environments in which businesses operate and assess their significance for strategic management	K2
CO3	To know about the various policies and Strategy alternatives	K3
CO4	To Provide clear idea about Strategies in business	K3
CO5	To Acquire the knowledge about strategy implementation and evaluation have been enumerated	K3

K1–Remember;K2 –Understand;K3– Apply;K4–Analyze

MAPPINGWITHPROGRAMMEOUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6

CO1	M	S	M	M	S	S
CO2	S	M	S	M	S	M
CO3	M	S	S	S	M	S
CO4	S	S	M	S	S	S
CO5	S	M	S	M	S	M

S–Strong; M–Medium; L– Low

UNIT-I: INTRODUCTION ON BUSINESS POLICY

6 Hours

Business policy : Introduction – Features – Evolution – Difference between business policy and Strategic management .

Corporate Governance: Concept – Need – Objectives – Elements of good corporate governance.

UNIT-II: STRATEGIC MANAGEMENT

6 Hours

Strategic Management : Concept – Objectives – Nature – Importance – Strategic management process – Levels in Strategic Management.

UNIT – III: CORPORATE STRATEGIES

6 Hours

Stability strategy – Incremental Growth Strategy – Mergers – Takeovers or Acquisitions – Joint Ventures – Balance score card – Red ocean strategies – Blue Ocean Strategies

UNIT-IV: STRATEGIC ANALYSIS & TOOLS

6 Hours

Features of Environmental Analysis – Approach to Environmental Scanning – SWOT Analysis – ETOP Analysis - BCG Matrix – GE Nine - Cell Matrix – PESTEL Analysis

UNIT-V : STRATEGY IMPLEMENTATION AND EVALUATION**6 Hours****Strategy Implementation** : Concept – Process – Pre – requisites - McKinsey's 7-S Model .**Strategy control** : concept – Techniques .**Distribution of Marks** :Theory– 100%**TEXTBOOKS:**

Sl. no	Authors	Title	Publishers	Year Publication
1	Dr.S.Sankar	Business policy and Strategic management	Margham Publication	2015
2	Dr.S.Sankar	Strategic management	Margham Publication	2011
3	AurnobRoy	Business policy and strategic management	Vrinda Publications(P) Ltd	2012

REFERENCEBOOKS:

S.N O	Authors	Title	Publishers	Year Publication
1	N.S.Gupta	Business policy and strategic management	Himalaya Publishing House	2010
2	G.V.Satya Sekar	Business policy and strategic Management	IKInternational HousePvt. Ltd	2009
3	Azhakazmi	Business policy and strategic Management	TataMc.Graw–Hill	2008

TEACHINGMETHODOLOGY:

1. Chalk &Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT

7. You tube class

SYLLABUS DESIGNER:

Dr.E.Veronica, Assistant Professor, Department of Management Studies, D.K.M College for Women.

NON - MAJOR - I : E - BUSINESS

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per Week	
III	22NBA3A	Non - Major - I	30	2	30	2	2

COURSE OBJECTIVE:

1. The main objective of this course is to give a brief description about the subject which will enhance the students to cope up with today's technological world.
2. This subject will make them clearly understand the need for electronic business in online transaction and cybercrime on today's context.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO Statement	Knowledge level(K1-K4)
CO1	To make the students well conversed with the electronic business and make them understand the difference between traditional commerce and e commerce	K2
CO2	To make them aware of need for electronic business and buying process in electronic commerce as well as traditional commerce.	K2, K4
CO3	To make them understand various concepts like electronic banking, electronic payments, electronic travel and tourism and electronic publications.	K1, K2, K3
CO4	To enhance them with risks associated with online Transactions	K2, K3
CO5	Motivate students to think critically and analytically to new successful business ideas.	K2, K3, K4

K1 – Remember; K2 – Understand; K3 – Apply; K4 –Analyze

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	M	S	S
CO2	S	M	S	M	S	M
CO3	M	S	S	S	M	S
CO4	S	S	M	S	S	S
CO5	S	M	S	M	S	M

S – Strong ; M – Medium; L – Low

UNIT-I E - BUSINESS

5 Hours

E-Business : Meaning – Advantages and Disadvantages – Traditional Commerce – Advantages and Disadvantages – Difference between E- Business and Traditional Business.

UNIT- II BUYING PROCESS IN E-BUSINESS

7 Hours

Need for E-Commerce : E-commerce in India – Buying Process in E-Commerce – Buying Process in Traditional commerce.

UNIT -III E-BANKING

9 Hours

E-Banking : Mobile Banking – Internet Banking - Electronic Payment Systems – Electronic Cash – Smart cards and Electronic Payment Systems - Credit Based Electronic Payment Systems - Risks and Electronic Payment Systems.

UNIT- IV ELECTRONIC MARKETING TECHNIQUES

5 Hours

Electronic Marketing – Meaning – Advantages and Disadvantages of Electronic Marketing – Online Marketing Techniques – Visit to websites to learn about their working processes.

UNIT –V E – DISTRIBUTION**4 Hours**

E-Distribution : Components of a E - Distribution system – characteristics of online distribution – Advantages and Disadvantages of E-Distribution

Distribution of Marks : Theory – 100%

TEXT BOOKS:

Sl. no	Authors	Title	Publishers	Year of Publication
1	Pandey Adesh K.	Concepts of E-Commerce	Kataria .S.K. & Sons	2005
2	Dave Chaffey	E-Business and E-Commerce	Prentice Hall	2003
3	P.T.Joseph	E-Commerce	PHI	2012

REFERENCE BOOKS:

S.N O	Authors	Title	Publishers	Year of Publication
1	David Whiteley	e-commerce	Tata Mcgraw Hill	2017
2	Neha Arora	e-commerce concepts, models and strategies	Random Publications	2014

TEACHING METHODOLOGY:

1. Chalk & Talk
2. Lecture
3. Chart preparation
4. PPT
5. Case study
6. Role play

SYLLABUS DESIGNER:

Mrs.R.Maheshwari, Assistant Professor, Department of Management Studies, D.K.M College for Women

Legal Aspects of Business

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per Week	
IV	22CBA4A	Core paper –VII	60	4	60	4	4

COURSE OBJECTIVE:

1. To provide an overview of important laws that has a bearing on the conduct of business in India.
2. To examine the various legal forms that a business entity can take and the relative advantages and disadvantages of each of these forms.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO STATEMENT	Knowledge level (K1-K4)
CO1	To elucidate the importance and scope of the Indian Contract Act,1872	K1
CO2	To explicate the essentials and types of contracts and discuss legal remedies in case of breach of a certain contract	K1
CO3	To know and understand sales of Goods Act and kinds of negotiable instruments	K2
CO4	To learn about Company Act , Firms and dissolutions of firms	K2
CO5	To clarify the importance and significances of Intellectual property rights.	K2

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze

MAPPING WITH PROGRAMME OUTCOMES:

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	S	S	S	S

CO2	M	S	S	S	M	S
CO3	S	S	M	S	S	S
CO4	S	S	M	M	S	M
CO5	S	S	S	S	S	S

S – Strong; M – Medium; L – Low

UNIT I: INTRODUCTION TO THE INDIAN CONTRACT ACT 15 Hours

Introduction: Law – Meaning – Objectives - Law of Contract – Contract – Definition - Agreement and its Enforceability – Consensus Ad Idem – Essential elements of a valid contract - Nature and kinds of contract - Rules as to Offer and Acceptance - Communication of Offer, Acceptance and Revocation.

UNIT II: CONSIDERATION AND FREE CONSENT 15 Hours

Consideration : Essentials of valid consideration - Competency to contract. **Free Consent :** Coercion - Undue influence - Coercion Vs Undue influence – Fraud – Misrepresentation – Mistake – Classification - Bilateral mistake - Unilateral mistake - Lawful Object - Object is unlawful - Doctrine of public policy.

UNIT III: CONTINGENT AND SPECIAL CONTRACTS 15 Hours

Contingent contract : Rules regarding of contingent contracts - Discharge of contract - various modes of discharge - Remedies for breach of contract - kinds of damages - Quasi Contract - Types of quasi contracts - Bailment and Pledge.

UNIT IV: SALES OF GOODS ACT 1930 15 Hours

Sale of Goods Act: Classification of Goods - Contract of sale – Essentials - Sales and Agreement to sell - Sale and hire purchase - Performance of contract of sale - Conditions and warranties - Implied condition and warranties- Doctrine of Caveat emptor - Remedies for breach for Buyer and Seller - Rights of an Unpaid Seller.

UNIT V: INTELLECTUAL PROPERTY RIGHTS

15 Hours

Introduction of IPR : Nature of IPR - Types of Intellectual property - Patents - Patent Rights - The Indian patent Act - Term of the Patents Application - Provisional specification- Trademarks - The copyright Act 1957 - Geographical Indications (GI) -Applications for GI's registration - Non- registrable geographical indications.

Distribution of Marks : Theory – 100%

Text Books:

S.NO	Authors	Title	Publishers	Year of publication
1	Saravanel P and Sumathi S	Legal systems in business of Business	Himalaya Publishing House	2004
2	Kapoor ND	Elements of mercantile Law	Sultan Chand & Sons	2014
3	Salil K Chowdhary and Saharay HK	The Laws of Trade Marks, Copyright, Patents and Designs	Kamal law House, Calcutta	1996.
4	V.Kubendran's	Legal Aspects of Business	Scitech Publications(India) Pvt.Ltd	2013
5	Pillai RSN and Pagavathi	Legal Aspects of Business (Mercantile laws including Industrial & Company Laws)	S.Chand & Company	2011

Reference Books:

S.NO	Authors	Title	Publishers	Year of Publication
1	Saravanel and alam	Business Law	Himalaya Publishing House,,Bombay	2007
2	Ashwathappa	Principles of Business Law	Himalaya Publishing House	1991
3	Gulson S.S and Kapoor G.K	Handbook of Business Law	New Age International PvtLtd Publishers	2002

TEACHING METHODOLOGY:

1. Chalk& Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study
10. Role play

SYLLABUS DESIGNER:

Mrs. A.Kalaiselvi, Assistant Professor, Department of Management Studies, D.K.M
College for Women.

MANAGEMENT INFORMATION SYSTEM

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per Week	
IV	22SBA4A	Skill based subject - II	30	2	30	2	2

COURSE OBJECTIVE:

1. The main objective of this course is enable the students to gain understanding about how Information systems are developed, implemented and assisted in decision making in an Organisation.
2. To understand the various functional information system management.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO Statement	Knowledge level(K1-K4)
CO1	To enable the students to understand the basics of management information system	K2,K3
CO2	To make the students to remember how the data is uploaded and maintained in the organization	K2, K3
CO3	To make them aware of transaction processing system and support systems	K1, K2, K3
CO4	To know how people are using the different decision support system for their job to be done	K1,K2, K3
CO5	To enable the students to understand about the concept of Artificial intelligence and Expert systems.	K1,K2, K3,

K1 – Remember; K2 – Understand; K3 – Apply; K4 –Analyze

MAPPING WITH PROGRAMME OUTCOMES:

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	M	S	M	S	S

CO2	M	S	M	S	S	M
CO3	M	S	S	M	S	S
CO4	S	M	S	S	M	S
CO5	M	S	M	S	S	M

S – Strong ; M – Medium; L – Low

Unit – I INTRODUCTION TO MIS

6 Hours

An overview of MIS : Management - Information – System – Concept of MIS – Need for MIS – Strategic role of MIS – Limitations of MIS – Challenges of MIS

Unit – II DATA BASE MANAGEMENT SYSTEM

6 Hours

Data Base Management System : Traditional File management – Problems in traditional file Management - Characteristics - Objectives – Components of DBMS - Recent trends in Database.

Unit – III TRANSACTION PROCESSING AND SUPPORT SYSTEMS

6 Hours

Transaction processing system : – Concept - Components – Transaction processing cycle – Methods for processing transactions.

Office automation system : – Concept of Office – Functions – Concept of Office automation – Office automation applications – Role of office automation in problem solving.

Unit – IV DECISION SUPPORT SYSTEM

6 Hours

Decision Support System : Concept of DSS - Types – Components – Approaches to development of DSS.

Unit – V ARTIFICIAL INTELLIGENCE AND EXPERT SYSTEMS

6 Hours

Concept of artificial Intelligence : Natural versus and Artificial intelligence – Business applications.

Expert systems : Components – Developing an expert system – Advantages - Limitations

Distribution of Marks : Theory – 100%

Text Books :

Sl no	Authors	Title	Publishers	Year of publications
1.	L.M. Prasad Usha Prasad	Management Information system	New Delhi : Sultan Chand & Sons	2007
2	L.M. Prasad Usha Prasad	Management Information and Control Systems	New Delhi : Sultan Chand & Sons	2004
3.	James A. O’Berin George M Marakas	Management Information System	Tata McGraw Hill Education Private Ltd	2011

REFERENCE BOOKS:

S.N O	Authors	Title	Publishers	Year of publication
1	J. Sousa, Effy Oz	Management Information System	Cengage Learning India Pvt Ltd Delhi	2015
2	McLeod	Management Information System	Pearson Education Noida	2014
3	John McManus and Trevor Wood-Harper	Information Systems Project Management	Pearson Education Noida	2010

TEACHING METHODOLOGY:

1. Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study
10. Role play

SYLLABUS DESIGNER:

Dr.V.S.Palaniammal, Assistant Professor & Head of the Department, Department of Management Studies, D.K.M College for Women

NON-MAJOR - II : WOMEN ENTREPRENEURIAL MANAGEMENT

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per week	
IV	22NBA4A	Non – Major II	30	2	30	2	2

COURSE OBJECTIVE:

1. The main objective of this course is to make students aware of the main concept of women entrepreneurship,
2. To learn about various opportunities for women in business and problems faced by women entrepreneurs.
3. To know the financial support from various institutions.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO Statement	Knowledge level(K1-K4)
CO1	To make them understand the concept of women Entrepreneurship	K2
CO2	To make students aware of various opportunities for women entrepreneurs	K2, K3
CO3	To learn about the problems faced by women entrepreneurs and how to overcome them.	K2, K3, K4
CO4	To analyse the role of women entrepreneurs in economic development and the role of government in promoting women entrepreneurship	K1,K2
CO5	To make student learn about the various government bodies to promote women entrepreneurs	K2,K3

K1 – Remember; K2 – Understand; K3 – Apply; K4 –Analyze

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	M	S	S	M	S
CO2	M	S	M	S	S	M
CO3	M	S	S	M	S	M
CO4	S	M	S	S	M	S
CO5	S	S	M	S	S	M

S – Strong ; M – Medium; L – Low

UNIT-I ENTREPRENEUR

6 Hours

Entrepreneur : Meaning – Women Entrepreneur – Types of women entrepreneurs – Factors influencing Women Entrepreneurs

UNIT- II OPPORTUNITIES FOR WOMEN ENTREPRENEURS

6 Hours

Characteristics of women entrepreneurs – Opportunities and prospects for women entrepreneurs – Role of technology in entrepreneurship – Women in Large scale and small scale Industries – Women in Traditional and Modern Industries.

UNIT –III PROBLEMS OF WOMEN ENTREPRENEURS IN INDIA

6 Hours

Problems faced by women entrepreneurs – Marketing and Financial Problems – Family Conflicts - Measures taken to overcome problems

UNIT- IV ROLE OF WOMEN ENTREPRENEURS IN ECONOMIC GROWTH

6 Hours

Role of women entrepreneurs in economic growth and development – Role of government in promoting women entrepreneurship – Women entrepreneurs in India

UNIT –V ENTREPRENEURSHIP DIRECT AND INDIRECT FINANCIAL SUPPORT

6 Hours

Mahila Udyug Needhi – Mahila Bank – SIDBI – Yojana Schemes and Programmes (NAYE)

(SEWA) – Technological Training and Awards (TREAD) – Federations and Associations
(NAYE) (SEWA)

Distribution of Marks : Theory – 100%

TEXT BOOKS:

Sl. no	Authors	Title	Publishers	Year of publication
1	N V R Naidu and T.Krishna Rao	Management and Entrepreneurship	I K International Publishing House	2008
2	S.K.Chaudhry	Problems and prospects of women entrepreneurship	Discovery publishing Pvt ltd.	2005

REFERENCE BOOKS:

S.N O	Authors	Title	Publishers	Year of publication
1	S.S.Khanka	Entrepreneurial development	S.Chand	2006

TEACHING METHODOLOGY:

1. Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study
10. Role play

SYLLABUS DESIGNER:

R. Maheshwari, Assistant Professor, Department of Management Studies, D.K.M College
for Women

RESEARCH METHODOLOGY

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per Week	
V	22CBA5A	Core Paper – IX	90	6	90	6	4

COURSE OBJECTIVE:

1. The main objective of this course is to enable the students to understand the basic theoretical ideas and logic of research
2. To gain thorough knowledge in the development of their research projects.
3. To understand the research design, process, Hypothesis, Journal writing.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO Statement	Knowledge level(K1-K4)
CO1	To enable the students to understand the basics of Research	K2,K3
CO2	To make the students to understand to frame hypothesis and research methods	K2, K3,K4
CO3	To make them aware of scales and select sample for their Projects	K1, K2, K3,K4
CO4	To know how data is collected and their types to be used for their live project	K1,K2, K3,K4
CO5	To enable the students to understand how information are processed and to know to put in sequence for their project	K1,K2, K3,K4

K1 – Remember; K2 – Understand; K3 – Apply; K4 –Analyze

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	S	M	S	S
CO2	S	M	M	S	M	S
CO3	M	S	S	S	S	M
CO4	S	S	M	S	M	S
CO5	M	S	S	M	S	M

S – Strong ; M – Medium; L – Low

Unit – I INTRODUCTION TO RESEARCH

20 Hours

Research : Concept – Objectives – Significance – Research Process – Types of Research - Factors for Successful Research – Problems of Research in India – Selecting and identifying a Research Problem – Steps and techniques involved in Selecting a Research Problem. Research Design – Features – Important Concepts – Types of Research Design – Types of Experimental Design – A Model of Research Design – Factors Affecting Research Design - Phases of Business Research.

Unit – II RESEARCH METHODS AND HYPOTHESIS

15 Hours

Research Methods : Historical – Field Survey – Case Study – Experimental Method – Difference between Case Study and Field Survey. **Hypothesis** : Concept – Characteristics – Need – formulation - Sources – Testing – Types – Criteria of a good Hypothesis .

Unit – III SAMPLING METHODS

20 Hours

Scaling : Scaling techniques – Types. **Sample** :- Concept – Sampling Design – Population – Pilot Study – Pre – Testing – Characteristics - Criteria of a Selecting a Sample – Merits and Demerits of Sampling - Factors affecting in selecting a Sample. **Sampling methods**: Types of Sampling Methods – Probability Sampling Methods – Non – Probability Sampling Methods.

Unit – IV DATA COLLECTION METHODS

20 Hours

Data collection methods : Types – Primary Data – Interview –Types – Success factors – Merits and Demerits Observation – Types - Success factors – Merits and Demerits -

Questionnaire – Guidelines – Merits and Demerits - Schedule – Uses - Merits and Demerits – Difference between Questionnaire and Schedule – Secondary Data – Problems – Other types of Data Collection.

Unit – V REPORT AND JOURNAL WRITING

15 Hours

Processing of Data : Editing – Coding – Tabulation – Classification - Interpretation – Concept – Need – Pre-requisite of good Interpretation – Problems. **Report Writing :** Concept – Features – Pre-requisites – Types – Layout – Mechanics – Footnote – Quotations – Bibliography – Appendices. **Journal Writing :** Structure – Content – Style – Format – Abstract

Distribution of marks: Theory 100%

Text Books :

Sl no	Authors	Title	Publishers	Year of publications
1.	C.R. Kothari	Research Methodology	Sultan Chand and Sons	2010
2.	O.R. Krishna Murthy & O.R. Rangasamy	Research In Social Science	Himalaya Publications	2005

REFERENCE BOOKS:

S.n	Authors	Title	Publishers	Year of publication
1	Donald R.Cooper and Pamela S. Schindler	Business Research Methods	Irwin McGRAW-HILL International Editions	2000
2	S N Murthy & U Bhojanna	Business Research Methods	Excel Books New Delhi	1998
3	R. Paneer Selvan	Research Methodology	Prentice Hall of India	2002

TEACHING METHODOLOGY:

1. Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. PPT

6. Group Discussion

7. You tube class

SYLLABUS DESIGNER:

A. Rama , Assistant Professor, Department of Management Studies, D.K.M College for
Women

MARKETING MANAGEMENT

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per Week	
V	22CBA5B	Core paper – X	90	6	90	6	4

Course Objective:

1. Marketing management understanding the concepts of scope, functions and market segmentation.
2. To know about marketing mix strategies.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO Statement	Knowledge level(K1-K4)
CO1	To exhibit basic fundamental concepts of Marketing	K2
CO2	To know about the consumer behavior, their buying motives and market segmentation.	K3
CO3	To understand of first element of marketing mix about product.	K3, K4
CO4	To learn about the pricing strategy and channel of distribution.	K3,K4
CO5	To apply and promote the product to public.	K3,K4

K1 – Remember; K2 – Understand; K3 – Apply; K4 –Analyze

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	S	M	S	M	S
CO2	M	S	S	M	S	M
CO3	S	S	M	S	S	S

CO4	M	S	S	S	M	S
CO5	S	M	S	S	S	M

S – Strong ; M – Medium; L – Low

UNIT-I MARKETING FUNDAMENTALS

20 Hours

Fundamentals of Marketing : Nature – Functions - Role of Marketing –Key concepts in marketing – Recent trends in marketing - Relationships of Marketing with other functional areas –Concept of marketing mix- Marketing approaches- Difference between marketing and selling -Various Environmental factors affecting the marketing functions.

UNIT- II BUYER BEHAVIOUR

15 Hours

Buyer Behavior : Need - Consumer decision behavior - Buying motives - Factors influencing buyer Behavior – Consumer buying process.

Market segmentation : Methods of segmentation – Requirements of effective segmentation - Benefits – Levels - Marketing strategy - Targeting – positioning.

UNIT- III SALES FORECASTING AND PRODUCT

15 Hours

Sales Forecasting : Various methods of sales Forecasting . **The Product:** Concept Of Product- Classifications of Goods - Levels of a Products- Significance of Product Planning- Product Objectives and Policies - Product Mix and Factors Affecting it – Branding – Packaging - Labelling - New product development process - Product Life Cycle (PLC).

UNIT- IV PRICING AND PHYSICAL DISTRIBUTION

20 Hours

Pricing: Pricing objectives – Pricing policies and procedures – Pricing strategies - Factors influencing pricing decisions. **Physical distribution:** Importance of various kinds of marketing channels – Mode of Transportation.

Personal Selling: Importance – Kinds of salesmen - Personal selling process.

UNIT –V PROMOTION**20 Hours**

Promotion mix: Promotion strategies – Objectives – Kinds – Approaches – Methods of promotion – Factors affecting promotion mix. **Advertising:** Objectives – Kinds of advertising – Significance – Characteristics – Different media of advertising.

Sales Promotion: Functions and importance – Methods of sales promotion - Publicity – Public relations – Direct selling.

Distribution of marks: Theory 100%

Text Books:

S.NO	Authors	Title	Publishers	Year of publication
1	Ramasamy and Namakumari	Marketing Management	MacMillan Ltd.	2016
2	Philip Kotler	Marketing Management	Prentice - Hall of India	2018
3	C.B.Gupta & Rajannair	Marketing Management	Sultan chand & sons	2014

Reference Books:

S.NO	Authors	Title	Publishers	Year of publication
1	Saxena	Marketing Management	Tata McGraw Hill Pub.	2016
2	Rajan Nair	Marketing	Sulthan chand & Sons	2010

TEACHING METHODOLOGY :

1. Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation

6. PPT
7. Group Discussion
8. You tube class
9. Case study
10. Role play

SYLLABUS DESIGNER

Dr.V.S.Palaniammal, Assistant professor & Head of the Department , Department of Management studies, D.K.M College for women, Vellore.

ELECTIVE PAPER – I : 1. ORGANIZATIONAL BEHAVIOUR

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per week	
V	22CBA5D	Elective Paper I	90	6	90	6	3

COURSE OBJECTIVE:

1. To make students understand the concept of foundations of OB.
2. To know the functions of OB such as personality, perception, learning concepts, individual attitudes and values, group behaviour, organizational change and development.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO Statement	Knowledge level(K1-K4)
CO1	To Identify the Human Behavior activities within an organization.	K2
CO2	Recognise the workplace personality and perception through learning process.	K3
CO3	Identify the Importance of Attitude and to understand the human behaviour impact in organizational Performance.	K3
CO4	Associate the behaviour of individuals and groups in organisations and identify the problems associated with organizing and managing teams.	K4
CO5	To improve the Effectiveness of an organization.	K4

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze

MAPPING WITH PROGRAMME OUTCOMES:

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	S	M	S
CO2	S	S	S	S	M	S
CO3	S	S	M	S	S	M
CO4	M	S	S	S	S	S
CO5	S	S	S	M	M	M

S – Strong ; M – Medium; L – Low

UNIT –I NATURE OF ORGANISATION BEHAVIOUR

15 Hours

Nature of organization Behavior– concept of OB - scope of OB - OB and other similar fields of studies - Disciplines contributing to OB – OB model.

Foundations of OB: Environmental factors – Personal factors – Psychological factors.

UNIT - II PERSONALITY , PERCEPTION AND LEARNING

20 Hours

Personality : Concept - Personality theories - Personality Development - Determinants of personality .

Perception : Concept – Perceptual process - Perceptual selectivity - Perceptual Organisation .

Learning : Concept – Learning theories - Components of learning process – Factors affecting learning.

UNIT- III ATTITUDES AND VALUES

20 Hours

Attitudes and values : Concept of attitude – Nature -Types – Theories - Factors in Attitude formation - Attitude Measurement.

Value : Concept – Comparison Between Values And Attitude - Factors in Value formation - Value systems of Indian managers.

UNIT - IV GROUP DYNAMICS**20 Hours**

Group Dynamics: Concept of Group –Types of Groups- Formal and Informal groups - Significance of Informal organization. **Group behavior :** Group size – Roles – Group norms – Group Cohesiveness .

UNIT – V LEADERSHIP**25 Hours**

Leadership : Concept of leadership – Difference between Leadership and Management - Formal and Informal leaders - Importance of leadership . **Leadership Theories :** Trait theory – Behavioral theories – The managerial grid theory - Situational theory – Systems theory - Leadership styles .

Contemporary Issues in Leadership : Inspirational approach - Authentic leadership – Contemporary leadership – Leadership Development.

Distribution of Marks : Theory – 100%

TEXT BOOKS:

Sl. No	Authors	Title	Publishers	Year of publication
1	L.M. Prasad	Organisational Behaviour	Sultan chand& sons	2004
2	Stephen P.Robbins& Timothy A. Judge, NeharikaVohra	Organizational Behavior	Pearson	2013
3	Pardeep Kumar &K.S.Thakur	Organizational Behavior (concepts & Applications)	Wisdom Publications	2011
4	J. Jayasankar	Organisational Behaviour	Margham Publications	2016

REFERENCE BOOKS:

Sl.no	Authors	Title	Publishers	Year of publication
1	Wendy Bloisi, Curtis W. Cook & Phillip L.Hunsaker	Management and Organisational Behaviour	McGraw – Hill Companies	2003
2	Dr.S.S.Khanka	Organisational Behaviour	S.Chand& Company pvt.Ltd	2015

TEACHING METHODOLOGY :

1. Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study
10. Role play

SYLLABUS DESIGNER:

Dr. V.S Palaniammal, Assistant Professor & Head of the Department , Department of Management Studies, D.K.M College for Women

ELECTIVE PAPER – I : 2. PRINCIPLES OF BANKING

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per week	
II		Elective Paper - I	90	6	90	6	3

COURSE OBJECTIVE:

1. Students can learn the scope, functions of banking system.
2. To understand the various types of deposits.
3. To know the modern banking system.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO STATEMENT	Knowledge level (K1-K4)
CO1	To understand the banking systems and Functions of RBI	K1
CO2	To develop skills of opening on account, Different kinds of Account	K1
CO3	To know and understand Institutions supporting Rural Development.	K2
CO4	To understand about the various negotiable instruments.	K2
CO5	To know the various forms of modern banking systems.	K2

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze

MAPPING WITH PROGRAMME OUTCOMES:

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	S	M	S
CO2	M	S	S	S	M	S
CO3	S	S	M	S	S	S
CO4	S	S	M	M	S	M
CO5	S	M	S	S	S	S

S – Strong; M – Medium; L – Low

UNIT- I BANKING SYSTEM

20 Hours

Introduction : Commercial banking – Classification – Banking system– Universal banking – Functions – Role of commercial banks in economic development – Central banking – Need – Principles – central banking Vs commercial banking – Functions and role -Administration and management of Reserve Bank – Functions of Reserve Bank of India- Methods of issue - Credit control - Qualitative and quantitative techniques of credit control

UNIT –II PROCEDURES IN BANKING

10 Hours

Procedures in banking : Types of deposit account - Types of customers - Relationship between banker and a customer Importance of customer relations - Customer grievances and redressal – Role of banking ombudsman.

UNIT- III RURAL DEVELOPMENT BANKING

10 Hours

Institutions supporting Rural Development: NABARD – SIDBI - DIC – Non-Governmental Organizations (NGOs) - Their role and functions.

UNIT- IV NEGOTIABLE INSTRUMENTS

10 Hours

Negotiable Instruments : Meaning and Characteristics – Types of Negotiable Instruments - Cheques – e-cheques- Feature - Material alteration - Crossing – Kinds – Endorsement – Types - Payment and Collection of Cheques – Rights – Duties - Statutory protection to the paying banker and collecting banker.

UNIT- V MODERN BANKING SYSTEM

10 Hours

Modern Banking System : E-banking – services – Risk management for e-banking – Internet banking – Internet banking Vs. Traditional banking – Mechanics – Drawbacks of Internet banking – Indian scenario and future outlook– Mobile banking – Telephone banking – ATM – Electronic money – Electronic funds transfer – Indian Financial Network (INFINET)

Distribution of marks: Theory 100%

TEXT BOOKS:

S.NO	Authors	Title	Publishers	Year of publication
1	K.P.M. Sundharam,	Money, Banking & International Trade	Sulltan Chand & Sons - New Delhi.	2012
2	S.V. Vasudevan	Theory of Banking	S.Chand& Company Ltd., - New Delhi.	1990
3	Sherlekhar, K.C	Banking Theory and Practice	Vikas Publishing House Pvt Ltd.New Delhi	1994
4	Dr.S.N.Maheswari	banking Theory Law & Practice	Sultan Chand & Sons, New Delhi.	2014

REFERENCE BOOKS:

S.NO	Authors	Title	Publishers	Year of publication
1	Radhaswamy, M. &S.V Vasudevan	A Text Book of Banking	S.Chand& Company New Delhi	1979
2	B.Santhanam,	“Banking Theory, Law &Practice	MarghamPublications, Chennai.	2005
3	Sundharam & Varshney	Banking Law Theory and Practice	Sultan Chand Co	2015

TEACHING METHODOLOGY:

- 1.Chalk& Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study
10. Role play

SYLLABUS DESIGNER:

Mrs. A.Kalaiselvi, Assistant Professor, Department of Management Studies, D.K.M College for Women.

ELECTIVE - II : 1. BUSINESS ENVIRONMENT

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per Week	
V	22CBA5E	Elective paper - II	45	4	45	4	3

COURSE OBJECTIVE:

1. To understand the various factors which affecting the business and to give an ideas to survive in different situation.
2. The subject explains about Political, social , economic and financial factors affecting the business.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO STATEMENT	Knowledge level (K1-K4)
CO1	To understand the Various factors affecting the business.	K1
CO2	To identify the political factors and government policy related to business.	K1
CO3	To know and understand the socio cultural factors influenced business.	K2
CO4	To identify and understand various economic parameters for national growth.	K2
CO5	To know about RBI and commercial banking .	K2

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6

CO1	M	S	S	M	S	S
CO2	M	S	S	S	M	S
CO3	S	S	M	S	S	S
CO4	S	S	M	M	S	M
CO5	S	M	S	S	S	S

S – Strong; M – Medium; L – Low

UNIT-I CONCEPT OF BUSINESS ENVIRONMENT

15 Hours

Business Environment: Nature and significance – Importance - Brief overview of political – Cultural – Legal – Economic and social environments and their impact on business and strategic decisions.

UNIT-II ROLE OF GOVERNMENT

15 Hours

Political Environment: Government and Business relationship in India – Fundamental rights and Duties - Various Provisions of Indian Constitution Pertaining to business.

UNIT-III SOCIO - ENVIRONMENTAL FACTORS

15 Hours

Social Environment: Cultural heritage – Social attitudes – Impact of foreign culture – Castes and communities – Joint family system - Linguistic and Religious groups – Types of Social Organization.

UNIT-IV ECONOMIC ENVIRONMENT

15 Hours

Economic Environment: Economic Systems and their impact of Business – Macro Economic Parameters: GDP – Growth Rate – Population – Urbanization – Fiscal deficit - Per capita Income.

UNIT-V FINANCIAL ENVIRONMENT

15 Hours

Financial Environment: Financial system – Role of banks - Commercial banks – RBI - NBFC's : IDBI – SIDBI – UTI – ICICI.

Distribution of marks: Theory 100%

TEXT BOOKS:

S.NO	Authors	Title	Publishers	Year of publication
1	Dr. S. Sankaran	Business Environment	Margham Publication	2006
2	Dr. C.B Gupta	Business Environment	Sulthan chand & sons	2011
3	Francis Cherunilam	Business Environment	Himalaya Publication	2007.
4	Aswathappa	Business Environment	Sulthan chand & sons	2001

REFERENCE BOOKS:

S.NO	Authors	Title	Publishers	Year of publication
1	Dasugupta an Sengupta	Government and Business in India	-	1999
2	Paul	Business environment	New age publication	2011

TEACHING METHODOLOGY :

1. Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. Case study
9. Role play

SYLLABUS DESIGNER

Dr.V.S.Palaniammal, Assistant professor & Head of the Department, Department of Management studies, D.K.M College for women, Vellore.

ELECTIVE PAPER – IV :2. LOGISTICS MANAGEMENT

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per Week	
V	22CBA5E	Elective paper – II	60	6	60	6	3

COURSE OBJECTIVE:

On successful completion of course, students will be having a knowledge on supply chain and Logistics management.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO Statement	Knowledge level(K1-K4)
CO1	To understand the Modern Concepts in Logistics	K1
CO2	To gain knowledge about Multimodal Transport	K2
CO3	To understand the concepts of warehousing and supply chain management	K2
CO4	To gain knowledge about documentation and clearance processes	K4
CO5	To gain knowledge about Trends in logistics	K3

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze

MAPPING WITH PROGRAMME OUTCOMES:

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	S	S	S
CO2	S	S	S	M	S	M
CO3	S	M	S	S	S	S
CO4	S	S	S	S	M	S
CO5	M	S	M	S	S	S

S – Strong; M – Medium; L – Low

Unit I Basics of Logistics management (10 hours)

Introduction to physical distribution - Logistics management - Logistics Management and its elements- Modern Concepts in Logistics- Role of logistics in strategy – In bound and out bound supply chain management – Container – Types - Different types of cargo - Packaging and Material Handling

Unit II Basics of multimodal transport (15 Hours)

Introduction to Multimodal Transport - Carriage By Air - Carriage By Sea Carriage By Road Carriage By Rail Types of Vessels - Operators (Vessel and other) - Freight Forwarders and NVOCC - Outsourcing of Logistics Services - Overview of MMTG Act (1993) - Shipping Intermediaries and Formalities

Commercial geography: Definition, Nature and Scope of Commercial Geography - Role of Industries in Economic Development - Geographical factors affecting International Trade- Major logistics routes in India - Role of intermediaries in international trade

Unit III Warehousing and supply chain management(10 Hours)

Introduction to supply Chain Management (SCM) – Sourcing – Transportation - Indian supply chain architecture - Introduction to warehousing - Warehouse functions - Warehouse types - Warehouse providing value added services - Warehouse internal operations - Warehousing equipment – Inventory - Safety and security in warehouses - Future trends in warehousing

Unit IV Documentation and clearance processes (15 Hours)

Foreign Trade Policy - Export and Import Procedures - Documents Related to Export and Import - Instruments and Terms of Payment in Export – Import - Methods of Export - Letter of Credit and Bill of Exchange - Foreign Exchange Regulations and Formalities - Cargo

Insurance - International Commercial Terms - Procedure and Documentation for Availing
Export Incentives - Bill of lading other documents - GST way bill and other documents

Risk and Insurance Management: Introduction & Significance of Risk, Disaster and
Insurance Management - Risk in Supply Chain, Risk Management Framework - Disaster
Management - Principles of Insurance - Fire Insurance

Unit V Trends in logistics (10 Hours)

Introduction – Recent developments in logistics - Transport and mobility technologies -
Green logistics - Cold chain logistics - Block chain and big data analytics in logistics - 3 D
printing and wearable devices in logistics - Transport Services, Costing and Performance -
Administration and Control and use of IT.

TEXTBOOKS:

Sl. no	Authors	Title	Publishers	Year Publication
1	G Raghuram & N Rangaraj	Logistics and Supply Chain Management	Macmillan	2011
2	Vinod V.Sople	Logistics Management	Pearson	2012

REFERENCE BOOKS:

Sl. no	Authors	Title	Publishers	Year Publication
1	Saikumari V & Purushothaman S	Logistics and Supply Chain Management	Sultan Chand & Sons	2019
2	Dr. Shaila Bootwala, Raisa Shaikh & Mohd. Fazil Shareef	Supply Chain and Logistics Management	Nirali Prakashan	2017

1. Chalk & Talk
2. Lecture
3. Seminar

4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study
10. Role play

SYLLABUS DESIGNER:

Mrs. A.Kalaiselvi, Assistant Professor, Department of Management Studies, D.K.M College for Women.

SKILL BASED SUBJECT - II: TOTAL QUALITY MANAGEMENT

Sem	Subjectcode	Category	Lecture		Theory		Credit
			Total Hrs	Hrs /per week	Total Hrs	Hrs /per Week	
IV	22SBA5A	Skill Based Subject –III	30	2	30	2	2

COURSEOBJECTIVE:

- 1: To understand the concept of Quality
- 2: Students can understand the perception on quality and it's Philosophy
- 3: To implement Total Quality Management Tools

COURSEOUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO Statement	Knowledge level(K1-K4)
CO1	To make the students to identify the basic concepts of Total Quality Management	K2
CO2	It provides to understand the perception on quality and its Philosophy	K2
CO3	To identify and understand various Tools for Total Quality Management	K3
CO4	To provide clear idea about the Business Process Re – engineering and its benefits.	K3
CO5	To make the students aware about the quality in ISO	K3

K1–Remember;K2 –Understand;K3– Apply;K4–Analyze

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	M	S	S
CO2	S	M	S	M	S	M
CO3	M	S	S	S	M	S
CO4	S	S	M	S	S	S
CO5	S	M	S	M	S	M

S–Strong; M–Medium; L– Low

UNIT-I Introduction

5 Hours

Definition- Need for Quality - Evolution of Quality –Dimension of Quality – Pillars of TQM – Principles of TQM.

UNIT-II TQM Principles

7 Hours

Quality Leadership - Quality Council – Deming’s 14 Principles – **Continuous Process Improvement (CPI)** : PDSA Cycle (or) Deming Wheel - Kaizen - Juran’s Quality Trilogy.

UNIT-III TQM Tools and Techniques

9 Hours

Six Sigma: Need for Six Sigma – Six Sigma Process – **Benchmarking**: Definition - Benefits – Types - Quality Function Development (QFD) – Process – Taguchi Quality loss Function

UNIT-IV Business Process Reengineering (BPR)

5 Hours

Business Process Reengineering (BPR) : Introduction – Key concepts of BPR - The 3R’s of Re – engineering – Benefits – Re – engineering in the service sector and Manufacturing sector – BPR Teams in Project management – Limitations and Issues in BPR – Relationship between BPR and TQM.

Quality System: Evolution of ISO – 9000 – ISO – 9000 Quality Management and Quality Assurance Standards – Benefits of ISO – 9000 Quality System.

Distribution of Marks : Theory– 100%

TEXTBOOKS:

Sl. no	Authors	Title	Publishers	Year of Publication
1	Prof.V.Vijayan H.Ramakrishnan	Total Quality Management	S.Chand & Sons	2018
2	Poornima M.Charantimath	Total Quality Management	Pearson 4 th Edition	2022
3	Sundarrajan	Total Quality Management	Margam Publication	2012

REFERENCEBOOKS:

S.N O	Authors	Title	Publishers	Year of Publication
1	Pandirao&Jayathilagar	Total Quality Management	Vrinda	2009
2	Mandals.k	Total Quality Management	Vikas	2001
3	Wazirkhan	Total Quality Management	Kindle	2011

TEACHINGMETHODOLOGY:

1. Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study

SYLLABUS DESIGNER:

Dr.E.Veronica, Assistant Professor, Department of Management Studies, D.K.M College for Women.

ENTREPRENEURIAL DEVELOPMENT

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per week	
VI	22CBA6A	Core paper –XII	75	5	90	5	4

COURSE OBJECTIVE:

1. The main objective of this course is to acquire entrepreneurial spirit and resourcefulness, Familiarization with various uses of human resource for earning dignified means of living.
2. To understanding the concept and process of entrepreneurship - its contribution in and role in the growth and development of individual and the nation.
3. Acquiring entrepreneurial quality, competency and motivation, learning the process and skills of creation and management of entrepreneurial venture.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO Statement	Knowledge level(K1-K4)
CO1	Understanding basic concepts in the area of entrepreneurship	K1,K2
CO2	Understanding the role played by Government and Non – Government agencies in business.	K2, K3
CO3	To know the business opportunity and ideas for initiating business.	K2, K3
CO4	How to prepare the business plan for approaching bank for getting loan purpose.	K1,K2, K3
CO5	Analysing the business strategies and learn successful entrepreneurs business case studies.	K1,K2, K3

K1 – Remember; K2 – Understand; K3 – Apply; K4 –Analyze

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	S	M	S
CO2	S	M	S	M	S	S
CO3	S	S	M	S	M	S
CO4	M	S	S	M	S	M
CO5	S	M	S	S	S	M

S – Strong ; M – Medium; L – Low

UNIT-I ENTREPRENEURSHIP

15 Hours

Introduction: Understanding the concept of Entrepreneurial ship – Characteristics of an Entrepreneur – Classification of the Entrepreneurs – Entrepreneurial Scene in India – Factors influencing Entrepreneurship.

UNIT-II ROLE OF GOVERNMENT

15 Hours

Entrepreneurial growth : Role played by government and Non-Government agencies – EDP's , TIIC, PIPDIC, IFCI, ETC. **Women entrepreneurs :** Problems and prospects of Women entrepreneurs – Rural Entrepreneurs – Small Scale entrepreneurs and Export Entrepreneurs.

UNIT-III BUSINESS IDEA GENERATION

15 Hours

How to enter into Market : – Business idea generation Techniques – Identification of Business Opportunities – Strategic Approaches – Ethics and Entrepreneurship

UNIT-IV PROJECT REPORT

15 Hours

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

UNIT-V START - UP OPPORTUNITIES

15 Hours

Business start – up – Ideation – Venture choices – The rise of The startup Economy – The six forces of Change – The startup Equation – The Entrepreneurial Eco system –

Entrepreneurship in India – How to be a successful Entrepreneur? – Learning to be successful
– Successful entrepreneurs – NAMASKAR.

Distribution of marks: Theory 100%

Text Books :

Sno	Authors	Title	Publishers	Year of publications
1.	Jayashree suresh	Entrepreneurship Development	Margham Publications	2017
2.	P.Saravanelu	Entrepreneurship Development	",Eskapee Publications.	2000
3.	Robert D.Hisrich, Michael P.Peters,	Entrepreneurship Development,	Tata McGraw Hill edition.	2003

REFERENCE BOOKS:

S.No	Authors	Title	Publishers	Year of publication
1	Vasanth Desai "	Dynamics of Entrepreneurial Development and Management	Himalaya Publishing House.	2001
2	N.P.Srinivasan&G.P.Gupta,"	Entrepreneurial Development	Sultan chand &Sons	2003
3	Satish Taneja,	Entrepreneur Development	New Venture Creation.	2000

TEACHING METHODOLOGY:

1. Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study

SYLLABUS DESIGNER:

Dr.V.S.Palaniammal, Assistant professor & Head of the Department , Department of Management studies, D.K.M College for women, Vellore.

INDUSTRIAL RELATIONS AND LABOUR WELFARE

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per week	
VI	22CBA6B	Core Paper – XIII	90	6	90	6	4

COURSE OBJECTIVE:

1. Students can understand the industrial relations and conflicts handling between the departments.
2. To understand the Negotiation, Collective bargaining, trade union, Discipline, Government policies, Worker's participation, Employees grievance handling and safety aspects in industry.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO Statement	Knowledge level(K1-K4)
CO1	Understanding basic concept and need of industrial relation in organization.	K1,K2
CO2	To study about the various activities of trade union and its Contribution.	K2, K3
CO3	To know about collective bargaining between employer and employees.	K2, K3
CO4	To know about an Industrial Disputes and WPM	K1,K2, K3
CO5	Easily understand about Labour welfare and Importance of industrial safety.	K1,K2, K3

K1 – Remember; K2 – Understand; K3 – Apply; K4 –Analyze

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	S	M	S
CO2	S	M	S	M	S	S
CO3	S	S	M	S	S	M
CO4	M	S	S	S	M	S
CO5	S	S	M	M	S	M

S – Strong ; M – Medium; L – Low

UNIT-I INDUSTRIAL RELATIONS

20 Hours

Introduction of Industrial Relations : Definition and meaning – Evolution of Industrial relations - scope - objectives – Functions of IR – Principles - Factors affecting IR, Participants of IR - Importance of IR –Industrial Relations in India – Future Scenario of Industrial Relations in India .

International Labour Organisation (ILO) : Scope – Objectives – Structure of ILO

UNIT-II TRADE UNION

15 Hours

Trade Union : Introduction - Features – History - Trade unions in India - Functions of the Trade Unions - Classification of Trade unions – Problems of Indian Trade unions .

UNIT – III COLLECTIVE BARGAINING

20 Hours

Collective bargaining : The Concept – Characteristics – Participants – Importance – Principles – Essential Conditions for the Success of Collective Bargaining – Causes – Types of collective Bargaining – Process of Collective Bargaining – Policies of Collective Bargaining.

Unit - IV INDUSTRIAL DISPUTES & WPM

20 Hours

Industrial Disputes : Introduction – Nature - Types - Causes – Resolution of conflict – Labour Administration – Statutory Machinery – Non – Statutory Measures.

Workers Participation in Management (WPM): Industrial democracy – Levels of participation – Objectives .**Workers participation Models in India:** Industrial Dispute Act 1947 - Factories Act 1948 - Joint Management Councils (JMC) - Worker’s Representative in Board of management – Worker’s Participation in Management Scheme of 1975 – Participation of Workers in Management Bill – 1990.

UNIT - V LABOUR WELFARE AND INDUSTRIAL HEALTH

15 Hours

Labour Welfare in India: Introduction – Concept – Evolution and Growth of Labour Welfare Measures in India –Advantages – Principles of Labour Welfare – Classification : Statutory Benefits – Voluntary Benefits – Flexible Benefits – Services .

Industrial Health : Importance of Industrial Health - Occupational Hazards – Occupational Diseases – Absenteeism and Turnover – Accidents - Statutory Provisions on Safety.

Distribution of marks: Theory 100%**Text Books :**

Sl no	Authors	Title	Publishers	Year of publications
1.	N.G.Nair & Latha Nair	Personnel Management and Industrial Relations	S. Chand	2004
2	R.Sivarethina mohan	Industrial Relations and Labour Welfare	PHI	2013
3	Arun Monappa, Ranjeet Numbudiri, Patturaja Selvaraj	Industrial Relations and Labour Legislation	Tata McGraw Hill	2012

REFERENCE BOOKS:

S.N O	Authors	Title	Publishers	Year of publication
1	Ratna Sen	Industrial Relations in India	Shifting Paradigm, McMillian India Ltd New Delhi	2007
2	C.S.Venkata Ratnam	Globalisation and Labour Management Relations	Response Books	2007
3	P.R.N. Sinha, Indu Bala Sinha, Selva Priyadharshini shekhar	Industrial Relations, Trade Union, Labour legislation	Pearson	2004

TEACHING METHODOLOGY:

1. Chalk & Talk
2. Lecture
3. Seminar

4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study

SYLLABUS DESIGNER

Dr.V.S.Palaniammal , Assistant Professor & Head, Department of Management Studies,
D.K.M College for Women

ELECTIVE - III - 1. MATERIALS MANAGEMENT

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per Week	
VI	22CBA6C	Elective paper - III	90	6	90	6	3

COURSE OBJECTIVE:

1. To study the importance of inventories and the techniques for effective materials planning.
2. To purchasing raw materials and storing to ensure minimum material cost and maximize product quality .
3. To study about to increase the productivity techniques.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO STATEMENT	Knowledge level (K1-K4)
CO1	To be familiar with the functional areas and modern development in materials management	K1
CO2	To understand about the various inventory techniques	K1
CO3	To know and understand the concept of purchasing and import Substitution	K2
CO4	To understand about the stores management and materials handling	K2
CO5	To be aware of the value analysis and vendor rating	K2

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze

MAPPING WITH PROGRAMME OUTCOMES:

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	S	M	S	S
CO2	M	S	S	S	M	S
CO3	S	S	M	S	S	S
CO4	S	S	M	M	S	M
CO5	S	M	S	S	M	S

S – Strong; M – Medium; L – Low

UNIT –I INTRODUCTION**20 Hours**

Materials Management : Meaning – Need and Importance – Functional areas of materials management – Material planning - Budgeting- Classification and Coding - Objectives- Methods of coding - Merits and Demerits – Modern developments in materials management.

Integrated materials management: The concept - Service function- Advantages.

UNIT – II INVENTORY CONTROL**20 Hours**

Inventory : Meaning - classification of inventory - Definition of Inventory control - Needs- Objectives - Inventory control techniques - EOQ Model - Levels of Stock - Selective Inventory control - ABC, VED, FSN analysis.

MRP (Material Requirement Planning): Objectives - Assumption to develop MRP - System-Factors influencing MRP – Benefits – ERP - Evolution of ERP from MRP - Difference between MRP and ERP – EBQ.

UNIT - III PURCHASE MANAGEMENT**15 Hours**

Purchase Management : Purchasing - Procedure - Purchase process - Principles - Import substitution - International Purchase - Import purchase Procedure- JIT system.

UNIT - IV STORE KEEPING AND MATERIALS HANDLING**20 Hours**

Store keeping : Objectives - Function of store keeping – Store keeper responsibilities - Location of store house – Centralized, Decentralized store room - Security measures - Protection and prevention of stores - Fire and other Hazards - Bincard - Stock Cards.

Materials Handling : Importance – Equipment – Obsolete and waste management – Logistics and supply chain management – Fundamentals.

UNIT V: VENDOR RATING AND VALUE ANALYSIS

15 Hours

Vendor rating : Techniques - Vendor development - Buyer - Seller relationship.

Value analysis : Objectives – procedure - Advantages and Disadvantages - ISO – Benefits- Types of ISO.

Distribution of marks: Theory 100%

TEXT BOOKS:

S.NO	Authors	Title	Publishers	Year of publication
1	Saravanel P and Sumathi S	Production and Materials Management	Margham publication	2016
2	Gagan Deep Sharma MandeepMahendru	Production Management	Kalyani	2010
3	Dr.P.T.VijayaRajakumar Dr.Bhuvaneswari and Dr.C.Ganesan	Operations Management	Thakur	2014
4	SN Chary	Production and Operations Management	Tata McGraw-Hill publishing co.ltd	2001
5	Paneerselvam	Production and Operations Management	Prentice-Hall of India	2006

REFERENCE BOOKS:

S.NO	Authors	Title	Publishers	Year of Publication
1	Harding HA	Production Management	Macdonald and Evans	1974

2	MM Varma	Materials Management	Sultan chand and sons	2014
3	Adam and Ebert	Production and Operations Management	Prentice-Hall of India	1992
4	SN Chary	Production and Operations Management	Tata McGraw-Hill Education	1995
5	Khanna OP	Industrial Engineering and management	MartandTelsang	2006
6	A. K. DATTA.	Materials Management	PHI Learning Pvt. Ltd.	2008
7	Gopalakrishnan	Integrated Materials Management	Tata McGraw Hill	2012

TEACHING METHODOLOGY :

1. Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study
10. Role play

SYLLABUS DESIGNER:

Mrs. A.Kalaiselvi, Assistant Professor, Department of Management Studies, D.K.M College for Women

ELECTIVE PAPER – III 2. ADVERTISING & SALES MANAGEMENT

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per Week	
VI	22CBA6C	Elective paper – III	90	6	90	6	3

COURSE OBJECTIVE:

On successful completion of course, students will be having a knowledge on Advertising & Sales Management

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO Statement	Knowledge level(K1-K4)
CO1	To understand the Objectives and functions of advertising	K1
CO2	To gain knowledge about Types of advertising	K2
CO3	To understand the concepts of Classification and display advertising	K2
CO4	To gain knowledge about essential of an effective advertising copy	K4
CO5	To understand the consumer orientation in advertising	K3

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze

MAPPING WITH PROGRAMME OUTCOMES:

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	S	S	S
CO2	S	S	S	M	S	M
CO3	S	M	S	S	S	S
CO4	S	S	S	S	M	S
CO5	M	S	M	S	S	S

S – Strong; M – Medium; L – Low

Unit I Introduction

15 Hours

Meaning - Definition and concept of advertisement - Importance of advertising in modern marketing - Role of advertising in the national economy - Objectives and functions of advertising.

Unit II Types of advertising

15 Hours

Means and types of advertising – commercial and non-commercial advertising - primary demand and selective demand advertising - process of scientific advertising.

Unit III Classified and Display Advertising

20 Hours

Classified and display advertising: Internet advertising - Setting of advertising objectives - Setting of advertising budget - Factors affecting expenditures in a Company.

Unit IV Advertising Copy

20 Hours

Advertising copy: meaning - Definition and Elements - Structure of an advertising copy - Essential of an effective advertising copy - Elements of print advertisement (outline) - Elements of board cost copy - Copy for direct mail.

Unit V consumer orientation in advertising

20 Hours

Headlines – Illustration - Body-copy - Slogan – Logo - Colours and presentation - Trademarks and Brand names - Effective advertisement test - Advertising appeal - Consumer orientation in advertising.

Distribution of marks: Theory 100%

TEXT BOOKS:

S.NO	Authors	Title	Publishers	Year of publication
1	Debraj Datta & Mahua Datta	Consumer Behaviour & Advertising Management	Vrinda Publications (P) Limited	2009
2	K Sundar	Essentials of Marketing	Vijay Nicole imprints private Limited	2016
3	Philip Kotler & Kevin Lane Keller	Marketing Management	Pearson	2016

REFERENCE BOOKS

S.NO	Authors	Title	Publishers	Year of publication
1	P.Saravanavel & S.Sumathi	Advertising and Salesmanship	Margham Publications	2020
2	R.C.Agarwal	Salesmanship & Advertising	Lakshmi Narain Agarwal	2020

TEACHING METHODOLOGY :

1. Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study
10. Role play

ELECTIVE – IV: 1. INTERNATIONAL BUSINESS MANAGEMENT

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrsper Week	Total Hrs	Hrsper week	
VI	22CBA6D	Elective-IV	75	5	75	5	3

COURSEOBJECTIVE:

1. To understand the importance of international Business and to acquire knowledge about environment, monetary and Foreign exchange market.
2. To know the various sources of exporting and FDI.

COURSEOUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO STATEMENT	Knowledge level (K1-K4)
CO1	To gain the knowledge of elements and types of International business	K1
CO2	To understand the various Environmental factors in business	K1
CO3	To aware about Foreign Exchange market strategies	K2
CO4	To acquire knowledge about FDI, Franchising and Licensing of business	K2
CO5	To gain knowledge about Various Functional Areas	K2

K1–Remember;K2 –Understand;K3 –Apply;K4–Analyze

MAPPINGWITHPROGRAMMEOUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	S	M	S	S
CO2	M	S	S	S	M	S
CO3	S	S	M	S	S	S
CO4	S	S	M	M	S	M

CO5	S	M	S	S	S	S
-----	---	---	---	---	---	---

S–Strong; M– Medium; L – Low

UNIT-I INTRODUCTION TO INTERNATIONAL BUSINESS 15Hours

Definition - Elements of International Business – International Orientations – International Stages and Orientations - Drivers and Restrainers of Globalization – Technological advances and Globalization - International Business Decisions – Types of International Business

UNIT–II ENVIRONMENT OF INTERNATIONAL BUSINESS 15Hours

The cultural Environment : Dimensions of culture - Role of Language and Religion in Culture – Culture’s Effect in international Business

Political and Legal systems: Political system – Totalitarianism – Socialism - Democracy – The Relationship between Political Systems and Economic Systems – Legal systems – Common Law – Civil Law - Regional Law - Mixed Systems.

Participants in Political and Legal Systems: Government - International Organizations - Regional Trade Organizations - Special Interest group. Types of Country Risk Produced by Political and Legal Systems

UNIT-III THE INTERNATIONAL MONETARY AND FOREIGN EXCHANGE MARKET 15Hours

The pre-Bretton woods Period-The Bretton woods system-The EMS and Euro
Foreign Exchange: Functions-Methods of Affecting International Payments – Dealing of the Foreign Exchange Market – Determination of Exchange Rate - Exchange Control – Exchange systems - Exchange Rate Classifications – Exchange Rate and Convertibility of the Rupee - Devaluation – Currency Exchange Risks and Management - Foreign Exchange Management in India

UNIT- IV EXPORTING AND GLOBAL SOURCING 20Hours

Exporting and Global Sourcing: Exporting meaning – Advantages - Approach to Exporting - Importing meaning - Managing Export – Import Transactions - Payment Methods in Exporting and Importing - Identifying and working with foreign Intermediaries - Criteria for Evaluating Export

Intermediaries - Outsourcing, Global Sourcing – Benefits , Risk and Responsibilities of Global Sourcing.

Foreign Direct Investment and Collaborative Ventures: Volume of FDI and Collaborative Ventures - Active Firms in FDI - Factors to Consider in selecting foreign Direct Investment Locations. Characteristics of FDI - Types of FDI - Guidelines to attain Collaborative Ventures - Difference Between Equity and Project Based, Non - equity Ventures

Licensing, franchising : Licensing - Advantages and Disadvantages –Advantages and Disadvantages of Franchising - Guidelines for Licensing and Franchising

UNIT-V FUNCTIONAL AREA EXCELLENCE

20 Hours

Marketing in the Global Firm: Global Market segmentation - Global Branding and Product Development - International Pricing – International Marketing Communications - International Distribution . **Human Resource Management in the Global Firm:** The Strategic Role of Human Resources in International Business - International staffing Policy - Performance Appraisal and Compensation of International Employees - International labour relations - Women in International Business.

Distribution of marks: Theory100%

TEXT BOOKS:

S.NO	Authors	Title	Publishers	Year of publication
1	Francis Cherunilam	International Business Text and Cases	PHI Learning Private Limited	2020
2	S.Tamer Cavusgil, Gary Knight, John Riesenberger	International Business The New Realities	Pearson	2022
3	Dr.S.S.Sundari	International Business Management	Lakshmi Publications, Chennai	2015

REFERENCE BOOKS

S.NO	Authors	Title	Publishers	Year of publication
-------------	----------------	--------------	-------------------	----------------------------

1	Dr. Saroj Kumar & Tripti Singh Chowdhury	International Business Management	Thakur Publication Private Limited	2020
2	Dr.G.S.Subashini & Dr.M.Lakshmi Bala	International Business Management	Charulatha Publications	2017
3	Prof. Sangita Pramod Kulkari Prof. Piyush Dixit	International Business Management	Thakur Publication Private Limited	2021

TEACHING METHODOLOGY :

- 1.Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study
10. Role play

SYLLABUS DESIGNER:

Mrs. A.Kalaiselvi, Assistant Professor, Department of Management Studies, D.K.M College for Women

ELECTIVE - IV - 2. BUSINESS ETHICS

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per Week	Total Hrs	Hrs per week	
VI	22CBA6D	Elective-IV	60	4	60	4	3

COURSE OBJECTIVE:

1. To understand the importance of ethics in business and to acquire knowledge, capability to develop ethical practices for effective management.
2. To know the ethics in various functional areas.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO STATEMENT	Knowledge level (K1-K4)
CO1	To understand the nature of business ethics	K1
CO2	To develop skills of ethical decision making	K1
CO3	To be familiar with and manage ethics	K2
CO4	To develop skills of ethics in marketing and operations management	K2
CO5	To identify with the ethics in global business	K2

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	S	M	S	S
CO2	M	S	S	S	M	S
CO3	S	S	M	S	S	S
CO4	S	S	M	M	S	M

CO5	S	M	S	S	S	S
-----	---	---	---	---	---	---

S – Strong; M – Medium; L – Low

UNIT- I INTRODUCTION TO BUSINESS ETHICS 15 Hours

Nature of Business ethics : Definition - Importance of ethics in business - Factors influencing business ethics - Ethics in management - Indian ethics for business - Sacred simplicity (Vedantic ethics) - Ethical values in Gita - Ethical dimensions of Gandhi - Ethics in Buddhism - Ethics in Sufism - Ethical issues in business.

UNIT-II ETHICAL DECISION MAKING 10 Hours

Attitudes and beliefs: Decision process of groups - Market forces - Environmental ethics.- Business ethics and society - Society expectations from business - Ethical issues in Terrorism - Ethical values and dilemmas. Decision making - Decision process in competitive pressures- Ethical decision making - Ethical decision dilemmas - Organisation and power politics - silent saboteurs.

UNIT- III MANAGING ETHICS 10 Hours

Building a value system : code of ethics - setting standards from top - Masculine and feminine values - Role of laws and enforcement - Rights and stakeholders - Rules and enforcement - Ethics committees - Training in ethics - Training programmes in ethics - Hot line – Ombudsman - Regular meetings - Ethics audits and bench marking.

UNIT- IV ETHICS IN COMMERCIAL AND OPERATIONS MANAGEMENT 10 Hours

Ethics in marketing and industrial espionage :Consumer rights - Unethical practices in marketing - product related issues - Ethics in Advertising - Industrial espionage - Ethics in SCM and Intellectual property - Issues in purchase - Ethical issues in transport - Ethics in stores - Issues in civil contracts - Black marketing and hoarding - Bribery and corruption- Intellectual property rights - Ethics in operation and Technology.

UNIT- V ETHICS IN HRM 15 Hours

Ethics in HRM : Employment issues - privacy issues -Whistle blowing - Sexual harassment - Social responsibilities and ethical values - Global Business and ethics - Foreign bribery-

avoiding sanctions - Develop conditions for business growth – Model business principles in USA -The Caux principles - IT and Ethics - Ethical concerns in E-commerce - Ethical issues in BPO- Ethical concerns of BT - Ethics in pharma sector.

Distribution of marks: Theory 100%

TEXT BOOKS:

S.NO	Authors	Title	Publishers	Year of publication
1	R.V.Badi & N.V.Badi	Business ethics	Vrinda Publication(p) ltd	2005
2	David J. Fritzsche	Business Ethics: A Global & Management Perspective	Tata McGrawHil l	1998
3	Ramaswamy Namakumari	Strategic Planning - Corporate Strategy	MacMilla nIndia Ltd	1994

REFERENCE BOOKS:

S.NO	Authors	Title	Publishers	Year of publication
1	Laura P. Hartman	Perspectives in Business Ethics	Tata McGraw-Hill, 2nd Edition	2007
2	Peter Madsen & Jay M. Shafritz	Essential of Business Ethics	Meridian, New Delhi	1990
3	Ken Smith and Phil Johnson	Business Ethics and Business Behavior	Cengage Learning EMEA	1996
4	CSV Murthy	Business ethics, text and Cases	Himalya publishing house	2006
5	SathishModh	Ethical Management	Macmillan	2006

6	B.P Banerjee	Foundations of Ethics and Management	Excel books	2005
---	--------------	--------------------------------------	-------------	------

TEACHING METHODOLOGY :

- 1.Chalk & Talk
- 2.Lecture
- 3.Seminar
- 4.Assignment
- 5.Chart preparation
- 6.PPT
- 7.Group Discussion
- 8.You tube class
- 9.Case study
10. Role play

SYLLABUS DESIGNER:

Mrs. A.Kalaiselvi, Assistant Professor, Department of Management Studies, D.K.M
College for Women

SKILL BASED SUBJECT : IV ACCOUNTING SOFTWARE

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per Week	Total Hrs	Hrs per week	
VI	22SBA61	Skill based subject - IV	30	2	30	2	2

COURSE OBJECTIVE:

- a. This subject is designed to impart knowledge regarding concepts of financial Accounting.
- b. Tally is an accounting package which is used for learning to maintain accounts.
- c. This subject is useful for students to get placement in different offices as well as companies in Accounts department.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO STATEMENT	Knowledge level (K1-K4)
CO1	To understand the salient features of Tally	K1
CO2	To develop skills of ledger, Group creation	K1
CO3	To understand Stock item ,stock group creation	K2
CO4	To know and understand different types of voucher creation	K2
CO5	To develop skills of various forms of GST transactions	K2

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	S	S	S	S
CO2	M	S	S	S	M	S
CO3	S	S	M	S	S	S
CO4	S	S	M	M	S	M
CO5	S	S	S	S	S	S

S – Strong; M – Medium; L – Low

UNIT-I INTRODUCTION TO TALLY

6 Hours

Introduction to Tally : Advantages of using Tally software – Salient features of Tally – Company Creation in Tally - Components available in Tally- Gateway – Creation of Company – Select Company – Alter Company – Delete Company – Shutting the Company – Changing Data Directory – Auto Selection of Company Data - F11 Features – F12 Configuration .

UNIT –II ACCOUNTING MASTERS IN TALLY

6 Hours

Ledger Creation : Alteration – Deletion – Groups Creation – Alteration – Deletion – Primary Groups – Sub-Groups – Group behaves like a Sub-Ledger.

UNIT- III INVENTORY MASTERS IN TALLY

6 Hours

Stock Item : (Creation – Alteration – Deletion) -Unit of Measures (Creation – Alteration – Deletion) – Stock Group (Creation – Alteration – Deletion) – Stock Category - (Creation – Alteration – Deletion)

UNIT- IV ACCOUNTING VOUCHERS IN TALLY

6 Hours

Meaning of Voucher – Classification of Vouchers in Tally – Accounting Vouchers -Contra – Payment – Receipt – Journal – Sales – Purchase – Credit Note – Debit Note- Tally vault-split company data-Export and Import Formats - Data Backup and Restore

UNIT- V GST TRAINING

6 Hours

Goods and Services Tax (GST) : About Goods and Services Tax (GST) -Activating Tally in GST - Setting Up GST (Company Level, Ledger Level or Inventory Level) -Understanding SGST, CGST & IGST- Purchase Voucher with GST- Intra-State Purchase Entry in GST (SGST + CGST)- Inter-State Purchase Entry in GST (IGST)

REFERENCES:

GST using Tally.ERP 9- The official book from Tally-Sahaj Enterprises, Bengaluru, India

<https://cleartax.in>

SYLLABUS DESIGNER:

Mrs. A.Kalaiselvi, Assistant Professor, Department of Management Studies, D.K.M College for Women.