

**D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS)**

**VELLORE-1**

**AFFILIATED TO THIRUVALLUVAR UNIVERSITY**

**ACCREDITED BY NAAC WITH 'A'**



**DEPARTMENT OF MANAGEMENT STUDIES**

**BBA (BACHELOR OF BUSINESS ADMINISTRATION)**

**SYLLABUS**

**FROM THE ACADEMIC YEAR**

**2024 – 2025**

**D.K.M COLLEG FOR WOMEN (AUTONOMOUS), VELLORE-1****Syllabus Bachelor of Business Administration - BBA**

(Effective from the Academic Year 2024 -2025)

The course of study and Scheme of Examinations

S. No	Part	Category	I n s. H rs / W ee k	Credit	Title of the paper	Maximum marks		
						C I A	Sem . Exa m	To t al
<b>SEMESTER I</b>								
1	I	Language-I	6	3	Tamil – I	25	75	100
2	II	English-I	6	3	English – I	25	75	100
3	III	Core Paper–I	5	5	Principles of Management	25	75	100
4		Core Paper–II	5	5	Accounting for Managers I	25	75	100
5		Elective Paper-I	4	3	Managerial Economics	25	75	100
6	IV	Skill Enhancement Course -I	2	2	Basics of Event Management	25	75	100
7		Foundation Course	2	2	Managerial Communication	25	75	100
			<b>30</b>	<b>23</b>				<b>700</b>
<b>SEMESTER II</b>								
8	I	Language-II	6	3	Tamil - II	25	75	100
9	II	English-II	6	3	English – II	25	75	100

10	III	Core Paper–III	5	5	Marketing Management	25	75	100
11		Core Paper–IV	5	5	Accounting for Managers II	25	75	100
12		Elective Paper-II	4	3	International Business	25	75	100
13	IV	Skill Enhancement Course –II	2	2	Managerial Skill Development	25	75	100
14		Skill Enhancement Course -III	2	2	Business Etiquette and Corporate Grooming	25	75	100
			<b>30</b>	<b>23</b>				<b>700</b>
<b>SEMESTER III</b>								
15	I	Language-III	6	3	Tamil – III	25	75	100
16	II	English-III	6	3	English – III	25	75	100
17	III	Core Paper– V	5	5	Organisational Behaviour	25	75	100
18		Core Paper– VI	5	5	Financial Management	25	75	100
19		Elective Paper-III	4	3	Business Statistics	25	75	100
20	IV	Skill Enhancement Course - IV	1	1	Practical: Computer Applications in Business	25	75	100
21		Skill Enhancement Course - V	2	2	Entrepreneurial Skill New Venture Management	25	75	100
22		EVS	1	-	Environmental Studies			
			<b>30</b>	<b>22</b>				<b>700</b>

SEMESTER IV								
23	I	Language-IV	6	3	Tamil – IV	25	75	100
24	II	English-IV	6	3	English – IV	25	75	100
25	III	Core Paper–VII	5	5	Business Environment	25	75	100
26		Core Paper–VIII	5	5	Business Regulatory Framework	25	75	100
27		Elective Paper-IV	3	3	Operations Research	25	75	100
28	IV	Skill Enhancement Course - VI	2	2	Practical: Tally	25	75	100
29		Skill Enhancement Course - VII	2	2	Intellectual Property Rights	25	75	100
30		EVS	1	2	Environmental Studies	25	75	100
			<b>30</b>	<b>25</b>				<b>800</b>
Second year Vacation Internship -45 hours							2 Credits	

SEMESTER V								
31	III	Core Paper–IX	5	4	Human Resource Management	25	75	100
32		Core Paper–X	5	4	Research Methodology	25	75	100
33		Core Paper–XI	5	4	Business Taxation	25	75	100
34		Core Paper–XII	5	4	Management Information system	25	75	100
35		Elective–V	4	3	Digital Marketing Or Industrial Relations Or Financial Services	25	75	100

36	IV	Elective – Project VI	4	3	Project with Viva –Voce ( Compulsory )			100
37		Value Education	2	2	Value Education	-	-	-
38		Internship training	-	2	Summer Internship/Industrial Training	-	-	-
			<b>30</b>	<b>26</b>				<b>600</b>

SEMESTER VI								
39	III	Core Paper XIII	6	4	Entrepreneurial Development	25	75	100
40		Core Paper XIV	6	4	Services Marketing	25	75	100
41		Core Paper XV	6	4	Production and Materials Management	25	75	100
42		Elective Paper- VII	5	3	Consumer Behaviour Or Innovation Management Or Security Analysis & Portfolio Management	25	75	100
43		Elective Paper- VIII	5	3	Fundamentals of Logistics Or E-business Or Strategic Management	25	75	100
44	IV	Professional Competency Skill	2	2	Professional Competency Enhancement Quantitative Aptitude I And Quantitative Aptitude II (2 hours each)	25	75	100
45	V	Extension Activities	-	1	Extension Activities	-	-	-
			<b>30</b>	<b>21</b>				<b>600</b>

## Semester I

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
<b>BBADSC01</b>	<b>Principles of Management</b>	Core	Y	-	-	-	5	5	25	75	100	
<b>Learning Objectives</b>												
CLO1	To impart knowledge about evolution of management											
CLO2	To provide understanding on planning process and importance of decision making in organization											
CLO3	To learn the application of principles in organization											
CLO4	To study the process of effective controlling in organization											
CLO5	To familiarize students about significance of ethics in business and its implications.											
UNIT	Details							No. of Hours	Learning Objectives			
I	<b>Management:</b> Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.							15	CLO1			
II	<b>Planning:</b> Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision-making – Process of Decision – making – Types of Decision.							15	CLO2			
III	<b>Organizing:</b> Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.							15	CLO3			
IV	<b>Direction:</b> Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.							15	CLO4			
V	<b>Business Ethics:</b> Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business							15	CLO5			
	<b>Total</b>							<b>75</b>				
<b>Course Outcomes</b>												
Course Outcomes	On completion of this course, students will;							Program Outcomes				

<b>CO1</b>	Describe nature, scope, role, levels, functions and approaches of management	PO5
<b>CO2</b>	Apply planning and decision making in management	PO2, PO5, PO6, PO8
<b>CO3</b>	Identify organization structure and various organizing techniques	P01, PO4
<b>CO4</b>	Understand Direction, Co-ordination & Control mechanisms	PO2, PO6
<b>CO5</b>	Relate and infer ethical practices of organisation.	PO3, PO8
<b>Reading list</b>		
1.	JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.	
2.	Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.	
3	.Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011	
4	Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India	
5	Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.	
<b>Reference Books</b>		
1.	P.C. Tripathi & P.N Reddy; Principles of Management, Sultan Chand & Sons, 6th Edition, 2017	
2.	L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8th Edition.	
3.	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017	
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand & Sons, 3rd Edition.	
5.	Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015	
<b>Web Resources</b>		
1	<a href="https://www.toolshero.com/management/14-principles-of-management/">https://www.toolshero.com/management/14-principles-of-management/</a>	
2	<a href="https://open.umn.edu/opentextbooks/textbooks/693">https://open.umn.edu/opentextbooks/textbooks/693</a>	
3	<a href="https://open.umn.edu/opentextbooks/textbooks/34">https://open.umn.edu/opentextbooks/textbooks/34</a>	
4	<a href="https://openstax.org/subjects/business">https://openstax.org/subjects/business</a>	
5	<a href="https://blog.hubspot.com/marketing/management-principles">https://blog.hubspot.com/marketing/management-principles</a>	

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	L	S	S	S	S	M	S
<b>CO 2</b>	M	S	S	S	M	M	L	S
<b>CO 3</b>	M	S	S	M	S	S	M	S
<b>CO 4</b>	S	M	S	S	S	S	L	S
<b>CO 5</b>	M	S	S	S	S	S	M	S

**S –Strong    M-Medium    L-Low**

**CO-PO Mapping with program specific outcomes (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
<b>BBA SEC01 NME</b>	<b>Basics of Event Management</b>	NM E	Y	-	-	-	2	2	25	75	100	
<b>Learning Objectives</b>												
CLO1	To know the basic of event management its concepts											
CLO2	To make an event design											
CLO3	To make feasibility analysis for event.											
CLO4	To understand the 5 Ps of Event Marketing											
CLO5	To know the financial aspects of event management and its promotion											
UNIT	Details							No. of Hours	Learning Objectives			
I	Introduction: Event Management – Definition, Need, Importance, Activities.							6	CLO1			
II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design.							6	CLO2			
III	Event Feasibility: Resources – Feasibility, SWOT Analysis.							6	CLO3			
IV	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations.							6	CLO4			
V	Event Budget – Financial Analysis – Event Cost – Event Sponsorship.							6	CLO5			
	<b>Total</b>							<b>30</b>				
<b>Course Outcomes</b>												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
<b>CO1</b>	To understand basics of event management							PO1, PO6				
<b>CO2</b>	To design events							PO5, PO6				
<b>CO3</b>	To study feasibility of organising an event							PO2, PO6				

<b>CO4</b>	To gain Familiarity with marketing & promotion of event	PO6
<b>CO5</b>	To develop event budget	PO6, PO8
<b>Reading List</b>		
1.	Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.	
2.	Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009	
3.	Event Management & Public Relations by Savita Mohan - Enkay Publishing House	
4	Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross	
5	Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers	
<b>References Books</b>		
1.	Event Management By Chaudhary, Krishna, Bio-Green Publishers	
2.	Successful Event Management By Anton Shone & Bryn Parry	
3.	Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid	
4.	Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers	
5.	Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik CreateSpace Independent Publishing Platform, 2015	
<b>Web Resources</b>		
1.	<a href="https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf">https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf</a>	
2	<a href="https://www.inderscience.com/jhome.php?jcode=ijhem">https://www.inderscience.com/jhome.php?jcode=ijhem</a> International Journal of Hospitality & Event Management	
3	<a href="https://www.emeraldgrouppublishing.com/journal/ijefm">https://www.emeraldgrouppublishing.com/journal/ijefm</a> International Journal of Event and Festival Management	
4	<a href="https://www.eventbrite.com/blog/?s=roundup">https://www.eventbrite.com/blog/?s=roundup</a>	
5	<a href="https://www.eventindustrynews.com/">https://www.eventindustrynews.com/</a>	

**Mapping with program outcome**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	S	S	S	M	S	S	S
<b>CO 2</b>	M	S	S	S	M	S	S	S
<b>CO 3</b>	S	M	S	S	S	S	S	M
<b>CO 4</b>	S	M	S	S	S	S	S	S
<b>CO 5</b>	M	S	S	S	M	S	S	S

**S-Strong    M-Medium    L-Low**

**CO-PO Mapping (Course Articulation Matrix)  
Level of Correlation between PSO's and CO's**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

## BBA FC 01 – MANAGERIAL COMMUNICATION

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
<b>BBA FC 01</b>	<b>Managerial Communication</b>	Core	Y	-	-	-	2	2	25	75	100	
<b>Course Objectives</b>												
CLO1	To educate students role & importance of communication skills											
CLO2	To build their listening, reading, writing & speaking communication skills.											
CLO3	To introduce the modern communication for managers.											
CLO4	To understand the skills required for facing interview											
CLO5	To facilitate the students to understand the concept of Communication.											
UNIT	Details							No. of Hours	Course Objectives			
I	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.							6	CLO1			
II	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.							6	CLO2			
III	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language							6	CLO3			
IV	Communication through Reports – Agenda- Minutes of Meeting - Resume Writing							6	CLO4			
V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites							6	CLO5			
<b>Total</b>							<b>30</b>					
<b>Course Outcomes</b>												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
<b>CO1</b>	Understand communication process and its barriers.							PO1,PO2,PO3,PO4, PO8				
<b>CO2</b>	Develop business letters in different scenarios							PO1,PO2,PO3,PO4, PO5,PO6				
<b>CO3</b>	Develop oral communication skills & conducting interviews							PO2,PO3,PO4,PO5, PO6,PO7				

<b>CO4</b>	Use managerial writing for business communication	PO1,PO2,PO4,PO5, PO6,PO8
<b>CO5</b>	Identify usage of modern communication tools & its significance for managers	PO3,PO4,PO5,PO6, PO7,PO8
<b>Reading List</b>		
1.	Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008	
2.	Mallika Nawal –Business Communication – CENGAGE	
3.	Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi.	
4.	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008	
5.	Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.	
<b>References Books</b>		
1.	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017	
2.	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017	
3.	R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006	
4.	Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010	
5.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015	
<b>Web Resources</b>		
1.	<a href="https://www.managementstudyguide.com/business_communication.html">https://www.managementstudyguide.com/business_communication.html</a>	
2.	<a href="https://studiousguy.com/business-communication/">https://studiousguy.com/business-communication/</a>	
3.	<a href="https://www.oercommons.org/curated-collections/469">https://www.oercommons.org/curated-collections/469</a>	
4.	<a href="https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/">https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/</a>	
5.	<a href="https://open.umn.edu/opentextbooks/textbooks/8">https://open.umn.edu/opentextbooks/textbooks/8</a>	

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	S	S	M	S	M	S	S	S
<b>CO 2</b>	S	S	S	S	S	S	M	M
<b>CO 3</b>	M	S	S	S	S	S	S	M
<b>CO 4</b>	S	S	M	S	S	S	M	S
<b>CO 5</b>	M	M	S	S	S	S	S	S

**S-Strong      M-Medium      L-Low**

**CO-PO Mapping with program specific outcomes (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

## Semester II

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CI A	External	Total
<b>BBA DSC03</b>	<b>MARKETING MANAGEMENT</b>	Core	Y	-	-	-	5	5	25	75	100
<b>Learning Objectives</b>											
CLO1	To understand the marketplace.										
CLO2	To identify the market segmentation and the Product mix										
CLO3	To select the different pricing methods and channels of distribution.										
CLO4	To know the communication mix and sales promotion tools										
CLO5	To prepare according to the latest trends in market.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.							15	CLO1		
II	Segmentation – Need And Basis of Segmentation - Targeting – Positioning Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging.							15	CLO2		
III	Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.							15	CLO3		
IV	A Brief Overview of Communication Mix- Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.							15	CLO4		
V	Sales Force Management: Personal Selling Process-							15	CLO5		

	Motivation, Compensation and Control of Sales Force–Digital Marketing: Introduction- Applications & Benefits.		
		<b>75</b>	
<b>Course Outcomes</b>	On Completion of the course the students will	<b>Program Outcomes</b>	
<b>CO1</b>	To list and identify the core concepts of Marketing and its mix.	PO1, PO2, PO3	
<b>CO2</b>	To sketch the market segmentation, nature of product, PLC	PO1, PO2, PO3, PO6, PO8	
<b>CO3</b>	To analyze the appropriate pricing methods	PO1 PO2, PO3, PO4, PO8	
<b>CO4</b>	To determine the importance of various media	PO1, PO2, PO6	
<b>CO5</b>	To assess the sales force and applications of digital marketing	PO1, PO2, PO7	
<b>Reading List</b>			
1.	Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.		
2.	Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.		
3.	L.Natarajan, Marketing, Margham Publications, 2017.		
4.	J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.		
5.	K Karunakaran, Marketing Management, Himalaya Publishing House, 2017.		
<b>References Books</b>			
1.	C.B.Gupta & Rajan Nair Marketing Management, Sultan Chand & Son 2020		
2.	V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,		
3.	Cranfield, Marketing Management, Palgrave Macmillan.		
4.	Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.		
5.	Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana. 2016		
<b>Web Resources</b>			
1.	<a href="http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf">http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf</a>		
2.	<a href="https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf">https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf</a>		
3.	<a href="https://www.enotesmba.com/2013/01/marketing-management-notes.html">https://www.enotesmba.com/2013/01/marketing-management-notes.html</a>		

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	S	S	M	M	M	S	M	M
<b>CO 2</b>	S	S	M	S	M	S	M	S
<b>CO 3</b>	S	S	M	M	M	S	M	S
<b>CO 4</b>	S	S	M	M	M	S	M	M
<b>CO 5</b>	S	S	M	M	M	S	M	S

**S-Strong    M-Medium    L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):  
Level of Correlation between PSO's and CO's**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	2	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	2	3
<b>Weightage</b>	14	15	15	14	15
<b>Weighted Percentage of Course Contribution to Pos</b>	2.8	3.0	3.0	2.8	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA DGE02</b>	<b>International Business</b>	Generic Elective		-	-	-	5	5	25	75	100

**Learning Objectives**

CLO1	To familiarize students with basic concepts of International Business
CLO2	To impart knowledge about theories of international trade
CLO3	To know the concepts of foreign exchange market and foreign direct investment
CLO4	To understand the global environment
CLO5	To gain knowledge on the Contemporary Issues of International Business

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.	12	CLO1
II	Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.	12	CLO2
III	Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.	12	CLO3
IV	Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.	12	CLO4
V	Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International	12	CLO5

	Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.		
	<b>Total</b>	<b>60</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;		
<b>CO1</b>	Discuss the modes of entry to International Business	PO1, PO5, PO6	
<b>CO2</b>	Explain international trade theories	PO3, PO4, PO5	
<b>CO3</b>	Understand Foreign exchange market and FDI	PO1, PO2	
<b>CO4</b>	Outline the Global Business Environment	PO4, PO5, PO6	
<b>CO5</b>	Identify the relevance of international institutions and trading blocs.	PO7, PO8	
<b>Reading List</b>			
1.	Gupta CB, International Business, S Chand & Co. Ltd, 2014		
2.	Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.		
3.	Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018.		
4.	Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010		
5.	Paul, J., International Business, 5th Edition, PHI Learning, 2010		
<b>References Books</b>			
1.	Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.		
2.	Griffin, R., International Business, 7th Edition, Pearson Education, 2012.		
3.	Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4 <sup>th</sup> edition, Pearson ,2017		
4.	Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020		
5.	Subba Rao P, International Business, (Text and Cases), Himalaya Publishing House, 2016		
<b>Web Resources</b>			
1	<a href="https://online.hbs.edu/blog/post/international-business-examples">https://online.hbs.edu/blog/post/international-business-examples</a>		
2	<a href="https://saylordotorg.github.io/text_international-business">https://saylordotorg.github.io/text_international-business</a>		
3	<a href="https://www.imf.org/en/home">https://www.imf.org/en/home</a>		
4	<a href="https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/">https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/</a>		
5	<a href="http://www.simplynotes.in/e-notes/mbabba/international-business-management/">http://www.simplynotes.in/e-notes/mbabba/international-business-management/</a>		

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	S	M	M	M	S	S	M	M
<b>CO 2</b>	M	M	S	S	S	S	M	S
<b>CO 3</b>	S	S	M	M	M	S	M	M
<b>CO 4</b>	S	S	M	S	S	S	M	S
<b>CO 5</b>	M	M	M	M	M	M	S	S

**S-Strong    M-Medium    L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):  
Level of Correlation between PSO's and CO's**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	2
<b>Weightage</b>	15	15	15	15	14
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	2.8

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA SEC02 NME</b>	<b>MANAGERIAL SKILL DEVELOPMENT</b>	NM E	Y	-	-	-	2	2	25	75	100
<b>Learning Objectives</b>											
CLO1	To improve the self-confidence, groom the personality and build emotional competence										
CLO2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.										
CLO3	To assess the Emotional intelligence										
CLO4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions										
CLO5	To improve professional etiquettes										
UNIT	Details							No. of Hours	Learning Objectives		
I	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills							6	CLO1		
II	Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.							6	CLO2		
III	Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.							6	CLO3		
IV	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent							6	CLO4		

	thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.		
V	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.	6	CLO5
<b>Total</b>		<b>30</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>	
<b>CO1</b>	Identify the personal qualities that are needed to sustain in the world of work.	PO1, PO2, PO6, PO7	
<b>CO2</b>	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	PO1, PO2, PO5	
<b>CO3</b>	Acquire practical management skills that are of immediate use in management or leadership positions.	PO6, PO7	
<b>CO4</b>	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	PO1, PO2	
<b>CO5</b>	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	PO4	
<b>Reading List</b>			
1.	Managerial Skill Articles		
2.	The Management Skills of SALL Managers - SiSAL Journal		
3.	Managerial Skills by Dr.K.Alex S.CHAND		
4.	Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP		
5.	Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV		
<b>References Books</b>			
1.	Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication		

2.	McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
3.	Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
4.	<u>P. Varshney</u> , <u>A. Dutta</u> , Managerial Skill Development, Alfa Publications, 2012
5.	EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan
<b>Web Resources</b>	
1.	<a href="https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63">https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63</a>
2.	<a href="https://www.academia.edu/4358901/managerial_skill_development_pdf">https://www.academia.edu/4358901/managerial_skill_development_pdf</a>
3	<a href="https://www.academia.edu/4358901/managerial_skill_development_pdf">https://www.academia.edu/4358901/managerial_skill_development_pdf</a>
4	<a href="https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf">https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf</a>
5	<a href="https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf">https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf</a>

### Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
<b>CO 1</b>	M	M	S	S	S	M	M	S
<b>CO 2</b>	M	M	S	S	S	S	S	M
<b>CO 3</b>	S	S	S	S	S	S	S	
<b>CO 4</b>	S	S	S	S	S	S	M	S
<b>CO 5</b>	M	M	S	S	S	M	S	S

**S-Strong      M-Medium      L-Low**

### **CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA SEC03</b>	<b>Business Etiquette and Corporate Grooming</b>	SEC	Y	-	-	-	2	2	25	75	100
<b>Learning Objectives</b>											
CLO1	To impart knowledge about basic etiquettes in professional conduct										
CLO2	To provide understanding about the workplace courtesy and ethical issues involved										
CLO3	To suggest on guidelines in managing rude and impatient clients										
CLO4	To familiarize students about significance of cultural sensitivity and the relative business attire										
CLO5	To stress on the importance of attire										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Business Etiquette: Introduction-ABCs of etiquette- meeting and greetings scenarios-principles of exceptional work behavior-role of good manners in business-professional conduct and personal spacing.							6	CLO1		
II	Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues – preventing sexual harassment-conflict resolution strategies Choosing Appropriate gift in the business environment-real life work place scenarios –company policy for business etiquette.							6	CLO2		
III	Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices.							6	CLO3		
IV	Diversity and Cultural Awareness at Workplace Impact of diversity-Cultural Sensitivity-Taboos and Practices-Inter-Cultural Communication							6	CLO4		
V	Business Attire and Professionalism Business style and							6	CLO5		

	professional image - dress code-guidelines for appropriate business attire-grooming for success.		
	<b>Total</b>	<b>30</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>	
<b>CO1</b>	Describe basic concepts of business etiquette and corporate grooming.	PO5, PO6,	
<b>CO2</b>	Outline the etiquette and grooming standards followed in business environment and the significance of communication	PO4, PO2, PO5, PO6	
<b>CO3</b>	Create cultural awareness and moral practices in real life workplace scenarios	PO8, PO6	
<b>CO4</b>	Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success	PO1, PO3, PO8, PO6	
<b>CO5</b>	Apply the professionalism in the workplace considering diversity and courtesy	PO3, PO8, PO6	
<b>Reading List</b>			
1.	Journal of Computer Mediated Communication By ICA		
2.	Business and Professional Communication by Sage Journals		
3.	Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse		
4.	Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow		
5.	Shital Mehra, "Business Etiquette: A guide for the Indian Professional", Harper Collins Publisher (2012) <span style="float: right;">Kakkar</span>		
<b>References Books</b>			
1.	Indian Business Etiquette, Raghu Palat, JAICO Publishers		
2.	Nina Kochhar, "At Ease with Etiquette", B. Jain Publisher, 2011		
3.	Nimeran Sahukar, Prem P. Bhalla, "The Book of Etiquette and Manners", Pustak Mahi publishers, 2004		
4.	Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.		
5.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter, Mc Graw Hill Education		
<b>Web Resources</b>			

1.	<a href="http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf">http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf</a>
2.	<a href="https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf">https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf</a>
3	<a href="https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf">https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf</a>
4	<a href="https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm">https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm</a>
5	<a href="https://wikieducator.org/Business_etiquette_and_grooming">https://wikieducator.org/Business_etiquette_and_grooming</a>

### Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	S	S	S	M	M	S
CO 2	M	M	S	S	S	M	M	S
CO 3	M	M	S	S	S	M	M	S
CO 4	M	M	S	S	S	S	M	S
CO 5	M	M	M	S	S	S	M	S

### **CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	-	3	3	3	3
<b>Weightage</b>	12	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	2.4	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>Organizational Behaviour</b>	Specific Elective	Y	-	-	-	5	5	25	75	100
<b>Learning Objectives</b>											
CLO1	To have extensive knowledge on OB and the scope of OB.										
CLO2	To create awareness of Individual Behaviour.										
CLO3	To enhance the understanding of Group Behaviour										
CLO4	To know the basics of Organizational Culture and Organizational Structure										
CLO5	To understand Organizational Change, Conflict and Power										
UNIT	Details							No. of Hours	Learning Objectives		
I	<b>INTRODUCTION</b> : Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics)							10	CLO1		
II	<b>INDIVIDUAL BEHAVIOUR:</b> <b>1. Learning, attitude and Job satisfaction:</b> Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. <b>Job satisfaction:</b> causation; Impact of satisfied employees on workplace. <b>2. Motivation :</b> Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal							18	CLO2		

	<p>setting, Self-efficacy, Equity theory).</p> <p><b>3. Personality and Values :</b> Concept of personality; Myers - Briggs Type Indicator (MBTI); Big five model .Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit)</p> <p><b>4. Perception and Decision Making :</b> Perception ; Factors; Linking perception to individual decision making:</p>		
III	<p><b>GROUP BEHAVIOUR:</b> 1. Groups and Work Teams: Concept: Five Stage model of group development; Group norms, cohesiveness; Group think and shift; Teams; types of teams.</p> <p><b>2. Leadership :</b> Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal);</p>	17	CLO3
IV	<p><b>ORGANISATIONAL CULTURE AND STRUCTURE :</b> Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options</p>	15	CLO4
V	<p><b>ORGANISATIONAL CHANGE, CONFLICT AND POWER:</b></p> <p>Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organisational development);</p> <p>Concept of conflict, Conflict process; Types, Functional/ Dysfunctional. Introduction to power and politics.</p>	15	CLO5
	<b>Total</b>	<b>75</b>	

<b>Course Outcomes</b>		
<b>Course Outcomes</b>	<b>On Completion of the course the students will</b>	<b>Program Outcomes</b>
<b>CO1</b>	To define Organisational Behaviour, Understand the opportunity through OB.	PO1, PO2, PO6, PO7
<b>CO2</b>	To apply self-awareness, motivation, leadership and learning theories at workplace.	PO2,PO4. PO5, PO6
<b>CO3</b>	To analyze the complexities and solutions of group behaviour.	PO1, PO2, PO4, PO5, PO6
<b>CO4</b>	To impact and bring positive change in the culture of the organisaiton.	PO2, PO3, PO4 PO5, PO8

<b>CO5</b>	To create a congenial climate in the organization.	PO1, PO2, PO5 PO6, PO8
<b>Reading List</b>		
1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge , <i>Organizational Behaviour</i> , Pearson Education, 18 <sup>th</sup> Edition, 2022.	
2.	Fred Luthans, <i>Organizational Behaviour</i> , Tata Mc Graw Hill, 2017.	
3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, <i>Organizational Behaviour</i> , John Wiley & Sons, 2011	
4.	Louis Bevoc, Allison Shearsett, Rachael Collinson, <i>Organizational Behaviour Reference</i> , Nutri Niche System LLC (28 April 2017)	
5.	Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, <i>Organizational Behaviour: A Skill-Building Approach</i> , SAGE Publications, Inc; 2nd edition (29 November 2018).	
<b>References Books</b>		
1.	Uma Sekaran, <i>Organizational Behaviour Text &amp; cases</i> , 2 <sup>nd</sup> edition, Tata McGraw Hill Publishing CO. Ltd	
2.	Gangadhar Rao, Narayana, V.S.P Rao, <i>Organizational Behaviour</i> 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1 <sup>st</sup> edition	
3.	S.S. Khanka, <i>Organizational Behaviour</i> , S. Chand & Co, New Delhi.	
4.	J. Jayasankar, <i>Organizational Behaviour</i> , Margham Publications, Chennai, 2017.	
5.	John Newstrom, <i>Organizational Behaviour: Huma Behaviour at Work</i> , McGraw Hill Education; 12th edition (1 July 2017)	
<b>Web Resources</b>		
1	<a href="https://www.iedunote.com/organizational-behavior">https://www.iedunote.com/organizational-behavior</a>	
2	<a href="https://www.london.edu/faculty-and-research/organisational-behaviour">https://www.london.edu/faculty-and-research/organisational-behaviour</a>	
3	Journal of Organizational Behavior on JSTOR	
4	International Journal of Organization Theory & Behavior   Emerald Publishing	
5	<a href="https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf">https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	

<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	S	M	M	S	S	M	M
<b>CO 2</b>	S	S	M	S	S	S	M	S
<b>CO 3</b>	S	M	M	M	S	S	M	S
<b>CO 4</b>	S	S	M	M	S	S	M	M
<b>CO 5</b>	S	S	M	M	S	S	M	M

**S-Strong      M-Medium      L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):  
Level of Correlation between PSO's and CO's**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>Practical: Computer Applications in Business</b>	SEC	-	-	Y	-	1	1	25	75	100
<b>Learning Objectives</b>											
CLO1	To build skills in Ms-Word										
CLO2	To build skills in Ms-Excel-spread sheet application										
CLO3	To build skills in Ms-Excel-Functions types										
CLO4	To build skills in Ms- Power Point										
CLO5	To familiarize students with Google forms for students with relevance in Business scenario and its applications,understand the basics of tally										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables- Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools- Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents .							3	CLO1		
II	Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data- Setting formula, finding total in rows and columns,							3	CLO2		
III	Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet- Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization							3	CLO3		

IV	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation-Setting presentation style, adding text, Formatting-Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.	3	CLO4
V	Use Google forms to develop & share questionnaire: Creating Google Forms – Interface overview, adding question types, customizing themes, setting rules and validations, sharing and collaboration. Analyzing responses using Google Sheets. Application in business: surveys, feedback, registrations. Introduction to Tally and its application	3	CLO5
	<b>Total</b>	<b>15</b>	

#### Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Experience with Ms-word for business activities	PO1, PO2, PO6, PO7
CO2	Experience with Ms-Excel for business activities	PO1, PO2, PO6, PO7
CO3	Experience with Ms-Excel for Functions types	PO1, PO2, PO6, PO7
CO4	Experience with Ms-power point for business activities	PO1, PO2, PO6, PO7
CO5	Experience with Google form & Tally for reporting in business	PO1, PO2, PO6, PO7

#### Reading List

1.	International Journal of Computer Applications in Technology
2.	International Journal of Computer Applications – IJCA
3.	P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.
4.	Computer Application in Business ( Tamil Nadu) by Dr. R.Paramaeswaran
5.	Taxmann’s Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .

#### References Books

1.	P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.
2.	Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman
3.	Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
4.	Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander;

	Microsoft Office 2013 BIBLE, Wiley, 2013.	
5.	S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.	
<b>Web Resources</b>		
1.	<a href="https://www.microsoft.com/en-us/microsoft-365/blog/">https://www.microsoft.com/en-us/microsoft-365/blog/</a>	
2	<a href="https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18">https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18</a>	
3	<a href="https://byjus.com/govt-exams/microsoft-word/">https://byjus.com/govt-exams/microsoft-word/</a>	
4	<a href="https://edu.gcfglobal.org/en/google-forms/">https://edu.gcfglobal.org/en/google-forms/</a>	
5	<a href="https://www.tutorialkart.com/tally/tally-tutorial/">https://www.tutorialkart.com/tally/tally-tutorial/</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
<b>CO 1</b>	M	M	M	M	M	S	M	M
<b>CO 2</b>	S	M	M	M	M	S	S	M
<b>CO 3</b>	M	M	M	S	M	S	M	M
<b>CO 4</b>	S	S	M	M	M	S	S	M
<b>CO 5</b>	S	S	M	S	M	S	S	M

**S-Strong      M-Medium      L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):**

**Level of Correlation between PSO's and CO's**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	-	3	3
<b>CO 2</b>	3	3	-	3	3
<b>CO 3</b>	3	3	-	3	3
<b>CO 4</b>	3	3	-	3	3
<b>CO 5</b>	3	3	-	3	3
<b>Weightage</b>	15	15	-	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	-	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>Entrepreneurial skill New Venture Management</b>	SEC	Y	-	-	-	2	2	25	75	100
<b>Learning Objectives</b>											
CLO1	To learn to generate and evaluate new business ideas										
CLO2	To learn about a business model that generates money										
CLO3	To understand how to find, evaluate and buy a business										
CLO4	To evaluate the feasibility of idea into a Venture										
CLO5	To understand sources who lend for new ventures										
UNIT	Details							No. of Hours	Learning Objectives		
I	<b>Concept of Entrepreneurship</b> – Evolution – importance, Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.							6	CLO1		
II	<b>Developing Successful Business Ideas:</b> Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.							6	CLO2		
III	<b>Feasibility Analysis:</b> Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis.							6	CLO3		
IV	<b>Moving from an Idea to a New Venture:</b> Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.							6	CLO4		
V	<b>Financing the New Venture:</b> Financing entrepreneurial ventures - Managing growth; Valuation of a new company - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions.							6	CLO5		
	<b>Total</b>							<b>30</b>			

<b>Course Outcomes</b>		
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>
<b>CO1</b>	Understand the concept of entrepreneurship and skill sets of an entrepreneur.	PO2,PO6
<b>CO2</b>	Assess new venture opportunities & analyze strategic choices in relation to new ventures	PO2, PO6
<b>CO3</b>	Develop a credible business plan for real life situations.	PO1, PO2, PO5, PO6
<b>CO4</b>	Coordinate a team to develop and launch and manage the new venture through the effective leadership	PO4, PO5
<b>CO5</b>	Evaluate different sources for financing new venture	PO2, PO6
<b>Reading List</b>		
1.	Journal of Business Venturing – Elsevier	
2.	Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald	
3.	Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,	
4.	Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008)	
5.	Entrepreneurship ,11 <sup>th</sup> Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill	
<b>References Books</b>		
1.	New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)	
2.	Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.	
3.	Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.	
4.	The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise	
5.	Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, Mc Graw Hill Publication	
<b>Web Resources</b>		
1.	<a href="https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217">https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217</a>	
2.	<a href="https://core.ac.uk/download/pdf/98660713.pdf">https://core.ac.uk/download/pdf/98660713.pdf</a>	
3.	<a href="https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf">https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf</a>	
4.	<a href="https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm">https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm</a>	
5.	<a href="https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786">https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	

	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	S	S	S	M	M
CO 2	S	S	M	S	S	S	M	S
CO 3	S	S	M	S	S	S	S	S
CO 4	S	S	M	S	S	M	S	S
CO 5	M	S	M	S	M	S	M	M

**Mapping with program outcome**

**S-Strong    M-Medium    L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):**

**Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>Business Environment</b>	Core	Y	-	-	-	5	5	25	75	100
<b>Course Objectives</b>											
CLO1	To impart knowledge on the concept of business environment & its significance										
CLO2	To know the political environmental factors and its impact on business.										
CLO3	To know the Economic environmental factors and its impact on business										
CLO4	To throw light on importance of the types of Social Organization.										
CLO5	To create awareness of industrial-technological advancements.										
UNIT	Details							No. of Hours	Course Objectives		
I	<b>The concept of Business Environment:</b> Nature and significance - A brief overview of political, cultural, legal, economic and social environments and their impact on business and strategic decisions.							15	CLO1		
II	<b>Political Environment:</b> Functions of state, Economic roles of government, Government and legal environment. The constitutional environment, rationale and extent of state intervention							15	CLO2		
III	<b>Economic Environment:</b> Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business, establishment of NITI Aayog (National Institution for Transforming India); 1991 New Economic Policy.							15	CLO3		
IV	<b>Social environment:</b> cultural heritage - social attitudes -castes and communities - Joint family systems - Linguistic and religious groups - Types of social organization-LPG Models.							15	CLO4		
V	<b>Technology environment :</b> Industry 4.0 – Meaning –Features - Basic Applications and Uses - Blockchain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics.							15	CLO5		
<b>Total</b>								<b>75</b>			

<b>Course Outcomes</b>		
<b>Course Outcomes</b>	On completion of this course, students will;	
<b>CO1</b>	To understand the concepts of Business Environment.	PO1,PO2
<b>CO2</b>	To apply knowledge in the business and strategic decisions.	PO1, PO2,PO3
<b>CO3</b>	To analyze the importance of business in various social groups.	PO2,PO4, PO5,PO6, PO8
<b>CO4</b>	To evaluate the types of economic environment and its impact on business.	PO3,PO4, PO5, PO6
<b>CO5</b>	To construct and assess the environment for real-time business	PO1,PO2,PO3, PO8
<b>Reading List</b>		
1.	Sankaran.S (Reprint 2016) Business Environment, Margham Publishing House, hid Revised Edition	
2.	Gupta C B (Reprint 2018) ,Business Environment, Sultan Chand & Sons. Eleventh Revised Edition	
3.	K.Ashwathappa, (Reprint 2016) Essentials of Business Environment, Himalaya Publishing House, 6 <sup>th</sup> Edition, India	
4.	Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana	
<b>References Books</b>		
1.	Business Environment : A Test/Reference Book With Case Studies Ebook : Prakash , N R Mohan	
2.	Business Environment <a href="#">Ruchi Goyal</a> Publisher: Neelkanth Publishers Pvt. Ltd.2019	
3.	Business Environment,Fourth Edition,By Pearson	
4.	Business Environment Indian And Global Perspective 3Rd Edition by AHMED, FAISAL ALAM, M. ABSAR, PHI Learning	
<b>Web Resources</b>		
1.	<a href="https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/">https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/</a>	
2.	<a href="https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences">https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences</a>	
3.	Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11 <sup>th</sup> Revised Edition,India.	
4.	<a href="https://pestleanalysis.com/political-factors-affecting-business/">https://pestleanalysis.com/political-factors-affecting-business/</a>	
5.	<a href="https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf">https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External</b>	End Semester Examination	75 Marks

<b>Evaluation</b>		
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	S	S	M	S	S	M	M	S
<b>CO 2</b>	S	S	M	S	S	M	M	S
<b>CO 3</b>	S	S	M	S	S	M	M	S
<b>CO 4</b>	S	S	M	S	S	M	M	S
<b>CO 5</b>	S	S	M	S	S	M	M	S

**S-Strong      M-Medium      L-Low**

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	2	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	2	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	14	15	14	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	2.8	3.0	2.8	3	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>BUSINESS REGULATORY FRAME WORK</b>	Core	Y	-	-	-	5	5	25	75	100
<b>Course Objectives</b>											
CLO1	Explain Indian Contracts Act										
CLO2	Understand Sales of goods act& contract of agency										
CLO3	Understand Indian Companies Act 1956										
CLO4	Understand Consumer Protection Act – RTI										
CLO5	Understand Cyber law										
UNIT	Details							No. of Hours	Learning Objectives		
I	<b>Brief outline of Indian Contracts Act</b> - Elements – Valid contract – Void contract – Offer and Acceptance – Consideration– Capacity to contract and Free Consent–Breach of contract and Remedies. <b>Special contracts Act</b> : contract of Indemnity and Guarantee, Contract of bailment and pledge.							15	CLO1		
II	<b>Sale of goods Act and Contract of Agency:</b> Essentials-Conditions and Warranties in sale of Goods – Transfer of Property and Risk – Rights and Duties of Unpaid seller – Performance of Agency Contract – Termination of Agency Relationship.							15	CLO2		
III	<b>Brief outline of Indian Companies Act 1956</b> : kinds - Formation – MOA – AOA - Prospectus- Appointment of Directors- Duties - Meeting-Resolutions -Winding up.							15	CLO3		
IV	<b>Consumer Protection Act</b> : Consumer Rights – Responsibilities – Consumer Disputes Redressal Mechanisms – Role of Consumer Forums and Commissions. RTI.							15	CLO4		
V	<b>Brief outline of Cyber laws – IT Act 2000 &amp; 2008</b> : Data Protection and privacy Laws –							15	CLO5		

	Intellectual Property Rights in the Digital space – Cybercrimes and Jurisdiction – E – Commerce Regulations and Online Transactions.		
	<b>Total</b>	<b>75</b>	
<b>Course Outcomes</b>	On Completion of the course the students will	<b>Program Outcomes</b>	
<b>CO1</b>	Explain Indian Contracts Act	PO1,PO3,PO6,PO8	
<b>CO2</b>	Understand Sales of goods act and Contract of Agency	PO1,PO2,PO3,PO4, PO5,PO8	
<b>CO3</b>	Understand Indian Companies Act 1956	PO3,PO4,PO6,PO8	
<b>CO4</b>	Understand Consumer Protection Act – RTI	PO1,PO2,PO3,PO6, PO7,PO8	
<b>CO5</b>	Understand Cyber law	PO1,PO3,PO6,PO7, PO8	
<b>Reading List</b>			
1	Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications		
2	Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand		
3	N D Kapoor(2019), Elements of Merchantile Law, Sultan Chand & Sons		
4	Constitutional Law – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni		
5	Business Law (Commercial Law) – Dr. M.R. Sreenivasan		
<b>References Books</b>			
1	Business Regulatory Framework, Sahitya Bhawan Publications. Revised, 2022.		
2	Business Regulatory Framework, <u>Garg K.C., Sareen V.K., Sharma Mukesh, 2013</u>		
3	Business Regulatory Framework Pearson Education India, 2011		
4	Bare Acts- RTI, Consumer Protection Act		
5	Business Regulatory Framework , <b>Dr. Pawan Kumar Oberoi, Global Academic Publishers &amp; Distributors, 2015</b>		
<b>Web Resources</b>			
1	<a href="https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html">https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html</a>		
2	<a href="http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/">http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/</a>		
3	<a href="https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661">https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661</a>		
4	International Journal of Law (lawjournals.org)		

5	<a href="https://www.himpub.com/BookDetail.aspx?BookId=1936&amp;NB=&amp;Book_TitleM=%20Business%20Regulatory%20Framework">https://www.himpub.com/BookDetail.aspx?BookId=1936&amp;NB=&amp;Book_TitleM=%20Business%20Regulatory%20Framework</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	S	M	M	M	S	S	L	S
<b>CO 2</b>	S	M	M	M	S	S	L	S
<b>CO 3</b>	S	M	M	M	S	S	L	S
<b>CO 4</b>	S	M	M	M	S	S	L	S
<b>CO 5</b>	S	M	M	M	S	S	L	S

**S-Strong      M-Medium      L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):  
Level of Correlation between PSO's and CO's**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	2	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	2	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	13	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	2.6	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>Practical :Tally</b>	SEC	-	-	Y	-	2	2	25	75	100

### Learning Objectives

CLO1	To impart knowledge about basic use of Tally and its functions		
CLO2	To understand the creation of groups and Ledgers		
CLO3	To provide understanding about Data Management in Tally		
CLO4	To understand the process of GST, EPF etc.		
CLO5	To familiarize students about significance of Tally in implications in the Organizations		
UNIT	Details	No. of Hours	Learning Objectives
I	<b>Basic of Accounting &amp; Fundamentals of Tally. ERP 9:</b> Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.	6	CLO1
II	<b>Accounting Master in Tally. ERP 9:</b> Groups & Ledgers Creation. <b>Inventory Master in Tally. ERP 9:</b> Unit of Measures, Creation of Stock Groups and Categories Stock.	6	CLO2
III	<b>Vouchers Entries &amp; Advance Accounting in Tally. ERP 9:</b> Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Cost category.	6	CLO3
IV	<b>Advance Inventory &amp; Taxes in Tally. ERP 9:</b> Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.	6	CLO4
V	Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP 9	6	CLO5
	<b>Total</b>	<b>30</b>	

### Course Outcomes

<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>
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<b>CO1</b>	To understand about the basic accounting and Tally. ERP 9	PO1
<b>CO2</b>	Identify the maintained of Ledger and inventory system	PO1, PO2, PO7
<b>CO3</b>	Creation of various vouchers and bill wise details	PO1, PO4, PO7
<b>CO4</b>	Understand various taxes returns and filing	PO2, PO6, PO7
<b>CO5</b>	Relate and infer various reports generated in Tally. ERP 9	PO2, PO7
<b>Reading List</b>		
1.	Journal of Emerging Technologies and Innovative Research	
2.	Global Journal for Research Analysis	
3.	Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press	
4.	Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017	
5.	Official Guide To Financial Accounting Using Tally.Erp 9 With Gst by Tally Education, BPB Publications	
<b>References Books</b>		
1.	Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015	
2.	Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications	
3.	Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education	
4.	Bimlendu Shekhar, Tally Practical Work Book -1, 2 <sup>nd</sup> Edition	
5.	Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020	
<b>Web Resources</b>		
1.	<a href="https://tallysolutions.com/learning-hub/">https://tallysolutions.com/learning-hub/</a>	
2.	<a href="https://www.tutorialkart.com/tally/tally-tutorial/">https://www.tutorialkart.com/tally/tally-tutorial/</a>	
3.	<a href="https://sscstudy.com/tally-erp-9-book-pdf-free-download/">https://sscstudy.com/tally-erp-9-book-pdf-free-download/</a>	
4.	<a href="https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/">https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/</a>	
5.	<a href="https://www.javatpoint.com/tally">https://www.javatpoint.com/tally</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks

	Total	100 Marks
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<b>Methods of Assessment</b>	
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcome**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	S	M	M	M	M	S	S	M
<b>CO 2</b>	S	M	M	M	M	S	S	S
<b>CO 3</b>	S	M	M	M	M	S	S	S
<b>CO 4</b>	M	M	M	M	M	M	S	M
<b>CO 5</b>	M	S	M	M	S	M	S	M

**S-Strong      M-Medium      L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):  
Level of Correlation between PSO's and CO's**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	-	3	3
<b>CO 2</b>	3	3	-	3	3
<b>CO 3</b>	3	3	-	3	3
<b>CO 4</b>	3	3	-	3	3
<b>CO 5</b>	3	3	-	3	3
<b>Weightage</b>	15	15	-	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	-	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>Intellectual Property Rights</b>	SEC	Y	-	-	-	2	2	25	75	100
<b>Learning Objectives</b>											
CLO1	To learn aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in Industries.										
CLO2	To disseminate knowledge on patents, patent regime in India and abroad and registration aspects										
CLO3	To evaluate the copyright law										
CLO4	To disseminate knowledge on copyrights and its related rights and registration aspects										
CLO5	To understand about Geographical Indicators										
UNIT	Syllabus							No. of Hours	Learning Objectives		
I	<b>IPR Introduction:</b> The need for intellectual property right – IPR in India – Different Classifications – Important Principles of IP Management – Commercialization of Intellectual Property Rights By Licensing – Intellectual Property Rights in the Cyber World.							6	CLO1		
II	<b>Patent:</b> Introduction – Classification – Importance – Types of Patent Applications in India – Patentable Invention– Inventions Not Patentable.							6	CLO2		
III	<b>Trade Mark:</b> Introduction – Fundamentals – Concept– Purpose– Functions – Characteristics – Guidelines - For Registration of Trade Mark -Kinds of TM – Protection - Non-Registrable Trademarks- Industrial Designs – Need for Protection of Industrial Designs.							6	CLO3		
IV	<b>Introduction to Copyright</b> – Conceptual Basis –Copy Right and Related Rights – Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer –Infringement –Copyright pertaining to Software / Internet and other Digital media.							6	CLO4		
V	<b>Geographical Indications:</b> Concept-Legal framework of GI-Protection & Significance.							6	CLO5		
	<b>Total</b>							<b>30</b>			

<b>Course Outcomes</b>		
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>
<b>CO1</b>	Imbibe the knowledge of IPR through various laws	PO1, PO6
<b>CO2</b>	Apply the knowledge of patents	PO5, PO6
<b>CO3</b>	Understand the process of acquiring a trademark	PO2, PO6
<b>CO4</b>	Create an awareness about copyrights	PO6, PO8
<b>CO5</b>	Understand geographical indicators	PO6, PO8
<b>Reading List</b>		
1.	Journal of Intellectual Property Rights	
2.	IntellectualPropertyRightsTextandCases: DR.R.Radhakrishnan, DR.S. Balasubramanian	
3.	IntellectualPropertyPatents,TradeMarks, And Copy Rights–RichardStim	
4.	Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K.Toradmalle, Wiley	
5.	Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS	
<b>References Books</b>		
1.	Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing	
2.	Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis	
3.	Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House	
4.	Introduction To Intellectual Property Rights by Chawkam H.S, Oxford &Ibh	
5.	Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain	
<b>Web Resources</b>		
1.	<a href="https://nptel.ac.in/courses/110/105/110105139/">https://nptel.ac.in/courses/110/105/110105139/</a>	
2.	<a href="https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf">https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf</a>	
3.	<a href="https://ipindia.gov.in/">https://ipindia.gov.in/</a>	
4.	<a href="https://www.tutorialspoint.com/explain-the-intellectual-property-rights">https://www.tutorialspoint.com/explain-the-intellectual-property-rights</a>	
5.	<a href="https://www.icsi.edu/media/webmodules/FINAL_IPR&amp;LP_BOOK_10022020.pdf">https://www.icsi.edu/media/webmodules/FINAL_IPR&amp;LP_BOOK_10022020.pdf</a>	

<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

### Mapping with program outcome

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	M	M	S	M	M	M	M
<b>CO 2</b>	M	S	M	M	S	M	S	M
<b>CO 3</b>	M	S	S	S	M	S	S	M
<b>CO 4</b>	M	M	M	M	M	M	M	M
<b>CO 5</b>	M	M	M	M	S	M	S	M

**S-Strong      M-Medium      L-Low**

### **CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):**

#### **Level of Correlation between PSO's and CO's**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

## Semester I

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CI A	External	Total	
<b>BBA DSC02</b>	<b>Accounting for Managers I</b>	Core	Y	-	-	-	4	5	25	75	100	
<b>Learning Objectives</b>												
CLO1	To impart knowledge about basic concepts of accounting its applications											
CLO2	To analyze and interpret financial reports of a company											
CLO3	To understand the gross profit and net profit earned by organization											
CLO4	To foster knowledge on Hire Purchase system											
CLO5	To understand the procedures of Accounting under Single entry system.											
UNIT	Details							No. of Hours	Learning Objectives			
I	Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance							15	CLO1			
II	Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account							15	CLO2			
III	Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.							15	CLO3			
IV	Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.							15	CLO4			
V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method							15	CLO5			
<b>Total</b>							<b>75</b>					
<b>Course Outcomes</b>												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Prepare Journal, ledger, trial balance and cash book							PO2, PO1				
CO2	Classify errors and making rectification entries							PO1				
CO3	Prepare final accounts with adjustments							PO2, PO6				
CO4	To understand Hire Purchase system							PO2, PO6				
CO5	Prepare single and double entry system of accounting.							PO6				

<b>Reading List</b>		
1.	Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.	
2.	Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition	
3.	Rakesh Shankar. R &Manikandan.S, Financial Accounting, SCITECH, 3rd edition.	
4.	Shukla&Grewal, 2002, Advanced Accounting, Sultan Chand &Sons,New Delhi, 15th edition.	
5.	Tulsian P.C., 2006, Financial Accounting, Pearson Education	
<b>References Books</b>		
1.	Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai	
2.	TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019	
3.	David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017	
4.	M N Arora; Accounting for Management- Himalaya Publications House 2019.	
5.	SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.	
6.	T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.	
<b>Web Resources</b>		
1.	<a href="https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf">https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf</a>	
2.	<a href="https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf">https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf</a>	
3.	<a href="https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles">https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles</a>	
4.	<a href="https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system">https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system</a>	
5.	<a href="https://www.profitbooks.net/what-is-depreciation">https://www.profitbooks.net/what-is-depreciation</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	M	M	M	M	S	L	M
<b>CO 2</b>	S	M	M	M	M	S	L	S
<b>CO 3</b>	S	M	M	M	M	S	L	S
<b>CO 4</b>	S	M	M	M	M	S	L	M
<b>CO 5</b>	S	M	M	M	M	S	L	M

**S-Strong    M-Medium    L-Low**

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA DGE01</b>	<b>Managerial Economics</b>	Gen eric Elec tive	Y	-	-	-	3	4	25	75	100
<b>Learning Objectives</b>											
<b>CLO1</b>	To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario										
<b>CLO2</b>	To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.										
<b>CLO3</b>	To Understand the optimal point of cost analysis and production factors of the firm										
<b>CLO4</b>	To describe the pricing methods and strategies that are consistent with evolving marketing needs										
<b>CLO5</b>	To Provide insights to the various market structures in an economy.										
<b>UNIT</b>	<b>Details</b>							<b>No. of Hours</b>	<b>Learning Objectives</b>		
I	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.							12	CLO1		
II	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.							12	CLO2		
III	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.							12	CLO3		
IV	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination							12	CLO4		
V	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly							12	CLO5		
	<b>Total</b>							<b>60</b>			
<b>Course Outcomes</b>											

<b>Course Outcomes</b>	<b>On completion of this course, students will;</b>	<b>Program Outcomes</b>
<b>CO1</b>	Analyze & apply the various managerial economic concepts in individual & business decisions.	PO2, PO6,PO8
<b>CO2</b>	Explain demand concepts, underlying theories and identify demand forecasting techniques.	PO6, PO8
<b>CO3</b>	Employ production, cost and supply analysis for business decision making	PO1, PO2,PO6
<b>CO4</b>	Identify pricing strategies	PO1, PO2,PO6
<b>CO5</b>	Classify market structures under competitive scenarios.	PO2, PO6, PO8
<b>Reading List</b>		
1.	Journal of Economic Literature – American Economic Association	
2.	Arthasastra Indian Journal of Economics & Research	
3.	Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai	
4.	Indian Economic Journal/Sage Publications	
5.	Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi	
<b>References Books</b>		
1.	Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019	
2.	Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.	
3.	D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.	
4.	H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.	
5.	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016	
<b>Web Resources</b>		
1	<a href="https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597">https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597</a>	
2	<a href="https://www.intelligenteconomist.com/profit-maximization-rule">https://www.intelligenteconomist.com/profit-maximization-rule</a>	
3	<a href="http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134">http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134</a>	
4	<a href="http://www.simplynotes.in/e-notes/mbabba/managerial-economics/">http://www.simplynotes.in/e-notes/mbabba/managerial-economics/</a>	
5	<a href="https://businessjargons.com/determinants-of-elasticity-of-demand.html">https://businessjargons.com/determinants-of-elasticity-of-demand.html</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	

	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

### Semester III

Subject Code	Subject Name	Category	I	T	P	C	Credits	Inst. Hours	Marks		
									CI	EA	Total
<b>BBA DSC06</b>	<b>Financial Management</b>	Core	Y	-	-	-	4	5	25	75	100
<b>Learning Objectives</b>											
CLO1	Understand the basics of finance and roles of finance manager										
CLO2	Evaluate Capital structure & Cost of capital										
CLO3	Evaluate Capital budgeting										
CLO4	Assess dividends										
CLO5	Appraise Working Capital										
UNIT	Details							No. of Hours	Learning Objectives		
I	Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.							15	CLO1		
II	Capital structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept. Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)							15	CLO2		
III	Capital Budgeting: ARR, Pay back period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.							15	CLO3		
IV	Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment – Various Dividend Models (Walter’s Gordon’s –M.M. Hypothesis)							15	CLO4		
V	Working capital – Components of working capital – operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.							15	C5		
<b>Total</b>							<b>75</b>				
<b>Course Outcomes</b>											

<b>Course Outcomes</b>	<b>On Completion of this course, the students will</b>	<b>Program Outcomes</b>
<b>CO1</b>	Understand the basics of finance and roles of finance manager	PO1, PO5, PO6
<b>CO2</b>	Evaluate Capital structure & Cost of capital	PO1, PO2, PO6
<b>CO3</b>	Evaluate Capital budgeting	PO1, PO6
<b>CO4</b>	Assessing dividends	PO1, PO6
<b>CO5</b>	Appraise Working Capital	PO1, PO6
<b>Reading List</b>		
1.	Dr Kulkarni and Dr. Sathya Prasad, Financial Management, 13 <sup>th</sup> Edition 2011	
2.	Advanced Financial Management kohok, M A, Everest Publishing House	
3.	Financial Management Kishore R M, Taxman Allied Service	
4.	Strategic Financial Management Jakhotiya	
5.	Financial Management & Policy Srivastava, R M Himalaya	
<b>References Books</b>		
1.	Dr. K. Ganesan & S. Ushena Begam, Financial Management, Charulatha Publications, Chennai	
2.	Financial Management - I.M. Pandey, 2009 Vikas Publishing	
3.	Financial Management – Prasanna Chandra, 2008, Tata McGraw Hill, New Delhi	
4.	Financial Management – S.N. Maheswari	
5.	Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons	
6.	Financial Management – A. Murthy	
<b>Web Resources</b>		
1.	<a href="https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/">https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/</a>	
2.	<a href="https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf">https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf</a>	
3.	Journal of Financial Management (esciencepress.net)	
4.	Financial Management on JSTOR	
5.	Financial Management Wiley online library	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	S	M	M	M	M	S	L	M
<b>CO 2</b>	S	S	M	M	M	S	L	S
<b>CO 3</b>	S	S	M	M	M	S	L	S
<b>CO 4</b>	S	S	M	M	M	S	L	M
<b>CO 5</b>	S	S	M	M	M	S	L	M

**S-Strong    M-Medium    L-Low**

**CO-PO Mapping (Course Articulation Matrix)  
Level of Correlation between PSO's and CO's**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	2	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	14	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	2.8	3.0	3.0

Subject Code	Subject Name	C a t e g o r y	L	T	P	O	C r e d i t s	I n s t . H o u r s	Marks			
									C I A	E x t e r n a l	T o t a l	
<b>BBA DSC04</b>	<b>Accounting for Managers II</b>	Core	Y	-	-	-	4	5	25	75	100	
<b>Learning Objectives</b>												
CLO1	To provide basic understanding of cost concepts and classification.											
CLO2	To develop skills in tools & techniques and critically evaluate decision making in business.											
CLO3	To understand various ratios and cash flow related to finance											
CLO4	To recognize the role of budgets and variance as a tool of planning and control.											
CLO5	To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios											
UNIT	Details							No. of Hours	Learning Objectives			
I	Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets – Tenders & Quotation							12	CLO1			
II	Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.							12	CLO2			
III	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement.							12	CLO3			
IV	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget							12	CLO4			
V	Marginal Costing – CVP analysis – Break even analysis							12	CLO5			
<b>Total</b>							<b>60</b>					
<b>Course Outcomes</b>												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Interpret cost sheet & write comments.							PO1, PO2, PO4				
CO2	Compare cost, management & financial accounting							PO6				
CO3	Analyze the various ratio and compare it with standards							PO2, PO6				

	to assess deviations	
<b>CO4</b>	Estimate budget and use budgetary control	PO1, PO2, PO8
<b>CO5</b>	Evaluate marginal costing and its components	PO2, PO6

<b>Reading List</b>		
1.	Gupta, R.L and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2016.	
2.	T. S. and A. Murthy. Management Accounting. Chennai: Margham, 2007.	
3.	Jain S.P and K.L Narang. Advanced Accountancy (Part II). Kalyani, 2007.	
4.	Maheshwari S.N, Advanced Accountancy (Part II). Vikas, 2007.	
5.	Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: SahityaShawan, 2017.	

<b>References Books</b>		
1.	Dr.K.Ganesan & S. Ushena Begam, Accounting for Managers – Volume II, Charulatha Publications, Chennai	
2.	T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016	
3.	Antony Atkinson, Robert S Kalpan, Advance Management Accounting, Pearson Publications, 2015.	
4.	Horngren Sunderu Stratton, Introduction to Management Accounting, Pearson Education, 2013.	
5.	Rajiv Kumar Goel & Ishaan Goel, Concept Building Approach to Management Accounting, 2019	
6.	Colin Drury, Management and Cost Accounting (with CourseMate and eBook Access), Cengage, 2015.	

<b>Web Resources</b>		
1	<a href="https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/">https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/</a>	
2	<a href="https://efinancemanagement.com/financial-accounting/management-accounting">https://efinancemanagement.com/financial-accounting/management-accounting</a>	
3	<a href="http://www.accountingnotes.net/management-accounting/management-accounting-meaning-limitations-and-scope/5859">http://www.accountingnotes.net/management-accounting/management-accounting-meaning-limitations-and-scope/5859</a>	
4	<a href="https://www.wallstreetmojo.com/ratio-analysis/">https://www.wallstreetmojo.com/ratio-analysis/</a>	
5	<a href="http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-variance-analysis-cost-accounting/10656">http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-variance-analysis-cost-accounting/10656</a>	

<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	

	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
<b>CO 1</b>	M	M	M	M	M	S	L	M
<b>CO 2</b>	S	M	M	M	M	S	L	S
<b>CO 3</b>	S	M	M	M	M	S	L	S
<b>CO 4</b>	S	M	M	M	M	S	L	M
<b>CO 5</b>	S	M	M	M	M	S	L	M

**S-Strong      M-Medium      L-Low**

**CO-PO Mapping with program specific outcomes (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

### Semester III

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
24CBA3C	BUSINESS STATISTICS	Gen eric Elec tive	4	-	-	-	3	4	25	75	100	
<b>Learning Objectives</b>												
CLO1	Apply the Measures of Central Tendency in business											
CLO2	Understanding the Measures of Variation											
CLO3	Analyze of Correlation and Regression.											
CLO4	Understand Index Numbers and Statistical quality control											
CLO5	Testing of hypothesis											
UNIT	Details							No. of Hours	Learning Objectives			
I	Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode							12	CLO1			
II	Measures of Variation – Standard Deviation – Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve							12	CLO2			
III	Simple Correlation – Scatter Diagram – Karl Pearson’s Correlation – Rank Correlation – Linear Regression.							12	CLO3			
IV	Index Numbers – Consumer Price Index – And Cost of Living Indices.							12	CLO4			
V	Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.							12	CLO5			
								<b>60</b>				
<b>Course Outcomes</b>												
Course Outcomes	On Completion of the course the students will							Program Outcomes				
CO1	Measures of Central Tendency							PO1,PO2,PO4,PO6				
CO2	Measures of Variation							PO1,PO2,PO6				

<b>CO3</b>	Analyze of Correlation and Regression	PO1,PO2,PO6
<b>CO4</b>	Understand Index Numbers	PO1,PO2,PO6
<b>CO5</b>	Test Hypothesis	PO2,PO8
<b>Reading List</b>		
1.	P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai,2004.	
2.	S.P. Gupta, Statistical Methods, Sultan Chand & Sons, NewDelhi,2007.	
3.	S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, NewDelhi,2007.	
4.	J.K. Sharma, Business Statistics, Pearson Education, New Delhi,2007.	
5.	Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill	
<b>References Books</b>		
1.	David M.Levine, David F.Stephan etal. Business Statistics : A first Course, 7 <sup>th</sup> edition	
2.	Dina Nath Pandit, Statistics: A Modern Approach , Hindustan Publishing Corporation	
3.	Hazarika Padmalochan,A textbook of Business Statistics , S.Chand Publications	
4.	Vohra ND, Business Statistics: Text and Problems – With Introduction to Business Analytics, Mc Graw Hill ,2021	
5.	Alexander Holmes, Barbara Illowsky and Susan Dean, Introductory Business Statistics , 12 <sup>th</sup> Media Services, 2017	
<b>Web Resources</b>		
1	<a href="https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/">https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/</a>	
2	<a href="https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf">https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf</a>	
3	<a href="http://www.statisticshowto.com">http://www.statisticshowto.com</a>	
4	<a href="https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/">https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/</a>	
5	<a href="https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/">https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	

	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

#### **Mapping with program outcomes**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
<b>CO1</b>	S	S	M	S	S	S	M	S
<b>CO2</b>	S	S	M	M	M	S	M	S
<b>CO3</b>	S	S	M	M	S	S	M	S
<b>CO4</b>	S	S	M	M	M	S	M	S
<b>CO5</b>	S	S	M	S	S	S	M	S

#### **CO-PO Mapping (Course Articulation Matrix)**

##### **Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to PO's</b>	3.0	3.0	3.0	3.0	3.0

## Semester IV

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
24CBA4C	Operations Research	Gen eric Elec tive	4	-	-	-	3	4	25	75	100
<b>Learning Objectives</b>											
CLO1	Introduction to Operations Research definition and concept Essential features of LPP.										
CLO2	Formulation of Transportation problem and finding an initial basic feasible solution.										
CLO3	Expressing Assignment problem, Hungarian method- Minimization and Maximization case and Sequencing Problem.										
CLO4	Analyse Network models										
CLO5	Analyse Game Theory										
UNIT	Details							No. of Hours	Learning Objectives		
I	Linear Programming problem - Concept and scope of OR, general mathematical model of LPP, steps of L.P, model formulation, Graphical method of the solution of LPP-simple problems.							12	CLO1		
II	Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method- Vogel's approximation method to find the optimal solution.							12	CLO2		
III	Assignment problem - Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem - Processing n jobs on 2 machines, processing n jobs on 3 machines.							12	CLO3		
IV	Network models - PERT and CPM — difference between PERT and CPM - constructing network-critical path, various floats, three-time estimates for PERT							12	CLO4		
V	Game Theory- Maximin - Minmax criterion, Saddle point, Dominance property, Graphical method for							12	CLO5		

	solving 2xn and mx2 game.		
		<b>60</b>	
<b>Course Outcomes</b>	On Completion of the course the students will	<b>Program Outcomes</b>	
<b>CO1</b>	Analyse Linear Programming	PO1,PO2,PO6	
<b>CO2</b>	Analyse Transportation problem	PO1,PO2,PO6	
<b>CO3</b>	Analyse Assignment problem and Sequencing Problem	PO1,PO2,PO6	
<b>CO4</b>	Analyse Network models	PO1,PO2,PO6	
<b>CO5</b>	Analyse Game Theory	PO1,PO2,PO6	
<b>Reading List</b>			
1.	<a href="#">Operational Research   Research.com</a>		
2.	<a href="#">Operations Research   PubsOnLine (informs.org)</a>		
3.	Prabandhan : Journal of Management		
4.	International Journal of Operations research		
5.	DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019		
<b>References Books</b>			
1.	P.R. Vittal& V. Malini, Operative Research – Margham Publications – Chennai – 17.		
2.	P.K. Gupta& Man Mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi		
3.	V.K. Kapoor, Introduction to operational Research – Sultan Chand & sons – New Delhi		
4.	Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi		
5.	P. Gupta, N. Aruna Rani, M. Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.		
<b>Web Resources</b>			
1	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf		
2	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf		
3	https://www.onlinemathlearning.com › linear-programming-example		
4	https://www.kellogg.northwestern.edu › weber › Notes_6_Decision_trees		
5	www.pondiuni.edu.in › sites › default › files		
<b>Methods of Evaluation</b>			
<b>Internal</b>	Continuous Internal Assessment Test	25 Marks	

<b>Evaluation</b>	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	M	M	S	M	S
CO2	S	S	M	M	S	S	M	S
CO3	S	S	M	M	S	S	M	S
CO4	S	S	M	M	M	S	M	S
CO5	S	S	M	M	M	S	M	S

**CO-PO Mapping (Course Articulation Matrix)**

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to PO's</b>	3.0	3.0	3.0	3.0	3.0

