

# **B.B.A., AVIATION**

## **SYLLABUS**

**FROM THE ACADEMIC YEAR  
2024 – 2025 ONWARDS**

**TAMILNADU STATE COUNCIL FOR HIGHER EDUCATION,  
CHENNAI – 600 005**

## B.B.A., AVIATION

| <b>LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES<br/>BASED REGULATIONS FOR B.B.A., PROGRAMME</b> |   |
|--|---|
| <b>Programme:</b>  | <b>B.B.A., Aviation</b>   |
| <b>Programme Code:</b>   |   |
| <b>Duration:</b>   | <b>3 years [UG]</b>   |
| <b>Programme Outcomes:</b>   | <p><b>PO1: Disciplinary knowledge:</b> Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study</p> <p><b>PO2: Communication Skills:</b> Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.</p> <p><b>PO3: Critical thinking:</b> Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.</p> <p><b>PO4: Problem solving: Capacity</b> to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.</p> <p><b>PO5: Analytical reasoning:</b> Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.</p> <p><b>PO6: Research-related skills:</b> A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan,</p> |

execute and report the results of an experiment or investigation

**PO7: Cooperation/Team work:** Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team

**PO8: Scientific reasoning:** Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.

**PO9: Reflective thinking:** Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.

**PO10 Information/digital literacy:** Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

**PO 11 Self-directed learning:** Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.

**PO 12 Multicultural competence:** Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.

**PO 13: Moral and ethical awareness/reasoning:** Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

**PO 14: Leadership readiness/qualities:** Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

**PO 15: Lifelong learning:** Ability to acquire knowledge and skills, including „learning how to learn“, that are necessary for

|                                     |   |
|-------------------------------------|---|
|                                     | participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.  |
| <b>Programme Specific Outcomes:</b> | <p><b>PSO1:</b> To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.</p> <p><b>PSO 2:</b> To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.</p> <p><b>PSO 3:</b> To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.</p> <p><b>PSO 4:</b> Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.</p> <p><b>PSO 5:</b> Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.</p> |

|              | PO 1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|--------------|------|-----|-----|-----|-----|-----|-----|-----|
| <b>PSO 1</b> | Y    | Y   | Y   | Y   | Y   | Y   | Y   | Y   |
| <b>PSO 2</b> | Y    | Y   | Y   | Y   | Y   | Y   | Y   | Y   |
| <b>PSO3</b>  | Y    | Y   | Y   | Y   | Y   | Y   | Y   | Y   |
| <b>PSO 4</b> | Y    | Y   | Y   | Y   | Y   | Y   | Y   | Y   |
| <b>PSO 5</b> | Y    | Y   | Y   | Y   | Y   | Y   | Y   | Y   |

**3 – Strong, 2- Medium, 1- Low**

**Highlights of the Revamped Curriculum:**

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life

situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.

- The General Studies and Mathematics based problem solving skills are included as mandatory components in the ‘Training for Competitive Examinations’ course at the final semester, a first of its kind.
- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.
- The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
- The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.
- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.
- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

**Value additions in the Revamped Curriculum:**

| <b>Semester</b>            | <b>Newly introduced Components</b>  | <b>Outcome / Benefits</b>  |
|----------------------------|---|--|
| <b>I</b>                   | <b>Foundation Course</b><br>To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning Literature and analysing the world through the literary lens gives rise to a new perspective. | <ul style="list-style-type: none"> <li>➤ Instill confidence among students</li> <li>➤ Create interest for the subject</li> </ul>   |
| <b>I, II, III, IV</b>      | <b>Skill Enhancement papers</b><br>(Discipline centric / Generic / Entrepreneurial)   | <ul style="list-style-type: none"> <li>➤ Industry ready graduates</li> <li>➤ Skilled human resource</li> <li>➤ Students are equipped with essential skills to make them employable</li> </ul>  |
|                            |   | <ul style="list-style-type: none"> <li>➤ Training on language and communication skills enable the students gain knowledge and exposure in the competitive world.</li> </ul>  |
|                            |   | <ul style="list-style-type: none"> <li>➤ Discipline centric skill will improve the Technical knowhow of solving real life problems.</li> </ul>   |
| <b>III, IV, V &amp; VI</b> | Elective papers   | <ul style="list-style-type: none"> <li>➤ Strengthening the domain knowledge</li> <li>➤ Introducing the stakeholders to the State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature</li> <li>➤ Emerging topics in higher education/ industry/ communication network / health sector etc. are introduced with hands-on-training.</li> </ul> |

|   |                 |   |
|---|-----------------|---|
| <b>IV</b>   | Elective Papers | <ul style="list-style-type: none"> <li>➤ Exposure to industry moulds students into solution providers</li> <li>➤ Generates Industry ready graduates</li> <li>➤ Employment opportunities enhanced</li> </ul> |
| <b>V Semester</b>   | Elective papers | <ul style="list-style-type: none"> <li>➤ Self-learning is enhanced</li> <li>➤ Application of the concept to real situation is conceived resulting in tangible outcome</li> </ul>                            |
| <b>VI Semester</b>  | Elective papers | <ul style="list-style-type: none"> <li>➤ Enriches the study beyond the course.</li> <li>➤ Developing a research framework and presenting their independent and intellectual ideas effectively.</li> </ul>   |
| <b>Extra Credits:<br/>For Advanced Learners / Honors degree</b> |                 | <ul style="list-style-type: none"> <li>➤ To cater to the needs of peer learners / research aspirants</li> </ul>   |
| <b>Skills acquired from the Courses</b>                         |                 | Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill   |

### Credit Distribution for UG Programmes

| Sem I   | Credit    | H         | Sem II   | Credit    | H         | Sem III  | Credit    | H         | Sem IV   | Credit    | H         | Sem V  | Credit    | H         | Sem VI  | Credit    | H         |
|---|-----------|-----------|--|-----------|-----------|--|-----------|-----------|--|-----------|-----------|--|-----------|-----------|---|-----------|-----------|
| Part 1. Language – Tamil                          | 3         | 6         | Part..1. Language – Tamil                          | 3         | 6         | Part..1. Language – Tamil                                      | 3         | 6         | Part..1. Language – Tamil                          | 3         | 6         | 5.1 Core Course – \CC IX                           | 4         | 5         | 6.1 Core Course – CC XIII                             | 4         | 6         |
| Part.2 English                                    | 3         | 6         | Part..2 English                                    | 3         | 4         | Part..2 English  | 3         | 6         | Part..2 English                                    | 3         | 6         | 5.2 Core Course – CC X                             | 4         | 5         | 6.2 Core Course – CC XIV                              | 4         | 6         |
| 1.3 Core Course – CC I                            | 5         | 5         | 2.3 Core Course – CC III                           | 5         | 5         | 3.3 Core Course – CC V   | 5         | 4         | 4.3 Core Course – CC VII<br>Core Industry Module   | 5         | 4         | 5. 3.Core Course CC -XI                            | 4         | 5         | 6.3 Core Course – CC XV                               | 4         | 6         |
| 1.4 Core Course – CC II                           | 5         | 5         | 2.4 Core Course – CC IV                            | 5         | 5         | 3.4 Core Course – CC VI  | 5         | 4         | 4.4 Core Course – CC VIII                          | 5         | 4         | 5. 4.Core Course –/ Project with viva-voce CC -XII | 3         | 5         | 6.4 Elective - VII<br>Generic/<br>Discipline Specific | 3         | 5         |
| 1.5 Elective I<br>Generic/<br>Discipline Specific | 3         | 4         | 2.5 Elective II<br>Generic/<br>Discipline Specific | 3         | 4         | 3.5 Elective III<br>Generic/<br>Discipline Specific            | 3         | 4         | 4.5 Elective IV<br>Generic/<br>Discipline Specific | 3         | 4         | 5.5 Elective V<br>Generic/<br>Discipline Specific  | 3         | 4         | 6.5 Elective VIII<br>Generic/<br>Discipline Specific  | 3         | 5         |
| 1.6 Skill Enhancement Course SEC-1                | 2         | 2         | 2.6 Skill Enhancement Course SEC-2                 | 1         | 2         | 3.6 Skill Enhancement Course SEC-4,<br>(Entrepreneurial Skill) | 1         | 2         | 4.6 Skill Enhancement Course SEC-5                 | 1         | 2         | 5.6 Elective VI<br>Generic/<br>Discipline Specific | 3         | 4         | 6.6 Extension Activity                                | 1         | -         |
| 1.7 Skill Enhancement -(Foundation Course)        | 2         | 2         | 2.7 Skill Enhancement Course –SEC-3                | 1         | 2         | 3.7 E.V.S  | 2         | 2         | 4.7 V.B.E  | 2         | 2         | 5.7 Naan Mudhalvan                                 | 2         | 2         | 6.7 Naan Mudhalvan                                    | 2         | 2         |
|   |           |           | 2.8 Naan Mudhalvan                                 | 2         | 2         | 3.8 Naan Mudhalvan   | 2         | 2         | 4.8 Naan Mudhalvan                                 | 2         | 2         | 5.8 Summer Internship /Industrial Training         | 2         |           |   |           |           |
|   | <b>23</b> | <b>30</b> |  | <b>23</b> | <b>30</b> |  | <b>24</b> | <b>30</b> |  | <b>24</b> | <b>30</b> |  | <b>25</b> | <b>30</b> |   | <b>21</b> | <b>30</b> |
| <b>Total – 140 Credits</b>                        |           |           |  |           |           |  |           |           |  |           |           |  |           |           |   |           |           |



**Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credit and Hours Distribution System for all UG courses including Lab Hours**

**First Year – Semester-I**

| <b>Part</b> | <b>List of Courses</b>                     | <b>Credit</b> | <b>No. of Hours</b> |
|-------------|--|---------------|---------------------|
| Part-1      | Language – Tamil                           | 3             | 6                   |
| Part-2      | English                                    | 3             | 6                   |
| Part-3      | Core Courses & Elective Courses [in Total] | 13            | 14                  |
| Part-4      | Skill Enhancement Course SEC-1             | 2             | 2                   |
|             | Foundation Course                          | 2             | 2                   |
|             |  | <b>23</b>     | <b>30</b>           |

**Semester-II**

| <b>Part</b> | <b>List of Courses</b>  | <b>Credit</b> | <b>No. of Hours</b> |
|-------------|---|---------------|---------------------|
| Part-1      | Language – Tamil  | 3             | 6                   |
| Part-2      | English   | 3             | 4                   |
| Part-3      | Core Courses & Elective Courses including laboratory [in Total] | 13            | 14                  |
| Part-4      | Skill Enhancement Course -SEC-2                                 | 1             | 2                   |
|             | Skill Enhancement Course -SEC-3 (Discipline / Subject Specific) | 1             | 2                   |
|             | Naan Mudhalvan  | 2             | 2                   |
|             |   | <b>23</b>     | <b>30</b>           |

**Second Year – Semester-III**

| <b>Part</b> | <b>List of Courses</b>  | <b>Credit</b> | <b>No. of Hours</b> |
|-------------|---|---------------|---------------------|
| Part-1      | Language - Tamil  | 3             | 6                   |
| Part-2      | English   | 3             | 6                   |
| Part-3      | Core Courses & Elective Courses including laboratory [in Total] | 13            | 12                  |
| Part-4      | Skill Enhancement Course -SEC-4 (Entrepreneurial Based)         | 1             | 2                   |
|             | E.V.S   | 2             | 2                   |
|             | Naan Mudhalvan  | 2             | 2                   |
|             |   | <b>24</b>     | <b>30</b>           |

**Semester-IV**

| <b>Part</b> | <b>List of Courses</b>  | <b>Credit</b> | <b>No. of Hours</b> |
|-------------|---|---------------|---------------------|
| Part-1      | Language - Tamil  | 3             | 6                   |
| Part-2      | English   | 3             | 6                   |
| Part-3      | Core Courses & Elective Courses including laboratory [in Total] | 13            | 12                  |
| Part-4      | Skill Enhancement Course -SEC-5 (Discipline / Subject Specific) | 1             | 2                   |
|             | V.B.E   | 2             | 2                   |
|             | Naan Mudhalvan  | 2             | 2                   |
|             |   | <b>24</b>     | <b>30</b>           |

**Third Year  
Semester-V**

| <b>Part</b>   | <b>List of Courses</b>                          | <b>Credit</b> | <b>No. of Hours</b> |
|---------------|---|---------------|---------------------|
| <b>Part-3</b> | Core Courses including Project / Elective Based | 21            | 28                  |
| <b>Part-4</b> | Naan Mudhalvan                                  | 2             | 2                   |
|               | Internship / Industrial Visit / Field Visit     | 2             | -                   |
|               |   | <b>25</b>     | <b>30</b>           |

**Semester-VI**

| <b>Part</b>   | <b>List of Courses</b>                                | <b>Credit</b> | <b>No. of Hours</b> |
|---------------|---|---------------|---------------------|
| <b>Part-3</b> | Core Courses including Project / Elective Based & LAB | 18            | 28                  |
| <b>Part-4</b> | Extension Activity                                    | 1             | -                   |
|               | Naan Mudhalvan  | 2             | 2                   |
|               |   | <b>21</b>     | <b>30</b>           |

**Consolidated Semester wise and Component wise Credit distribution**

| <b>Parts</b>    | <b>Sem I</b> | <b>Sem II</b> | <b>Sem III</b> | <b>Sem IV</b> | <b>Sem V</b> | <b>Sem VI</b> | <b>Total Credits</b> |
|-----------------|--------------|---------------|----------------|---------------|--------------|---------------|----------------------|
| <b>Part I</b>   | 3            | 3             | 3              | 3             | -            | -             | 12                   |
| <b>Part II</b>  | 3            | 3             | 3              | 3             | -            | -             | 12                   |
| <b>Part III</b> | 13           | 13            | 13             | 13            | 22           | 18            | 92                   |
| <b>Part IV</b>  | 4            | 4             | 3              | 6             | 4            | 1             | 22                   |
| <b>Part V</b>   | -            | -             | -              | -             | -            | 2             | 2                    |
| <b>Total</b>    | 23           | 23            | 22             | 25            | 26           | 21            | <b>140</b>           |

**\*Part I, II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.**

| <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                        |           |

| <b>SEMESTER I</b>       |  | <b>SUBJECTS</b>                           | <b>L</b> | <b>T</b> | <b>P</b> | <b>O</b> | Hrs/week | <b>CREDIT</b> | <b>MARKS</b> |                 | <b>TOTAL</b> |
|-------------------------|--|---|----------|----------|----------|----------|----------|---------------|--------------|-----------------|--------------|
| <b>COURSE COMPONENT</b> |  |   |          |          |          |          |          |               | <b>CIA</b>   | <b>External</b> |              |
| PartI                   | Paper-I  | Language – Tamil                          | Y        | -        | -        | -        | 6        | 3             | 25           | 75              | 100          |
| PartII                  | Paper-I  | English                                   | Y        | -        | -        | -        | 6        | 3             | 25           | 75              | 100          |
| PartIII                 | CorePaper-I  | BBA-DSC01:Principles of Management        | Y        | -        | -        | -        | 5        | 5             | 25           | 75              | 100          |
|                         | CorePaper-II   | BBA-DSC02: Accounting for Managers        | Y        | -        | -        | -        | 5        | 5             | 25           | 75              | 100          |
|                         | Elective Paper-I   | BBA-DGE1:Introduction to Airline industry | Y        | -        | -        | -        | 4        | 3             | 25           | 75              | 100          |
| PartIV                  | Skill Enhancement course BBASEC1 NME- Basics of Event Management |   | Y        | -        | -        | -        | 2        | 2             | 25           | 75              | 100          |
|                         | Foundation Course BBA FC01- Managerial communication             |   |          |          |          |          | 2        | 2             | 25           | 75              | 100          |
|                         |  | <b>Total</b>                              |          |          |          |          | 30       | 23            |              |                 |              |

| SEMESTER II      |   | SUBJECTS                                    | L | T | P | O | Hrs/week | CREDIT | MAXMARKS |     | TOTAL |
|------------------|---|---|---|---|---|---|----------|--------|----------|-----|-------|
| COURSE COMPONENT |   |   |   |   |   |   |          |        | CIA      | EXT |       |
| Part I           | Paper-II  | Language – Tamil                            | Y | - | - | - | 6        | 3      | 25       | 75  | 100   |
| Part II          | Paper-II  | English                                     | Y | - | - | - | 4        | 3      | 25       | 75  | 100   |
| Part III         | Core Paper-III  | BBA-DSC03:<br>Marketing Management          | Y | - | - | - | 5        | 5      | 25       | 75  | 100   |
|                  | Core Paper-IV   | BBA-DSC04:<br>Strategic Management          | Y | - | - | - | 5        | 5      | 25       | 75  | 100   |
|                  | Elective -II  | BBA-DGE2:<br>Airline and Airport operations | Y | - | - | - | 4        | 3      | 25       | 75  | 100   |
| Part IV          | Skill Enhancement course BBASEC2<br>NME- Managerial Skill Development |   | Y | - | - | - | 2        | 1      | 25       | 75  | 100   |
|                  | SEC3 Business Etiquette and<br>Corporate Grooming                     |   |   |   |   |   | 2        | 1      | 25       | 75  | 100   |
|                  | Naan Mudhalvan<br>*Substitute Paper: Office Management                |   | Y |   |   |   | 2        | 2      |          |     |       |
|                  |   | Total                                       |   |   |   |   | 30       | 23     |          |     |       |

**Note:**

\* The Naan Mudhalvan subject paper is a must and compulsory for all the students. It is to be noted that in case any student failed / re-appear in the Naan Mudhalvan semester paper in such occasion the student is to write the substitute paper to clear the arrear.

| SEMESTER III     |   | SUBJECTS                            | L | T | P | O | Hrs/week | CREDIT | MAXMARKS |     | TOTAL |
|------------------|---|-------------------------------------|---|---|---|---|----------|--------|----------|-----|-------|
| COURSE COMPONENT |   |                                     |   |   |   |   |          |        | INT      | EXT |       |
| PartI            | Paper-III   | Language – Tamil                    | Y | - | - | - | 6        | 3      | 25       | 75  | 100   |
| PartII           | Paper-III   | English                             | Y | - | - | - | 6        | 3      | 25       | 75  | 100   |
| Part III         | Core Paper-V  | BBA-DSC05: Organisational Behaviour | Y | - | - | - | 4        | 5      | 25       | 75  | 100   |
|                  | Core Paper-VI   | BBA-DSC06: Financial Management     | Y | - | - | - | 4        | 5      | 25       | 75  | 100   |
|                  | Elective – III  | BBA-DGE03: Business Statistics      | Y | - | - | - | 4        | 3      | 25       | 75  | 100   |
| PartIV           | SEC4 Computer Applications in Business                      |                                     | Y | - | Y | - | 2        | 1      | 50       | 50  | 100   |
|                  | Naan Mudhalvan<br>*Substitute Paper: New Venture Management |                                     | Y |   | Y |   | 2        | 2      | 25       | 75  | 100   |
|                  | Environmental Studies                                       |                                     | Y | - | - | - | 2        | 2      |          |     |       |
|                  | Total   |                                     |   |   |   |   | 30       | 24     |          |     |       |

**Note:**

\* The Naan Mudhalvan subject paper is a must and compulsory for all the students. It is to be noted that in case any student failed / re-appear in the Naan Mudhalvan semester paper in such occasion the student is to write the substitute paper to clear the arrear.

| SEMESTER IV      |  | SUBJECTS                                       | L | T | P | O | Hrs/week | CREDIT | MAX MARKS |     | TOTAL |
|------------------|--|--|---|---|---|---|----------|--------|-----------|-----|-------|
| COURSE COMPONENT |  |  |   |   |   |   |          |        | CIA       | EXT |       |
| PartI            | Paper-IV   | Language – Tamil                               | Y | - | - | - | 6        | 3      | 25        | 75  | 100   |
| PartII           | Paper-IV   | English  | Y | - | - | - | 6        | 3      | 25        | 75  | 100   |
| PartIII          | CorePaper-VII  | BBA-DSC07:<br>Business<br>Environment          | Y | - | - | - | 4        | 5      | 25        | 75  | 100   |
|                  | CorePaper-VIII   | BBA-DSC08:<br>Business Regulatory<br>FrameWork | Y | - | - | - | 4        | 5      | 25        | 75  | 100   |
|                  | ElectivePaper-IV   | BBA-<br>DGE04:Operation<br>Research            | Y | - | - | - | 4        | 3      | 25        | 75  | 100   |
| PartIV           | SEC5 Tally   |  |   |   | Y | - | 2        | 1      | 50        | 50  | 100   |
|                  | Naan Mudhalvan<br>*Substitute Paper: Intellectual<br>Property Rights |  | Y | - | - | - | 2        | 2      | 25        | 75  | 100   |
|                  | Value Based Education  |  | Y | - | - | - | 2        | 2      | 25        | 75  | 100   |
| Total            |  |  |   |   |   |   | 30       | 24     |           |     |       |

**Note:**

\* The Naan Mudhalvan subject paper is a must and compulsory for all the students. It is to be noted that in case any student failed / re-appear in the Naan Mudhalvan semester paper in such occasion the student is to write the substitute paper to clear the arrear.

| Subject Code               | Subject Name  | Category | L | T | P | O | Credits   | Inst. Hours       | Marks               |          |       |  |
|----------------------------|---|----------|---|---|---|---|-----------|-------------------|---------------------|----------|-------|--|
|                            |   |          |   |   |   |   |           |                   | CIA                 | External | Total |  |
|                            | <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 familiarize students about direction and Co-ordination in Business significance of ethics in business and its implications   |          |   |   |   |   |           |                   |                     |          |       |  |
| CLO5                       | To study the process of effective controlling in organization   |          |   |   |   |   |           |                   |                     |          |       |  |
| UNIT                       | Details   |          |   |   |   |   |           | No. of Hours      | Learning Objectives |          |       |  |
| I                          | <b>Management:</b> Definition – Importance – Nature and Scope of Management - Principles - Role and Functions of a Manager – Levels of Management – Principles of Scientific Management   |          |   |   |   |   |           | 15                | CLO1                |          |       |  |
| II                         | <b>Planning and Decision Making:</b> Meaning - Nature – Importance – Forms – Types – Steps in Planning – Decision –making –Importance - Process of Decision – making – Types of Decision.   |          |   |   |   |   |           | 15                | CLO2                |          |       |  |
| III                        | <b>Organizing:</b> Characteristics - Importance - Types of Organizations – Organization Structure – Departmentalization – Difference between centralization and decentralization – Authority, Delegation, Responsibility - Concepts |          |   |   |   |   |           | 15                | CLO3                |          |       |  |
| IV                         | <b>Direction:</b> Nature - Principles- Purpose of direction - Co-ordination – Need - Type - Techniques - Requisites for excellent Co-ordination   |          |   |   |   |   |           | 15                | CLO4                |          |       |  |
| V                          | <b>Controlling:</b> Meaning - Principles - Importance - Characteristics – Control Process - Techniques of Control - Types of Control  |          |   |   |   |   |           | 15                | CLO5                |          |       |  |
| <b>Total</b>               |   |          |   |   |   |   | <b>75</b> |                   |                     |          |       |  |
| <b>Course Outcomes</b>     |   |          |   |   |   |   |           |                   |                     |          |       |  |
| Course Outcomes            | On completion of this course, students will;  |          |   |   |   |   |           | Program Outcomes  |                     |          |       |  |
| CO1                        | Describe nature, scope, role, levels, functions and approaches of management  |          |   |   |   |   |           | PO5               |                     |          |       |  |
| CO2                        | Apply planning and decision making in   |          |   |   |   |   |           | PO2, PO5, PO6,PO8 |                     |          |       |  |



|                              |   |           |
|------------------------------|---|-----------|
|                              | management  |           |
| <b>CO3</b>                   | Identify organization structure and various organizing techniques   | P01, PO4  |
| <b>CO4</b>                   | Understand Direction, Co-ordination   | PO2,PO6   |
| <b>CO5</b>                   | Control mechanisms and 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, 8 th Edition.   |           |
| 3.                           | Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017  |           |
| 4.                           | Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd 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>                   |           |
| <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           | 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 ,**

**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>Accounting for Managers</b>   | Core     | Y | - | - | - | 5       | 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 Depreciation of accounts  |          |   |   |   |   |         |                  |                     |          |       |  |
| CLO5                       | To understand the procedures of Accounting under Single entry system.  |          |   |   |   |   |         |                  |                     |          |       |  |
| UNIT                       | Details  |          |   |   |   |   |         | No. of Hours     | Learning Objectives |          |       |  |
| I                          | <b>Introduction:</b> 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                         | <b>Subsidiary book</b> – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account   |          |   |   |   |   |         | 15               | CLO2                |          |       |  |
| III                        | <b>Preparation of Final Accounts</b> – 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                         | <b>Depreciation</b> - Definition, causes, methods of depreciation (Straight line, written down and Annuity method)   |          |   |   |   |   |         | 15               | CLO4                |          |       |  |
| V                          | <b>Single Entry</b> – 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         |                     |          |       |  |

|                              |   |           |
|------------------------------|---|-----------|
| <b>CO4</b>                   | To understand depreciation  | PO2, PO6  |
| <b>CO5</b>                   | 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</b> | MCQ, True/False, Short essays, Concept explanations, Short summary or overview  |           |

|                          |   |
|--------------------------|---|
| <b>hend (K2)</b>         |   |
| <b>Applica tion (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>Evaluat e (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**

**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>INTRODUCTION TO AIRLINE INDUSTRY</b>   | Elective | Y | - | - | - | 3       | 4            | 25                  | 75       | 100   |
| <b>Learning Objectives</b> |   |          |   |   |   |   |         |              |                     |          |       |
| CLO1                       | To impart fundamental knowledge on aviation regulatory bodies and their roles and responsibilities.   |          |   |   |   |   |         |              |                     |          |       |
| CLO2                       | To provide understanding on different variants of aircraft available in the market & their operational ability.   |          |   |   |   |   |         |              |                     |          |       |
| CLO3                       | To familiarize on procedures and practices implemented at airport to manage passenger traffic in terminal and in ramps.   |          |   |   |   |   |         |              |                     |          |       |
| CLO4                       | To understand the organization structure in airline industry  |          |   |   |   |   |         |              |                     |          |       |
| CLO5                       | To familiarize with air safety and security procedures.   |          |   |   |   |   |         |              |                     |          |       |
| UNIT                       | Details   |          |   |   |   |   |         | No. of Hours | Learning Objectives |          |       |
| I                          | Aviation – Meaning & Genesis of Aviation - Aviation Terminology - Regulatory Bodies – DGCA, BCAS, ICAO, IATA - Airport and Airline Codes - World Time Zone - Land side and Airside – Areas – Terminal Building – Apron – Runway.  |          |   |   |   |   |         | 12           | CLO1                |          |       |
| II                         | History of Aircraft-Difference between Aircraft and Airplane-Classification of Airplanes-Physical Description of an Aircraft- Basic Science behind the Flight-Mechanics of the Flight-Parts of an Aircraft with definitions.  |          |   |   |   |   |         | 12           | CLO2                |          |       |
| III                        | Passenger services at terminal building: Reservation –Check in – Seating Procedures - Baggage Procedure – Types of Passengers and Handling Procedure -Co- ordination with Supporting Agencies / Departments. Boarding Gate – Arrival Terminal.<br>Passenger services at ramp: Ramp Handling Procedure |          |   |   |   |   |         | 12           | CLO3                |          |       |
|                            | Baggage Make up Area – Passenger Reconciliation - Baggage Reconciliation - Gate Know Show (GNS)-Flight Cancellation and Denied Boarding Compensation Procedures - Arrival Ramp Procedure.   |          |   |   |   |   |         |              |                     |          |       |
| IV                         | Airline Alliances – Development of commercial airlines – Deregulation – Impact of Deregulated Airline industry – Organizational Structure – Types of Airline Personnel – Flight crew and Cabin Crew – Training – Organizational Culture   |          |   |   |   |   |         | 12           | CL04                |          |       |
| V                          | Air Safety and Security – Role of Regulatory Agencies – Airside Safety – Culture of Safety – Issues in Air safety –   |          |   |   |   |   |         | 12           | CLO5                |          |       |

|                                    |  |                         |           |
|------------------------------------|--|-------------------------|-----------|
|                                    | Accident and Incident Investigation – Future of Airline Industry.  |                         |           |
|                                    | <b>Total</b>   | <b>60</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 roles and responsibilities of Aviation regulatory bodies  | PO1,PO3                 |           |
| <b>CO2</b>                         | Identify the various types of aircrafts and their operations   | PO1,PO2,PO6,PO7         |           |
| <b>CO3</b>                         | Ability to handle the various types of passengers at the terminal and at the ramp.   | PO1, PO3,PO8            |           |
| <b>CO4</b>                         | Identify the types of airline personnel and the related roles and responsibilities.  | ,PO6                    |           |
| <b>CO5</b>                         | Understand the air safety and security procedure.  | PO1, PO5, PO6           |           |
| <b>Reading list</b>                |  |                         |           |
| 1.                                 | Fly Sky Aviation, “Airport and Airline Management”, 1 <sup>st</sup> Edition, 2020.   |                         |           |
| 2.                                 | International Air Transport Association (IATA); 1st Edition (14 April 2011)  |                         |           |
| 3                                  | B.Young, “Airport planning and management” McGraw-Hill Education, 6 <sup>th</sup> Edition,2011.  |                         |           |
| <b>Reference Books</b>             |  |                         |           |
| 1.                                 | IATA books on airline customer service – 1 <sup>st</sup> edition, 2020   |                         |           |
| <b>Web Resources</b>               |  |                         |           |
| 1                                  | <a href="https://www.slideshare.net/vivianmeril/introduction-to-airline-industry">https://www.slideshare.net/vivianmeril/introduction-to-airline-industry.</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> | S           | M           | S           | L           | M           | M           | M           | M           |
| <b>CO 2</b> | S           | S           | M           | L           | M           | S           | S           | M           |
| <b>CO 3</b> | S           | M           | S           | M           | M           | M           | M           | S           |
| <b>CO 4</b> | M           | L           | L           | M           | M           | S           | L           | M           |
| <b>CO 5</b> | S           | M           | M           | L           | S           | S           | M           | M           |

| <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<br/>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>Basics of Event Management</b>   | SEC      | 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                          | <b>Introduction:</b> Event Management – Definition, Need, Importance, Activities.   |          |   |   |   |   |         | 6                | CLO1                |          |       |
| II                         | <b>Concept and Design of Events:</b> Event Co-ordination, Developing &, Evaluating event concept – Event Design                             |          |   |   |   |   |         | 6                | CLO2                |          |       |
| III                        | <b>Event Feasibility:</b> Resources – Feasibility, SWOT Analysis  |          |   |   |   |   |         | 6                | CLO3                |          |       |
| IV                         | <b>Event Planning &amp; Promotion</b> – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations |          |   |   |   |   |         | 6                | CLO4                |          |       |
| V                          | <b>Event Budget</b> – 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 Create Space 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><br>International Journal of Hospitality & Event Management   |           |
| 3                                  | <a href="https://www.emeraldgrouppublishing.com/journal/ijefm">https://www.emeraldgrouppublishing.com/journal/ijefm</a><br>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>  |           |
| <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**

**S-Strong                  M-Medium                  L-Low**

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

|             | <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           |

**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 Name   | Category | L | T | P | O | Credits | Inst. Hours              | Marks             |          |       |  |
|--------------------------|--|----------|---|---|---|---|---------|--------------------------|-------------------|----------|-------|--|
|                          |  |          |   |   |   |   |         |                          | CIA               | External | Total |  |
|                          | <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                        | <b>Introduction:</b> Definition – Methods – Types – Principles of effective Communication – Barriers to Communication  |          |   |   |   |   |         | 6                        | CLO1              |          |       |  |
| II                       | <b>Business Letter</b> – Layout- Kinds of Business Letters, offer, acceptance – Enquiry, replies, Order, Sales, and circulars  |          |   |   |   |   |         | 6                        | CLO2              |          |       |  |
| III                      | <b>Job Application</b> , Resume writing and interviews - Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language |          |   |   |   |   |         | 6                        | CLO3              |          |       |  |
| IV                       | <b>Reports</b> - Communication through Reports – Agenda- Minutes of Meeting  |          |   |   |   |   |         | 6                        | CLO4              |          |       |  |
| V                        | <b>Modern Forms of Communication:</b> podcasts, Email, virtual meetings – Websites and their use in Business   |          |   |   |   |   |         | 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>   |           |
| <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> | 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         |

| Subject Code               | Subject Name  | Category | L | T | P | O | Credits | Inst. Hours  | Marks               |       |       |
|----------------------------|---|----------|---|---|---|---|---------|--------------|---------------------|-------|-------|
|                            |   |          |   |   |   |   |         |              | CI                  | Exter | Total |
|                            | <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   |          |   |   |   |   |         |              |                     |       |       |
| CLO4                       | To know the channels of distribution  |          |   |   |   |   |         |              |                     |       |       |
| CLO5                       | To understand the promotion mix   |          |   |   |   |   |         |              |                     |       |       |
| UNIT                       | Details   |          |   |   |   |   |         | No. of Hours | Learning Objectives |       |       |
| I                          | <b>Fundamentals of Marketing</b> – Market - Classification of Market Role of Marketing - Importance - Modern Marketing - Marketing Functions - Concept of Marketing Mix – Marketing Approaches    |          |   |   |   |   |         | 15           | CLO1                |       |       |
| II                         | <b>Market Segmentation and product</b> – Need And Basis of Segmentation -Product – Characteristics – Benefits – Classifications –Product Mix-New Product Development Process - Product Life Cycle |          |   |   |   |   |         | 15           | CLO2                |       |       |
| III                        | <b>Pricing</b> – Meaning - Objectives - Significance Basic Principles of pricing - Methods of pricing - pricing policies and strategies - pricing process - Factors affecting Pricing Decisions   |          |   |   |   |   |         | 15           | CLO3                |       |       |
| IV                         | <b>Physical Distribution:</b> Meaning- Importance – Features - Type of channel of distribution - Function of channel members - Factors influencing the channel selection                          |          |   |   |   |   |         | 15           | CLO4                |       |       |
| V                          | <b>Promotion</b> - Promotion mix - Sales Promotion tools - Objectives - Importance - Factors determining promotion mix - Digital Marketing - Application and benefits                             |          |   |   |   |   |         | 15           | CLO5                |       |       |
|                            |   |          |   |   |   |   |         | <b>75</b>    |                     |       |       |

| <b>Course Outcomes</b>       | <b>On Completion of the course the students will</b>  | <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 channels of distribution   | PO1, PO2, PO6           |
| <b>CO5</b>                   | To assess the 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>   |                         |
| 4.                           | Industrial Marketing Management   Journal   ScienceDirect.com by Elsevier   |                         |
| 5.                           | Journal of Marketing Management   Taylor & Francis Online (tandfonline.com)   |                         |
| <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           | 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 | C | Credits | Inst. Hours  | Marks               |          |       |
|----------------------------|---|----------|---|---|---|---|---------|--------------|---------------------|----------|-------|
|                            |   |          |   |   |   |   |         |              | CIA                 | External | Total |
|                            | <b>Strategic Management</b>   | Core     | Y | - | - | - | 5       | 5            | 25                  | 75       | 100   |
| <b>Learning Objectives</b> |   |          |   |   |   |   |         |              |                     |          |       |
| CLO1                       | To understand the concept of strategy and strategic management process.   |          |   |   |   |   |         |              |                     |          |       |
| CLO2                       | To create awareness of evolving business environment.   |          |   |   |   |   |         |              |                     |          |       |
| CLO3                       | To understand strategic alternatives and make appropriate strategic choice  |          |   |   |   |   |         |              |                     |          |       |
| CLO4                       | To know the basics of strategic implementation  |          |   |   |   |   |         |              |                     |          |       |
| CLO5                       | To understand recent trends for competitive advantage   |          |   |   |   |   |         |              |                     |          |       |
| UNIT                       | Details   |          |   |   |   |   |         | No. of Hours | Learning Objectives |          |       |
| I                          | Introduction to Strategic Management -Overview of Strategic Management Process Levels of Strategy Strategic Intent-Vision and Mission Business Definition   |          |   |   |   |   |         | 15           | CLO1                |          |       |
| II                         | External Environment Appraisal using PESTEL<br>Competitor Analysis using Porter's 5-Forces model<br>Environmental Threat and Opportunity Profile (ETOP)<br>Value chain Analysis<br>Strategic Advantage Profile(SAP) Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) SWOT Analysis |          |   |   |   |   |         | 15           | CLO2                |          |       |
| III                        | Strategic alternatives at corporate level: concept of grand strategies -Strategic choice models - BCG, GE Nine Cell Matrix , Hofer's matrix-Strategic alternatives at business level: Michael Porter's Generic competitive strategies   |          |   |   |   |   |         | 15           | CLO3                |          |       |
| IV                         | Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards<br>Structural Implementation: an overview of Structural Considerations Behavioural Implementation: an overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework Establishing Strategic Control                  |          |   |   |   |   |         | 15           | CLO4                |          |       |
| V                          | Concept of Balanced Scorecard approach. Use of Big data for Balanced score card Importance of Corporate Social Responsibility & Business Ethics Concept of Corporate Sustainability   |          |   |   |   |   |         | 15           | CLO5                |          |       |
|                            |   |          |   |   |   |   |         | <b>75</b>    |                     |          |       |

| <b>Course Outcomes</b>       | <b>On Completion of the course the students will</b>   | <b>Program Outcomes</b> |
|------------------------------|--|-------------------------|
| <b>CO1</b>                   | To develop an understanding of the strategic management process and the complexities of business environment.                                | PO1, PO2, PO5, PO6      |
| <b>CO2</b>                   | To analyze the external environmental and internal organizational factors influencing strategy formulation.                                  | PO1, PO2, PO6, PO7      |
| <b>CO3</b>                   | To demonstrate the skills required for selection of the most suitable strategies for a business organization.                                | PO1, PO2, PO4, PO5, PO6 |
| <b>CO4</b>                   | To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies.                   | PO1, PO2, PO4 PO5, PO8  |
| <b>CO5</b>                   | To familiarize with current developments   | PO1, PO3, PO4, PO8      |
| <b>Reading List</b>          |  |                         |
| 1.                           | Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 14 <sup>th</sup> Edition (2017)                         |                         |
| 2.                           | Azhar Kazmi, Strategic Management and Business Policy, McGraw Hill – Third Edition(2012)   |                         |
| 3.                           | Jauch, Glueck& Gupta, Business Policy and Strategic Management, (Frank Brothers), (7 <sup>th</sup> Edition)                                  |                         |
| 4.                           | Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12 <sup>th</sup> Edition)          |                         |
| 5.                           | Hitt, Ireland, Hoskisson&Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)           |                         |
| <b>References Books</b>      |  |                         |
| 1.                           | Thomson & Strickland,(2008), Crafting and Executing Strategy, McGraw Hill.- Sixteenth Edition (2011)   |                         |
| 2.                           | N. Chandrasekaran, Ananthanarayanan(2011), Strategic Management, Oxford University Press – First Edition – Second Impression (2012)          |                         |
| 3.                           | Ireland, Hoskisson&Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)                 |                         |
| 4.                           | Dr.LM.Prasad, Strategic Management, Sultan Chand & Sons  |                         |
| 5.                           | Kenneth Carrig,Scott A Snell.StrategicExecution:Driving Breakthrough performance in business, Stanford University Press(2019)                |                         |
| <b>Web Resources</b>         |  |                         |
| 1                            | Strategic management journal <a href="https://onlinelibrary.wiley.com/journal/10970266">https://onlinelibrary.wiley.com/journal/10970266</a> |                         |
| 2                            | <a href="https://str.aom.org/teaching/all-levels">https://str.aom.org/teaching/all-levels</a>  |                         |
| 3                            | <a href="https://online.hbs.edu/courses/business-strategy/">https://online.hbs.edu/courses/business-strategy/</a>                            |                         |
| 4                            | <a href="https://study.sagepub.com/parnell4e">https://study.sagepub.com/parnell4e</a>  |                         |
| 5                            | <a href="https://www.strategicmanagement.net/">https://www.strategicmanagement.net/</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           | M           | S           | M           | S           |
| <b>CO 2</b> | S           | S           | S           | M           | S           | S           | M           | S           |
| <b>CO 3</b> | M           | S           | M           | M           | S           | M           | M           | M           |
| <b>CO 4</b> | S           | S           | M           | M           | S           | S           | M           | S           |
| <b>CO 5</b> | M           | M           | S           | M           | M           | M           | 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>Airline and Airport Operations</b>   | Elective | Y | - | - | - | 3       | 4            | 25                  | 75       | 100   |
| <b>Learning Objectives</b> |   |          |   |   |   |   |         |              |                     |          |       |
| CLO1                       | To impart knowledge on developments in aviation industry along with the current challenges and the methods adopted to overcome them.  |          |   |   |   |   |         |              |                     |          |       |
| CLO2                       | To understand the necessity of every area in the airport including their design and development   |          |   |   |   |   |         |              |                     |          |       |
| CLO3                       | To familiarize on importance of PPP – Public private participation in airport industry  |          |   |   |   |   |         |              |                     |          |       |
| CLO4                       | To gain knowledge on Airline Terminal Management – Reservation and Ticketing, immigration, customs etc  |          |   |   |   |   |         |              |                     |          |       |
| CLO5                       | To gain knowledge on knowledge on cargo management from operations and management perspective.  |          |   |   |   |   |         |              |                     |          |       |
| UNIT                       | Details   |          |   |   |   |   |         | No. of Hours | Learning Objectives |          |       |
| I                          | History of Aviation- Development of Air transportation in India-Major players in Airline Industry-Market potential of Indian Airline Industry— Current challenges in Airline Industry-Competition in Airline Industry-IATA & ICAO – Aims and functions  |          |   |   |   |   |         | 12           | CLO1                |          |       |
| II                         | Airport planning- Operational area and Terminal - Airport Operations-Airport functions- Organization structure of Airline and Airports sectors -Airport authorities - Global and Indian scenario of Airport management – DGCA –AAI.   |          |   |   |   |   |         | 12           | CLO2                |          |       |
| III                        | International trends in aviation-Emerging Indian scenario-PPP- Public Private Participation in Indian Airports-Private participation in International developments- Environment regulations-Regulatory issues-Meteorological services for Aviation-Airport fees, rates, and charges.  |          |   |   |   |   |         | 12           | CLO3                |          |       |
| IV                         | Airline Terminal Management-Flight Information Counter/Reservation and Ticketing-Check In/Issue of Boarding pass - Customs and Immigration formalities-Security Clearance- Baggage Handling – Checked baggage, Free baggage allowance – weight & piece concept, Excess baggage charges, Baggage tracing – type of mishandled baggage - Systems for tracing mishandled baggage, Found & unclaimed baggage, property irregularity report. |          |   |   |   |   |         | 12           | CLO4                |          |       |
| V                          | Concept of Logistics- Role of Ware Housing-trend in material handling-Global Supply Chain- Quality  |          |   |   |   |   |         | 12           | CLO5                |          |       |

|                        |   |                         |  |
|------------------------|---|-------------------------|--|
|                        | concept and Total Quality Management-improving Logistic performance - Air Cargo Concept- Cargo Handling-Booking of Perishable Cargo and Live Animals- Industry Relation- Type of Air Cargo-Air Cargo Tariff, ratios and Charges-Airway Bill, Function, Purpose, Validation. |                         |  |
|                        | <b>Total</b>  | <b>60</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 developments and challenges in aviation industry.  | PO1, PO6                |  |
| <b>CO2</b>             | Ability to design and develop the various areas in airport based on airport functions and operations.   | PO2, PO6, PO7           |  |
| <b>CO3</b>             | Familiarise on Public Private Participation, airport fees and charges   | PO3                     |  |
| <b>CO4</b>             | Ability to manage airline terminal - Ticketing, immigration, customs etc  | PO1, PO3                |  |
| <b>CO5</b>             | Ability to effectively handle logistics in airways  | PO1, PO6, PO7           |  |
| <b>Reading list</b>    |   |                         |  |
| 1                      | P.S.Senguttuvan –Principles of Airport Economics-Excel Books- 2 <sup>nd</sup> edition, 2007   |                         |  |
| 2                      | Alexander T.Well, Seth Young –Principles of Airport Management-McGraw Hill 3rd edition 2003.  |                         |  |
| 3                      | Graham.A-Managing Airport an International Perspective –Butterworth Heinemann,Oxford-, 2 <sup>nd</sup> edition 2001   |                         |  |
| 4.                     | Wells.A-Airport Planning and Management, 4th Edition-McGraw-hill, London 3 <sup>rd</sup> edition 2000.  |                         |  |
| 5                      | Doganis.R.-The Airport Business-Routledge, London 1 <sup>st</sup> edition,1992  |                         |  |
| <b>Reference Books</b> |   |                         |  |
| 1.                     | Richard De Neufville – Airport Systems: Planning, Design, and Management. -McGraw-Hill, London- 2 <sup>nd</sup> edition,2007.   |                         |  |
| 2                      | Kent Gouiden- Global Logistics Management –Wiley Black Well, 3 <sup>rd</sup> edition, 2015  |                         |  |
| 3                      | Lambert –Strategic Logistic Management – Academic Intl Publishers, 5 <sup>th</sup> edition, 2014  |                         |  |
| 4                      | Paul R.Murphy,JR and Donal &F.Wood-Contemporary Logistics –Prentie Hall. N9th Edition, 2008.  |                         |  |
| <b>Web Resources</b>   |   |                         |  |
| 1                      | <a href="https://slideplayer.com/slide/4320121/">https://slideplayer.com/slide/4320121/</a>   |                         |  |
| 2                      | <a href="https://www.powershow.com/viewht/cdea9-">https://www.powershow.com/viewht/cdea9-</a>   |                         |  |
| 3                      | <a href="https://www.slideshare.net/AiDY/overview-on-airport-operation-presentation">https://www.slideshare.net/AiDY/overview-on-airport-operation-presentation</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> | S           | L           | L           | L           | L           | S           | M           | M           |
| <b>CO 2</b> | M           | S           | L           | M           | M           | S           | S           | M           |
| <b>CO 3</b> | L           | M           | S           | L           | M           | M           | M           | M           |
| <b>CO 4</b> | S           | L           | S           | M           | M           | M           | M           | M           |
| <b>CO 5</b> | S           | M           | M           | L           | M           | S           | S           | M           |

| <b>CO /PO</b>  | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> | <b>PSO5</b> |
|--|-------------|-------------|-------------|-------------|-------------|
| <b>CO1</b>   | 3           | 3           | 2           | 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          | 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  | Category | L | T | P | O | Credits   | Inst. Hours  | Marks               |          |       |
|----------------------------|---|----------|---|---|---|---|-----------|--------------|---------------------|----------|-------|
|                            |   |          |   |   |   |   |           |              | CIA                 | External | Total |
|                            | <b>MANAGERIAL SKILL DEVELOPMENT</b>   | SEC      | Y | - | - | - | 1         | 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.  |          |   |   |   |   |           | 6            | CLO1                |          |       |
| II                         | Self Esteem: Meaning & Importance, Components of self-esteem  |          |   |   |   |   |           | 6            | CLO2                |          |       |
| III                        | Building Emotional Competence: Emotional Intelligence — Meaning, Components and Importance  |          |   |   |   |   |           | 6            | CLO3                |          |       |
| IV                         | Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning.<br>Creativity: Definition and nature of creativity, Idea generation and evaluation (Brain Storming), Image generation and evaluation.   |          |   |   |   |   |           | 6            | CLO4                |          |       |
| 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<br>Debates, presentations, role plays and group discussions on current topics.<br>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.                      | <b><u>P. Varshney</u> , <u>A. Dutta</u></b> , 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> |                         |

| <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**

**S-Strong                  M-Medium                  L-LowM**

**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          |

|             | <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           | 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           |

| Subject Code               | Subject Name  | Category | L | T | P | O | Credits | Inst. Hours        | Marks               |          |       |
|----------------------------|---|----------|---|---|---|---|---------|--------------------|---------------------|----------|-------|
|                            |   |          |   |   |   |   |         |                    | CIA                 | External | Total |
|                            | <b>Business Etiquette and Corporate Grooming</b>  | SEC      | Y | - | - | - | 1       | 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 greeting scenarios-principles of exceptional work behavior  |          |   |   |   |   |         | 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        |          |   |   |   |   |         | 6                  | CLO2                |          |       |
| III                        | Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the work place, email etiquette, online chat etiquette guidelines |          |   |   |   |   |         | 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<br>Businessstyleandprofessionalimage-dresscode-guidelinesforappropriatebusinessattire-groomingfor success.  |          |   |   |   |   |         | 6                  | CLO5                |          |       |
|                            | <b>Total</b>  |          |   |   |   |   |         | <b>30</b>          |                     |          |       |
| <b>Course Outcomes</b>     |   |          |   |   |   |   |         |                    |                     |          |       |
| Course Outcomes            | On completion of this course, students will;  |          |   |   |   |   |         | Program Outcomes   |                     |          |       |
| CO1                        | Describebasicconceptsofbusinessetiquetteandcorporate grooming.  |          |   |   |   |   |         | PO5, PO6,          |                     |          |       |
| CO2                        | Outlinetheetiquetteandgroomingstandardsfollowedinbu sinessenvironmentand 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 Kakkar Mehra, "Business Etiquette: A guide for the Indian Professional", Harper Collins Publisher (2012)   |                    |
| <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, McGraw 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>   |                    |
| <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</b> | MCQ, True/False, Short essays, Concept explanations, Short summary or overview  |                    |

|                         |   |
|-------------------------|---|
| <b>(K2)</b>             |   |
| <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**

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

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

|             | <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           | S           | S           | S           | M           | M           | S           |
| <b>CO 2</b> | M           | M           | S           | S           | S           | M           | M           | S           |
| <b>CO 3</b> | M           | M           | S           | S           | S           | M           | M           | S           |
| <b>CO 4</b> | M           | M           | S           | S           | S           | S           | M           | S           |
| <b>CO 5</b> | M           | M           | M           | S           | S           | S           | M           | 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            |
| <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>Office Management</b>  |          | Y | - | - | - | 2         | 2                | 25                  | 75       | 100   |
| <b>Learning Objectives</b> |   |          |   |   |   |   |           |                  |                     |          |       |
| CLO1                       | Understand the concept of office and qualities of manager   |          |   |   |   |   |           |                  |                     |          |       |
| CLO2                       | Analyse the office environment  |          |   |   |   |   |           |                  |                     |          |       |
| CLO3                       | Develop the skills of mail handling.  |          |   |   |   |   |           |                  |                     |          |       |
| CLO4                       | Organise office form  |          |   |   |   |   |           |                  |                     |          |       |
| CLO5                       | Describe Office appliance   |          |   |   |   |   |           |                  |                     |          |       |
| UNIT                       | Details   |          |   |   |   |   |           | No. of Hours     | Learning Objectives |          |       |
| I                          | <b>Office - Meaning and Importance</b> - Functions of Office - Officer Manager - Qualities of a Manager                             |          |   |   |   |   |           | 6                | CLO1                |          |       |
| II                         | <b>Office Environment</b> - Office layout - Objectives - Advantages and Disadvantages   |          |   |   |   |   |           | 6                | CLO2                |          |       |
| III                        | <b>Mail Handling</b> - Centralized and Decentralized Mail Handling  |          |   |   |   |   |           | 6                | CLO3                |          |       |
| IV                         | <b>Office forms</b> - Meaning - Type of forms - Objectives and its advantages   |          |   |   |   |   |           | 6                | CLO4                |          |       |
| V                          | <b>Office Appliances</b> - Meaning - Importance - Factors in Selecting office Machines  |          |   |   |   |   |           | 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 the concept of office and qualities of manager  |          |   |   |   |   |           | PO1, PO6         |                     |          |       |
| <b>CO2</b>                 | To Analyse the office environment   |          |   |   |   |   |           | PO5, PO6         |                     |          |       |
| <b>CO3</b>                 | To Develop the skills of mail handling.   |          |   |   |   |   |           | PO2, PO6         |                     |          |       |
| <b>CO4</b>                 | To Organise office form   |          |   |   |   |   |           | PO6              |                     |          |       |
| <b>CO5</b>                 | To Describe Office appliance  |          |   |   |   |   |           | 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.                                 | Commercial correspondence and office management - R.S.N. Pillai and Baghavathi  |           |
| 2.                                 | Office Management - R.K. Chopra   |           |
| 3.                                 | Office Management - Prasanta K.Ghosh  |           |
| 4.                                 | Office Organisation and Management - S.P. Arora   |           |
| 5.                                 | Business Communication (Text, cases and Laboratory Manual) - C.S.C. Krishnamacharyulu and Lalitha Ramakrishnan  |           |
| <b>Web Resources</b>               |   |           |
| 1.                                 | <a href="https://www.schandpublishing.com/books/higher-education/commerce-management/office-management/9788121922524/">https://www.schandpublishing.com/books/higher-education/commerce-management/office-management/9788121922524/</a> |           |
| 2                                  | <a href="http://www.worldcolleges.info/sites/default/files/schoolbooks/Std12-Voc-Office_Management-EM1.pdf">http://www.worldcolleges.info/sites/default/files/schoolbooks/Std12-Voc-Office_Management-EM1.pdf</a>                       |           |
| 3                                  | <a href="https://cuils.cuchd.in/cgi-bin/koha/opac-detail.pl?biblionumber=125675&amp;shelfbrowse_itemnumber=163517">https://cuils.cuchd.in/cgi-bin/koha/opac-detail.pl?biblionumber=125675&amp;shelfbrowse_itemnumber=163517</a>         |           |
| 4                                  | <a href="https://www.waterstones.com/category/business-finance-law/business/office-and-workplace/office-management">https://www.waterstones.com/category/business-finance-law/business/office-and-workplace/office-management</a>       |           |
| 5                                  | <a href="https://www.academia.edu/44331654/Book_Office_Management_and_Secretarial_Practice_OMSP_">https://www.academia.edu/44331654/Book_Office_Management_and_Secretarial_Practice_OMSP_</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**

**S-Strong          M-Medium          L-Low**

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

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

|             | <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           |

| <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>Organizational Behaviour</b>  | Specific Elective | Y | - | - | - | 5       | 4                       | 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 Organisational Culture and Organisational Structure  |                   |   |   |   |   |         |                         |                     |          |       |  |
| CLO5                       | To understand Organisational 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   |                   |   |   |   |   |         | 12                      | CLO1                |          |       |  |
| II                         | <b>Individual Behaviour:</b><br>1. Learning and attitude - Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude.<br>2. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor |                   |   |   |   |   |         | 12                      | CLO2                |          |       |  |
| III                        | <b>Personality and Values</b> : Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; factors affecting perception.   |                   |   |   |   |   |         | 12                      | CLO3                |          |       |  |
| IV                         | <b>Group Behaviour</b> : 1. Groups and Work Teams : Concept : Five Stage model of group development;<br>2. Leadership : Concept and theories - Styles - Behavioral theories and contingency theories.  |                   |   |   |   |   |         | 12                      | CLO4                |          |       |  |
| V                          | <b>Organisational Culture And Change:</b> - Concept of culture - Forces of change, planned change, Resistance, Steps to overcoming resistance  |                   |   |   |   |   |         | 12                      | CLO5                |          |       |  |
|                            |  |                   |   |   |   |   |         | <b>60</b>               |                     |          |       |  |
| Course Outcomes            | On Completion of the course the students will  |                   |   |   |   |   |         | Program Outcomes        |                     |          |       |  |
| CO1                        | To define Organisational Behaviour, Understand the opportunity through OB.   |                   |   |   |   |   |         | PO1, PO2, PO6, PO7      |                     |          |       |  |
| CO2                        | To apply self-awareness, motivation, leadership and learning theories at workplace.  |                   |   |   |   |   |         | PO2, PO4, PO5, PO6      |                     |          |       |  |
| CO3                        | To analyze the complexities and solutions of group behaviour.  |                   |   |   |   |   |         | PO1, PO2, PO4, PO5, PO6 |                     |          |       |  |
| CO4                        | To impact and bring positive change in the culture of the organisation.  |                   |   |   |   |   |         | PO2, PO3, PO4, PO5, PO8 |                     |          |       |  |

|                                    |   |                           |
|------------------------------------|---|---------------------------|
| <b>CO5</b>                         | To create a congenial climate in the organization.  | PO1, PO2, PO5<br>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 | C | Credits | Inst. Hours      | Marks               |          |       |
|----------------------------|--|----------|---|---|---|---|---------|------------------|---------------------|----------|-------|
|                            |  |          |   |   |   |   |         |                  | CIA                 | External | Total |
|                            | <b>Financial Management</b>  | Core     | Y | - | - | - | 5       | 4                | 25                  | 75       | 100   |
| <b>Learning Objectives</b> |  |          |   |   |   |   |         |                  |                     |          |       |
| CLO1                       | Understand the basics of finance and roles of finance manager  |          |   |   |   |   |         |                  |                     |          |       |
| CLO2                       | Evaluate Capital structure   |          |   |   |   |   |         |                  |                     |          |       |
| CLO3                       | Evaluate Cost of capital   |          |   |   |   |   |         |                  |                     |          |       |
| CLO4                       | Assess Capital budgeting   |          |   |   |   |   |         |                  |                     |          |       |
| CLO5                       | Appraise Working Capital   |          |   |   |   |   |         |                  |                     |          |       |
| UNIT                       | Details  |          |   |   |   |   |         | No. of Hours     | Learning Objectives |          |       |
| I                          | <b>Meaning, objectives and Importance of Finance</b> – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.             |          |   |   |   |   |         | 12               | CLO1                |          |       |
| II                         | <b>Capital structures planning</b> - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept.        |          |   |   |   |   |         | 12               | CLO2                |          |       |
| III                        | <b>Cost of capital</b> – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC) |          |   |   |   |   |         | 12               | CLO3                |          |       |
| IV                         | <b>Capital Budgeting:</b> ARR, Pay back period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.                                       |          |   |   |   |   |         | 12               | CLO4                |          |       |
| V                          | <b>Working capital</b> – Components of working capital – operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements. |          |   |   |   |   |         | 12               | C5                  |          |       |
|                            | <b>Total</b>   |          |   |   |   |   |         | <b>60</b>        |                     |          |       |
| <b>Course Outcomes</b>     |  |          |   |   |   |   |         |                  |                     |          |       |
| Course Outcomes            | On Completion of this course, the students will  |          |   |   |   |   |         | Program Outcomes |                     |          |       |
| <b>CO1</b>                 | Understand the basics of finance and roles of finance manager  |          |   |   |   |   |         | PO1, PO5,PO6     |                     |          |       |
| <b>CO2</b>                 | Evaluate Capital structure   |          |   |   |   |   |         | PO1,PO2,PO6      |                     |          |       |
| <b>CO3</b>                 | Evaluate Cost of capital   |          |   |   |   |   |         | PO1, PO6         |                     |          |       |
| <b>CO4</b>                 | Assessing Capital budgeting  |          |   |   |   |   |         | PO1, PO6         |                     |          |       |
| <b>CO5</b>                 | Appraise Working Capital   |          |   |   |   |   |         | PO1, PO6         |                     |          |       |

| <b>Reading List</b>                |   |           |
|------------------------------------|---|-----------|
| 1.                                 | DrKulkarni and Dr. SathyaPrasad, 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 – PrasannaChandra , 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<br/>Course Contribution to Pos</b> | 3.0          | 3.0          | 2.8          | 3.0          | 3.0          |

| Subject Code               | Subject Name  | Category                    | L | T | P | O | Credits | Inst. Hours      | Marks               |          |       |  |
|----------------------------|---|-----------------------------|---|---|---|---|---------|------------------|---------------------|----------|-------|--|
|                            |   |                             |   |   |   |   |         |                  | CIA                 | External | Total |  |
|                            | <b>BUSINESS STATISTICS</b>  | Gen<br>eric<br>Elec<br>tive | Y | - | - | - | 3       | 4                | 25                  | 75       | 100   |  |
| <b>Learning Objectives</b> |   |                             |   |   |   |   |         |                  |                     |          |       |  |
| CLO1                       | Apply the Statistical Data  |                             |   |   |   |   |         |                  |                     |          |       |  |
| CLO2                       | Understanding the Measures of Central Tendency in business  |                             |   |   |   |   |         |                  |                     |          |       |  |
| CLO3                       | Analyze Measures of Variation   |                             |   |   |   |   |         |                  |                     |          |       |  |
| CLO4                       | Understand Simple Correlation   |                             |   |   |   |   |         |                  |                     |          |       |  |
| CLO5                       | Testing of hypothesis   |                             |   |   |   |   |         |                  |                     |          |       |  |
| UNIT                       | Details   |                             |   |   |   |   |         | No. of Hours     | Learning Objectives |          |       |  |
| I                          | <b>Introduction – Meaning and Definition of Statistics</b><br>– Collection and Tabulation of Statistical Data –<br>Presentation of Statistical Data – Graphs and<br>Diagrams- |                             |   |   |   |   |         | 12               | CLO1                |          |       |  |
| II                         | <b>Measures of Central Tendency</b> – Arithmetic Mean,<br>Median and Mode – Harmonic Mean and Geometric<br>Mean.  |                             |   |   |   |   |         | 12               | CLO2                |          |       |  |
| III                        | <b>Measures of Variation</b> – Standard Deviation –Mean<br>deviation – Quartile deviation   |                             |   |   |   |   |         | 12               | CLO3                |          |       |  |
| IV                         | <b>Simple Correlation</b> – Scatter Diagram – Karl Pearson’s<br>Correlation – Rank Correlation – Regression.  |                             |   |   |   |   |         | 12               | CLO4                |          |       |  |
| V                          | <b>Testing of hypothesis</b> – Chi-Square test, T Test, F Test,<br>ANOVA.   |                             |   |   |   |   |         | 12               | CLO5                |          |       |  |
|                            |   |                             |   |   |   |   |         | <b>60</b>        |                     |          |       |  |
| <b>Course Outcomes</b>     |   |                             |   |   |   |   |         |                  |                     |          |       |  |
| Course Outcomes            | On Completion of the course the students will   |                             |   |   |   |   |         | Program Outcomes |                     |          |       |  |
| <b>CO1</b>                 | Apply the Statistical Data  |                             |   |   |   |   |         | PO1,PO2,PO4,PO6  |                     |          |       |  |
| <b>CO2</b>                 | Understanding the Measures of Central Tendency in<br>business   |                             |   |   |   |   |         | PO1,PO2,PO6      |                     |          |       |  |
| <b>CO3</b>                 | Analyze Measures of Variation   |                             |   |   |   |   |         | PO1,PO2,PO6      |                     |          |       |  |
| <b>CO4</b>                 | Understand Simple Correlation   |                             |   |   |   |   |         | PO1,PO2,PO6      |                     |          |       |  |
| <b>CO5</b>                 | Testing of 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   |  |
|                                    | Assignments   |  |
|                                    | Seminars  |  |
|                                    | Attendance and Class Participation  |  |
|                                    | 25 Marks  |  |
| <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         |

| Subject Code               | Subject Name   | Category | L | T | P | O | Credits | Inst. Hours  | Marks               |          |       |
|----------------------------|--|----------|---|---|---|---|---------|--------------|---------------------|----------|-------|
|                            |  |          |   |   |   |   |         |              | CIA                 | External | Total |
|                            | <b>Computer Application in Business</b>  | SEC      | Y | - | Y | - | 1       | 2            | 50                  | 50       | 100   |
| <b>Learning Objectives</b> |  |          |   |   |   |   |         |              |                     |          |       |
| CLO1                       | To build skills in Ms-Word   |          |   |   |   |   |         |              |                     |          |       |
| CLO2                       | To build skills in Ms-Excel,   |          |   |   |   |   |         |              |                     |          |       |
| CLO3                       | To build skills in Ms- Power Point   |          |   |   |   |   |         |              |                     |          |       |
| CLO4                       | To Design a simple database and manage the data in table   |          |   |   |   |   |         |              |                     |          |       |
| CLO5                       | To understand the Google form  |          |   |   |   |   |         |              |                     |          |       |
| 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.  |          |   |   |   |   |         | 6            | CLO1                |          |       |
| II                         | Introduction, Spread sheet application, Tool bars and icons, Spreadsheet-Opening, saving, closing, 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, Basic formulas, 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, subtotals, Charts-Selecting, formatting, labeling, scaling, spell check |          |   |   |   |   |         | 6            | CLO2                |          |       |
| III                        | Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation-adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Inserting pictures, movies, Adding Effects-Setting animation and transition  |          |   |   |   |   |         | 6            | CLO3                |          |       |

|    |  |           |      |
|----|--|-----------|------|
|    | effects, audio and video.  |           |      |
| IV | Database introduction - Creating Database - Creating Table - Modifying Data in Table | 6         | CLO4 |
| V  | Use Google forms to develop & share questionnaire.                                   | 6         | CLO5 |
|    | <b>Total</b>   | <b>30</b> |      |

### Exercise

**Word:**

1. Create table with five columns and six rows. Do the following options using that table: a) Sorting, b) The sum function c)m Merge cell d) Table headings  
Convert Text to a table, Splitting a Table and Table AutoFormat. Show with example.
2. Assuming yourself as the General Manager of a company draft an appointment letter to a candidate short-listed through an interview.
3. Create at least two pages of text with multicolumn layouts like magazines and newspapers. Add the following options:
  - a) Borders and shading for title
  - b) Use WordArt for heading
  - c) Use Text Box

**EXERCISES: Excel**

1. Prepare a Mark Sheet of a School for 10 Students with 6 Subjects details and Calculate how many students pass and fail by including one column as result in the mark sheet.
2. Prepare an EMPLOYEE Database of an Organization with the following details: (Atleast 10 Details) Name, Emp Id, Gender, Address, Phone No, E-Mail Id Qualification, Designation, Department, Salary, Year Of Joining And Working Station

Draw chart to find out the % of Male & Female working (Pie chart)

3. Graphically present the following sales data from ABC Corporation Limited

| Zone  | Sales in Lakhs |             |             |             |
|-------|----------------|-------------|-------------|-------------|
|       | 1st quarter    | 2nd quarter | 3rd quarter | 4th quarter |
| North | 23             | 26          | 32          | 30          |
| South | 21             | 25          | 30          | 30          |
| East  | 24             | 26          | 29          | 27          |
| West  | 21             | 26          | 28          | 29          |

**EXERCISES: Power Point**

1. Present the agenda of the Annual General Meeting of a company using PowerPoint.
  - a) Set a suitable timing between two slides.
  - b) Use appropriate templates, fonts and styles.
  - c) Store a copy of the presentation as a PowerPoint show (ie., with a pps extension)
  - d) The timing between slides is 30 seconds.
  - e) Use different animation effects for each slide.

Prepare at least seven slides.

2. Design presentation slides for a products of your choice the slides must include name, brand name, type of product, characteristics, special offers, price etc.

- a) Changing background colour, font colour using wordart.
- b) Use manual mode for the slide show.
- c) Use Top-down, Bottom-up, Zoom in and Zoom out effects.

**EXERCISES: Access**

- i. Create a table, form and report for the database: "Patient details"
- ii. Fields are: patient, Patient name, Patient age, Patient Gender, Patient address, Patient phone, Patient mobile, Patient email, Doctor detail, Patients reports (At least 10 records should be included).

**Google Form:**

1. Create a Quiz using Google form
2. Create a survey using Google form

**Course Outcomes**

| <b>Course Outcomes</b> | On completion of this course, students will;                                | <b>Program Outcomes</b> |
|------------------------|---|-------------------------|
| <b>CO1</b>             | Demonstrate hands on experience with Ms-word for business activities        | PO1, PO2, PO6, PO7      |
| <b>CO2</b>             | Demonstrate hands on experience with Ms-Excel for business activities       | PO1, PO2, PO6, PO7      |
| <b>CO3</b>             | Demonstrate hands on experience with Ms-power point for business activities | PO1, PO2, PO6, PO7      |
| <b>CO4</b>             | Design a simple database and manage the data in table                       | PO1, PO2, PO6, PO7      |
| <b>CO5</b>             | Demonstrate hands on experience with Google forms                           | 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. | <a href="#">Computer Application in Business ( Tamil Nadu) by Dr. R.Paramaeswaran</a>   |
| 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.  |

**Web Resources**

|    |   |
|----|---|
| 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>   |

**Methods of Evaluation**

|                            |                                     |          |
|----------------------------|-------------------------------------|----------|
| <b>Internal Evaluation</b> | Continuous Internal Assessment Test | 50 Marks |
|                            | Practical Assessment                |          |

|                                    |   |           |
|------------------------------------|---|-----------|
|                                    | Class Participation   |           |
|                                    | Attendance  |           |
| <b>External Evaluation</b>         | End Semester Examination  | 50 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           | 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 – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity                          |          |   |   |   |   |           | 6                  | CLO1                |          |       |  |
| II                         | <b>Developing Successful Business Ideas:</b><br>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-assessing a New Venture’s Financial Strength and Viability                |          |   |   |   |   |           | 6                  | CLO3                |          |       |  |
| IV                         | <b>Moving from an Idea to a New Venture:</b><br>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><br>Financing entrepreneurial ventures - Valuation of a new company - Arrangement of funds - Alternate Source of Funding - Start-ups, MSMEs, any new venture     |          |   |   |   |   |           | 6                  | CLO5                |          |       |  |
| <b>Total</b>               |   |          |   |   |   |   | <b>30</b> |                    |                     |          |       |  |
| <b>Course Outcomes</b>     |   |          |   |   |   |   |           |                    |                     |          |       |  |
| Course Outcomes            | On completion of this course, students will;  |          |   |   |   |   |           | Program Outcomes   |                     |          |       |  |
| CO1                        | Understand the concept of entrepreneurship and skill sets of an entrepreneur.   |          |   |   |   |   |           | PO2,PO6            |                     |          |       |  |
| CO2                        | Assess new venture opportunities & analyze strategic choices in relation to new ventures  |          |   |   |   |   |           | PO2, PO6           |                     |          |       |  |
| CO3                        | 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                        |

**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**

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

  

| 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>Business Environment</b>   | Core     | Y | - | - | - | 5         | 4                     | 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> its nature and significance A brief overview of political, cultural, legal, economic, and social environments and their impact on business and strategic decisions                |          |   |   |   |   |           | 12                    | CLO1              |          |       |  |
| II                       | <b>Political Environment:</b> Functions of state, economic roles of government, government and legal environment.   |          |   |   |   |   |           | 12                    | 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 Decisions |          |   |   |   |   |           | 12                    | CLO3              |          |       |  |
| IV                       | <b>Social environment;</b> cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups  |          |   |   |   |   |           | 12                    | 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  |          |   |   |   |   |           | 12                    | CLO5              |          |       |  |
| <b>Total</b>             |   |          |   |   |   |   | <b>60</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   |          |   |   |   |   |           | PO3,PO4, PO5, PO6     |                   |          |       |  |

|                                    |   |                  |
|------------------------------------|---|------------------|
|                                    | and its impact on business.   |                  |
| <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/businessandcommercialknowledgchapter2.pdf">https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgchapter2.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> | 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       | 4                        | 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                        | Indian Contracts Act 1872 - Essentials - Offer and Acceptance - Consideration - Capacity of the parties   |          |   |   |   |   |         | 12                       | CLO1                |          |       |
| II                       | Special Contract - Indemnity and Guarantee - Bailment and Pledge  |          |   |   |   |   |         | 12                       | CLO2                |          |       |
| III                      | Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA - Appointment of Directors- Duties-Meeting- Resolutions -Winding up  |          |   |   |   |   |         | 12                       | CLO3                |          |       |
| IV                       | Consumer Protection Act –Definitions (Sec 2) - Consumer protection council (Chapter II, Secs 4 to 8) - Consumer Disputes Redressal Agencies (Chapter III, 9 to 27) - Consumer Disputes Redressal Forum (The District Forum - (Secs. 10 to 15) - Consumer Disputes Redressal Commission (The State Commission - Secs 16 to 19) - National Consumer Disputes Redressal Commission (National Commission - Secs 20 to 23) |          |   |   |   |   |         | 12                       | CLO4                |          |       |
| V                        | Sale of Goods Act 1930 - Essentials -The Price - Difference between Sale and agreement to sell - Difference between Sale and Hire purchase agreement - Formation of a contract of a sale - kinds of goods - rights of an unpaid seller  |          |   |   |   |   |         | 12                       | CLO5                |          |       |
|                          |   |          |   |   |   |   |         | <b>60</b>                |                     |          |       |
| Course Outcomes          | On Completion of the course the students will   |          |   |   |   |   |         | Program Outcomes         |                     |          |       |
| CO1                      | Explain Indian Contracts Act  |          |   |   |   |   |         | PO1,PO3,PO6,PO8          |                     |          |       |
| CO2                      | Understand Sales of goods act and Contract of Agency  |          |   |   |   |   |         | PO1,PO2,PO3,PO4, PO5,PO8 |                     |          |       |
| CO3                      | Understand Indian Companies Act 1956  |          |   |   |   |   |         | PO3,PO4,PO6,PO8          |                     |          |       |

|                                    |   |                             |
|------------------------------------|---|-----------------------------|
| <b>CO4</b>                         | Understand Consumer Protection Act – RTI  | PO1,PO2,PO3,PO6,<br>PO7,PO8 |
| <b>CO5</b>                         | Understand Cyber law  | PO1,PO3,PO6,PO7,<br>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>Operation Research</b>  | Gen<br>eric<br>Elec<br>tive | Y | - | - | - | 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 and constructing network- critical path, various floats.  |                             |   |   |   |   |         |                  |                     |          |       |  |
| CLO5                       | Analyse Game Theory and Decision Theory  |                             |   |   |   |   |         |                  |                     |          |       |  |
| UNIT                       | Details  |                             |   |   |   |   |         | No. of Hours     | Learning Objectives |          |       |  |
| I                          | <b>Introduction - Overview of Operation Research</b> - Nature - Scope and Characteristics of OR - Features of OR - Stages in OR - Limitations of Operational Research                                      |                             |   |   |   |   |         | 12               | CLO1                |          |       |  |
| II                         | <b>Linear Programming problem</b> -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               | CLO2                |          |       |  |
| III                        | <b>Vogel's approximation method to find the optimal solution.</b>  |                             |   |   |   |   |         | 12               | CLO3                |          |       |  |
| IV                         | <b>Network models</b> -PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT  |                             |   |   |   |   |         | 12               | CLO4                |          |       |  |
| V                          | <b>Game Theory</b> - Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving 2xn and mx2 game. Decision Theory –statement of Baye's theorem application - decision trees. |                             |   |   |   |   |         | 12               | CLO5                |          |       |  |
|                            |  |                             |   |   |   |   |         | <b>60</b>        |                     |          |       |  |
| Course Outcomes            | On Completion of the course the students will  |                             |   |   |   |   |         | Program Outcomes |                     |          |       |  |
| CO1                        | Analyse Linear Programming   |                             |   |   |   |   |         | PO1,PO2,PO6      |                     |          |       |  |
| CO2                        | Analyse Transportation problem   |                             |   |   |   |   |         | PO1,PO2,PO6      |                     |          |       |  |
| CO3                        | Analyse Assignment problem   |                             |   |   |   |   |         | PO1,PO2,PO6      |                     |          |       |  |
| CO4                        | Analyse Network models   |                             |   |   |   |   |         | PO1,PO2,PO6      |                     |          |       |  |
| CO5                        | Analyse Game Theory and Decision 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                                  | <a href="chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf">chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf</a>                   |           |
| 2                                  | <a href="chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf">chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf</a> |           |
| 3                                  | <a href="https://www.onlinemathlearning.com">https://www.onlinemathlearning.com</a> > linear-programming-example  |           |
| 4                                  | <a href="https://www.kellogg.northwestern.edu">https://www.kellogg.northwestern.edu</a> > weber > Notes_6_Decision_trees  |           |
| 5                                  | <a href="http://www.pondiuni.edu.in">www.pondiuni.edu.in</a> > sites > default > files  |           |
| <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          | M          | M          | S          | M          | S          |
| <b>CO2</b> | S          | S          | M          | M          | S          | 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          | M          | M          | 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         |

| Subject Code               | Subject Name  | Category | L | T | P | O | Credits | Inst. Hours      | Marks               |          |       |  |
|----------------------------|---|----------|---|---|---|---|---------|------------------|---------------------|----------|-------|--|
|                            |   |          |   |   |   |   |         |                  | CIA                 | External | Total |  |
|                            | <b>Tally</b>  | SEC      | Y | - | Y | - | 1       | 2                | 50                  | 50       | 100   |  |
| <b>Learning Objectives</b> |   |          |   |   |   |   |         |                  |                     |          |       |  |
| 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.</b> ERP 9: 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.</b> ERP 9: Groups & Ledgers Creation<br>Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.                    |          |   |   |   |   |         | 6                | CLO2                |          |       |  |
| III                        | <b>Vouchers Entries &amp; Advance Accounting in Tally.</b> ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.         |          |   |   |   |   |         | 6                | CLO3                |          |       |  |
| IV                         | <b>Advance Inventory &amp; Taxes in Tally.</b> ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.                 |          |   |   |   |   |         | 6                | CLO4                |          |       |  |
| V                          | <b>Technological Advantages,</b> Payroll, Report Generations, Short Keys in Tally. ERP 9  |          |   |   |   |   |         | 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 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  |          |   |   |   |   |         | P01, 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 |
| <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**

**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          |

|             | <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           |

| 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 in India and abroad and registration aspects   |          |   |   |   |   |         |                  |                     |          |       |  |
| CLO3                       | To evaluate the copyright law  |          |   |   |   |   |         |                  |                     |          |       |  |
| CLO4                       | To disseminate knowledge on copy rights and its related rights and registration aspects  |          |   |   |   |   |         |                  |                     |          |       |  |
| CLO5                       | To understand about Geographical Indicators  |          |   |   |   |   |         |                  |                     |          |       |  |
| UNIT                       | Details  |          |   |   |   |   |         | No. of Hours     | Learning Objectives |          |       |  |
| I                          | <b>IPR Introduction:</b> and the need for intellectual property right – IPR in India –Different Classifications – Important Principles of IP Management – Commercialization of Intellectual Property Rights by Licensing |          |   |   |   |   |         | 6                | CLO1                |          |       |  |
| II                         | <b>Introduction–Classification–Importance–Types of Patent Applications in India - Patent able Invention–Inventions Not Patentable.</b>   |          |   |   |   |   |         | 6                | CLO2                |          |       |  |
| III                        | <b>Introduction–Fundamentals –Concept–Purpose–Functions–Characteristics–Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non- Register Trademarks</b>  |          |   |   |   |   |         | 6                | CLO3                |          |       |  |
| IV                         | <b>Introduction to Copyright– Conceptual Basis –Copy Right and Related Rights–Author &amp; Ownership of Copyright - Rights Conferred By Copy Right-Registration – Transfer –Infringement</b>                             |          |   |   |   |   |         | 6                | CLO4                |          |       |  |
| V                          | <b>Geographical Indications:</b> Concept, Protection & Significance  |          |   |   |   |   |         | 6                | CLO5                |          |       |  |
|                            | <b>Total</b>   |          |   |   |   |   |         | <b>30</b>        |                     |          |       |  |
| <b>Course Outcomes</b>     |  |          |   |   |   |   |         |                  |                     |          |       |  |
| Course Outcomes            | On completion of this course, students will;   |          |   |   |   |   |         | Program Outcomes |                     |          |       |  |
| CO1                        | Imbibe the knowledge of IPR through various laws   |          |   |   |   |   |         | PO1, PO6         |                     |          |       |  |
| CO2                        | 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.p<br/>df</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/</b>           | MCQ, True/False, Short essays, Concept explanations, Short summary or  |           |

|                         |   |
|-------------------------|---|
| <b>Comprehend (K2)</b>  | 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                        |

|             | <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           |

**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**

| <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          |



## **INSTITUTIONAL TRAINING \***

### **Curricular note on Skill enhancing core paper with Internal evaluation for the award of 2 Credits**

**Aims:** The purpose of this skill enhancing (Training) core paper is to bridge the theoretical fundamentals with that of actual practice and to inculcate a spirit of inquiry & research rigor to investigate the nuances that go into the working of industry at large. Apart from adapting as team-worker, students are expected to gather, filter the required information and report the dynamics of the chosen industry in a standardized format.

**Process:** Colleges may institute MoU/Collaborative initiative with firms in their locality to get the consent and to make the training more purposeful. Every student, individually or in a group not exceeding three, shall undergo a four-week [a minimum of twenty working days] training in any organization [size, type and location to be specified by the respective college] of his/her choice during the vacation between fourth and fifth semester. In case of insufficient vacation, college level adjustments can be made to facilitate the students on training.

Prior permission may be obtained from the organization in advance by the students concerned and information shall be passed onto the colleges thus enabling the training supervision by the concerned faculties authorized by the college.

Weekly postal or electronic reporting should be obtained to ensure coherent and comprehensive training during the training period. A final report [Institutional Training Record – ITR] containing the introduction of the industry, the profile of the company and a valid conclusion indicating the benefits of the training shall be given not exceeding 30 [A4] pages [in a spiral-bound form/pre-printed record designed for this purpose].

**Reporting Proforma:** The profile of the company may include the organization-chart, people involved in key-positions, year of establishment and growth pattern (for at least five years), the products dealt and market to which it caters to, sales turn-over, market share [for last three years], competitors' details, number of employees and their brief profile, share capital & Share holding pattern, market capitalization (in case of listed public company), group companies, if any, awards & recognitions (if any received), litigations, if any involved and so on.

**Outcome:** Internal evaluation by the concerned training supervisor along with HOD shall be made during the beginning of fifth semester for award of two credits and report the same to the university.