

B.B.A., AVIATION MANAGEMENT

SYLLABUS

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

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

B.B.A., AVIATION

LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR B.B.A., PROGRAMME	
Programme:	B.B.A., Aviation
Programme Code:	
Duration:	3 years [UG]
Programme Outcomes:	<p>PO1: Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study</p> <p>PO2: Communication Skills: 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>PO3: Critical thinking: 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>PO4: Problem solving: Capacity 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>PO5: Analytical reasoning: 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>PO6: Research-related skills: 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>

	<p>execute and report the results of an experiment or investigation</p> <p>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</p> <p>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.</p> <p>PO9: Reflective thinking: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.</p> <p>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.</p> <p>PO 11 Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>PO 15: Lifelong learning: Ability to acquire knowledge and skills, including „learning how to learn“, that are necessary for</p>
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	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.
Programme Specific Outcomes:	<p>PSO1: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.</p> <p>PSO 2: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.</p> <p>PSO 3: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.</p> <p>PSO 4: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.</p> <p>PSO 5: Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.</p>

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PSO 1	Y	Y	Y	Y	Y	Y	Y	Y
PSO 2	Y	Y	Y	Y	Y	Y	Y	Y
PSO3	Y	Y	Y	Y	Y	Y	Y	Y
PSO 4	Y	Y	Y	Y	Y	Y	Y	Y
PSO 5	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:

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

IV	Elective Papers	<ul style="list-style-type: none"> ➤ Exposure to industry moulds students into solution providers ➤ Generates Industry ready graduates ➤ Employment opportunities enhanced
V Semester	Elective papers	<ul style="list-style-type: none"> ➤ Self-learning is enhanced ➤ Application of the concept to real situation is conceived resulting in tangible outcome
VI Semester	Elective papers	<ul style="list-style-type: none"> ➤ Enriches the study beyond the course. ➤ Developing a research framework and presenting their independent and intellectual ideas effectively.
Extra Credits: For Advanced Learners / Honors degree		<ul style="list-style-type: none"> ➤ To cater to the needs of peer learners / research aspirants
Skills acquired from the Courses		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 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 Generic/ Discipline Specific	3	5
1.5 Elective I Generic/ Discipline Specific	3	4	2.5 Elective II Generic/ Discipline Specific	3	4	3.5 Elective III Generic/ Discipline Specific	3	4	4.5 Elective IV Generic/ Discipline Specific	3	4	5.5 Elective V Generic/ Discipline Specific	3	4	6.5 Elective VIII Generic/ 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, (Entrepreneurial Skill)	1	2	4.6 Skill Enhancement Course SEC-5	1	2	5.6 Elective VI Generic/ 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				
	23	30		23	30		24	30		24	30		25	30		21	30
Total – 140 Credits																	

**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

Part	List of Courses	Credit	No. of Hours
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
		23	30

Semester-II

Part	List of Courses	Credit	No. of Hours
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
		23	30

Second Year – Semester-III

Part	List of Courses	Credit	No. of Hours
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
		24	30

Semester-IV

Part	List of Courses	Credit	No. of Hours
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
		24	30

**Third Year
Semester-V**

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

Semester-VI

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

Consolidated Semester wise and Component wise Credit distribution

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

***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.**

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

SEMESTER I

SEMESTER I		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MARKS		TOTAL
COURSE COMPONENT									CIA	External	
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
	Total						30	23			

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	PRINCIPLES OF MANAGEMENT	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
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	Management: Definition – Importance – Nature and Scope of Management - Principles - Role and Functions of a Manager – Levels of Management – Principles of Scientific Management							15	CLO1		
II	Planning and Decision Making: Meaning - Nature – Importance – Forms – Types – Steps in Planning – Decision –making –Importance - Process of Decision – making – Types of Decision.							15	CLO2		
III	Organizing: Characteristics - Importance - Types of Organizations – Organization Structure – Departmentalization – Difference between centralization and decentralization – Authority, Delegation, Responsibility - Concepts							15	CLO3		
IV	Direction: Nature - Principles- Purpose of direction - Co-ordination – Need - Type - Techniques - Requisites for excellent Co-ordination							15	CLO4		
V	Controlling: Meaning - Principles - Importance - Characteristics – Control Process - Techniques of Control - Types of Control							15	CLO5		
	Total							75			

Course Outcomes		
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 management	PO2, PO5, PO6, PO8
CO3	Identify organization structure and various organizing techniques	PO1, PO4
CO4	Understand Direction, Co-ordination	PO2, PO6
CO5	Control mechanisms and practices of organisation.	PO3, PO8
Reading list		
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.	
Reference Books		
1.	P.C. Tripathi & P.N Reddy; Principles of Management, Sultan Chand & Sons, 6th Edition, 2017	
2.	L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8th Edition.	
3.	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017	
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand & Sons, 3rd Edition.	
5.	Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015	
Web Resources		
1	https://www.toolshero.com/management/14-principles-of-management/	
2	https://open.umn.edu/opentextbooks/textbooks/693	
3	https://open.umn.edu/opentextbooks/textbooks/34	
4	https://openstax.org/subjects/business	
5	https://blog.hubspot.com/marketing/management-principles	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	

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

Mapping with program outcomes

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

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	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
	ACCOUNTING FOR MANAGERS	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
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	Introduction: Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance							15	CLO1		
II	Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account							15	CLO2		
III	Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.							15	CLO3		
IV	Depreciation - Definition, causes, methods of depreciation (Straight line, written down and Annuity method)							15	CLO4		
V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method							15	CLO5		
	Total							75			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Prepare Journal, ledger, trial balance and cash book	PO2, PO1
CO2	Classify errors and making rectification entries	PO1
CO3	Prepare final accounts with adjustments	PO2, PO6
CO4	To understand depreciation	PO2, PO6
CO5	Prepare single and double entry system of accounting.	PO6
Reading List		
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	
References Books		
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.	
Web Resources		
1.	https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf	
2.	https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf	
3.	https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles	
4.	https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system\	
5.	https://www.profitbooks.net/what-is-depreciation	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks

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

Mapping with program outcomes

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

S-Strong

M-Medium

L-Low

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

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	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
	INTRODUCTION TO AIRLINE INDUSTRY	Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
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. 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 – Accident and Incident Investigation – Future of Airline Industry.							12	CLO5		
	Total							60			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Understand the roles and responsibilities of Aviation regulatory bodies	PO1,PO3
CO2	Identify the various types of aircrafts and their operations	PO1,PO2,PO6,PO7
CO3	Ability to handle the various types of passengers at the terminal and at the ramp.	PO1, PO3,PO8
CO4	Identify the types of airline personnel and the related roles and responsibilities.	,PO6
CO5	Understand the air safety and security procedure.	PO1, PO5, PO6
Reading list		
1.	Fly Sky Aviation, “Airport and Airline Management”, 1 st Edition, 2020.	
2.	International Air Transport Association (IATA); 1st Edition (14 April 2011)	
3	B.Young, “Airport planning and management” McGraw-Hill Education, 6 th Edition,2011.	
Reference Books		
1.	IATA books on airline customer service – 1 st edition, 2020	
Web Resources		
1	https://www.slideshare.net/vivianmeril/introduction-to-airline-industry .	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	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
	Basics of Event Management	SEC	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To know the basic of event management its concepts										
CLO2	To make an event design										
CLO3	To make feasibility analysis for event.										
CLO4	To understand the 5 Ps of Event Marketing										
CLO5	To know the financial aspects of event management and its promotion										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction: Event Management – Definition, Need, Importance, Activities.							6	CLO1		
II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design							6	CLO2		
III	Event Feasibility: Resources – Feasibility, SWOT Analysis							6	CLO3		
IV	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations							6	CLO4		
V	Event Budget – Financial Analysis – Event Cost – Event Sponsorship							6	CLO5		
	Total							30			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	To understand basics of event management	PO1, PO6
CO2	To design events	PO5, PO6
CO3	To study feasibility of organising an event	PO2, PO6
CO4	To gain Familiarity with marketing & promotion of event	PO6
CO5	To develop event budget	PO6, PO8
Reading List		
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	
References Books		
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	
Web Resources		
1.	https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf	
2	https://www.inderscience.com/jhome.php?jcode=ijhem International Journal of Hospitality & Event Management	
3	https://www.emeraldgrouppublishing.com/journal/ijefm International Journal of Event and Festival Management	
4	https://www.eventbrite.com/blog/?s=roundup	
5	https://www.eventindustrynews.com/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks

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

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

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

	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	MANAGERIAL COMMUNICATION	Core	Y	-	-	-	2	2	25	75	100
Course Objectives											
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	Introduction: Definition – Methods – Types – Principles of effective Communication – Barriers to Communication							6	CLO1		
II	Business Letter – Layout- Kinds of Business Letters, offer, acceptance – Enquiry, replies, Order, Sales, and circulars							6	CLO2		
III	Job Application , Resume writing and interviews - Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language							6	CLO3		
IV	Reports - Communication through Reports – Agenda- Minutes of Meeting							6	CLO4		
V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business							6	CLO5		
	Total							30			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Understand communication process and its barriers.	PO1,PO2,PO3,PO4, PO8
CO2	Develop business letters in different scenarios	PO1,PO2,PO3,PO4, PO5,PO6
CO3	Develop oral communication skills & conducting interviews	PO2,PO3,PO4,PO5, PO6,PO7
CO4	Use managerial writing for business communication	PO1,PO2,PO4,PO5, PO6,PO8
CO5	Identify usage of modern communication tools & its significance for managers	PO3,PO4,PO5,PO6, PO7,PO8
Reading List		
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 - Pearson 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.	
References Books		
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	
Web Resources		
1.	https://www.managementstudyguide.com/business_communication.html	
2.	https://studiousguy.com/business-communication/	
3.	https://www.oercommons.org/curated-collections/469	
4.	https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/	
5.	https://open.umn.edu/opentextbooks/textbooks/8	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

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

Mapping with program outcomes

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

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

SEMESTER II

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	Exter nal	Total
	MARKETING MANAGEMENT	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
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	Fundamentals of Marketing – Market Classification of Market Role of Marketing - Importance - Modern Marketing - Marketing Functions - Concept of Marketing Mix – Marketing Approaches							15	CLO1		
II	Market Segmentation and product – Need And Basis of Segmentation -Product – Characteristics – Benefits – Classifications –Product Mix-New Product Development Process - Product Life Cycle							15	CLO2		
III	Pricing – Meaning - Objectives - Significance Basic Principles of pricing - Methods of pricing - pricing policies and strategies - pricing process - Factors affecting Pricing Decisions							15	CLO3		
IV	Physical Distribution: Meaning- Importance – Features - Type of channel of distribution - Function of channel members - Factors influencing the channel selection							15	CLO4		
V	Promotion - Promotion mix - Sales Promotion tools - Objectives - Importance - Factors determining promotion mix - Digital Marketing - Application and benefits							15	CLO5		
								75			

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	To list and identify the core concepts of Marketing and its mix.	PO1, PO2, PO3
CO2	To sketch the market segmentation, nature of product, PLC	PO1, PO2, PO3, PO6, PO8
CO3	To analyze the appropriate pricing methods	PO1 PO2, PO3, PO4, PO8
CO4	To determine the importance of various channels of distribution	PO1, PO2, PO6
CO5	To assess the applications of digital marketing	PO1, PO2, PO7
Reading List		
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.	
References Books		
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	
Web Resources		
1.	http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf	
2.	https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf	
3.	https://www.enotesmba.com/2013/01/marketing-management-notes.html	
4.	Industrial Marketing Management Journal ScienceDirect.com by Elsevier	
5.	Journal of Marketing Management Taylor & Francis Online (tandfonline.com)	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External	End Semester Examination	75 Marks

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

Mapping with program outcomes

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

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	2	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	2	3
Weightage	14	15	15	14	15
Weighted Percentage of Course Contribution to Pos	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
	STRATEGIC MANAGEMENT	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
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 Competitor Analysis using Porter's 5-Forces model Environmental Threat and Opportunity Profile (ETOP) Value chain Analysis 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 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		
								75			

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	To develop an understanding of the strategic management process and the complexities of business environment.	PO1, PO2, PO5, PO6
CO2	To analyze the external environmental and internal organizational factors influencing strategy formulation.	PO1, PO2, PO6, PO7
CO3	To demonstrate the skills required for selection of the most suitable strategies for a business organization.	PO1, PO2, PO4, PO5, PO6
CO4	To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies.	PO1, PO2, PO4 PO5, PO8
CO5	To familiarize with current developments	PO1, PO3, PO4, PO8
Reading List		
1.	Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 14 th 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 th Edition)	
4.	Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12 th Edition)	
5.	Hitt, Ireland, Hoskisson&Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)	
References Books		
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)	
Web Resources		
1	Strategic management journal https://onlinelibrary.wiley.com/journal/10970266	
2	https://str.aom.org/teaching/all-levels	
3	https://online.hbs.edu/courses/business-strategy/	
4	https://study.sagepub.com/parnell4e	
5	https://www.strategicmanagement.net/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks

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

Mapping with program outcomes

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

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	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
	AIRLINE AND AIRPORT OPERATIONS	Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
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 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.	12	CLO5
	Total	60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand the developments and challenges in aviation industry.	PO1, PO6	
CO2	Ability to design and develop the various areas in airport based on airport functions and operations.	PO2, PO6, PO7	
CO3	Familiarise on Public Private Participation, airport fees and charges	PO3	
CO4	Ability to manage airline terminal - Ticketing, immigration, customs etc	PO1, PO3	
CO5	Ability to effectively handle logistics in airways	PO1, PO6, PO7	
Reading list			
1	P.S.Senguttuvan –Principles of Airport Economics-Excel Books- 2 nd 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 nd edition 2001		
4.	Wells.A-Airport Planning and Management, 4th Edition-McGraw-hill, London 3 rd edition 2000.		
5	Doganis.R.-The Airport Business-Routledge, London 1 st edition,1992		
Reference Books			
1.	Richard De Neufville – Airport Systems: Planning, Design, and Management. -McGraw-Hill, London- 2 nd edition,2007.		
2	Kent Gouiden- Global Logistics Management –Wiley Black Well, 3 rd edition, 2015		
3	Lambert –Strategic Logistic Management – Academic Intl Publishers, 5 th edition, 2014		
4	Paul R.Murphy,JR and Donal &F.Wood-Contemporary Logistics –Prentie Hall. N9th Edition, 2008.		
Web Resources			
1	https://slideplayer.com/slide/4320121/		
2	https://www.powershow.com/viewht/cdea9-		
3	https://www.slideshare.net/AiDY/overview-on-airport-operation-presentation		

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

Mapping with program outcomes

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

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	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
	MANAGERIAL SKILL DEVELOPMENT	SEC	Y	-	-	-	1	2	25	75	100
Learning Objectives											
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. 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 Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.							6	CLO5		
	Total							30			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Identify the personal qualities that are needed to sustain in the world of work.	PO1, PO2, PO6, PO7
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	PO1, PO2, PO5
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	PO6, PO7
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	PO1, PO2
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	PO4
Reading List		
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	
References Books		
1.	Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication	
2.	McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.	
3.	Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.	
4.	<u>P. Varshney</u> , <u>A. Dutta</u> , Managerial Skill Development, Alfa Publications, 2012	
5.	EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan	
Web Resources		
1.	https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63	
2.	https://www.academia.edu/4358901/managerial_skill_development_pdf	
3	https://www.academia.edu/4358901/managerial_skill_development_pdf	
4	https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf	
5	https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf	

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

Mapping with program outcomes

S-Strong

M-Medium

L-Low

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	BUSINESS ETIQUETTE AND CORPORATE GROOMING	SEC	Y	-	-	-	1	2	25	75	100
Learning Objectives											
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 Businessstyleandprofessionalimage-dresscode-guidelinesforappropriatebusinessattire-groomingfor success.							6	CLO5		
	Total							30			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Describe basic concepts of business etiquette and corporate grooming.	PO5, PO6,
CO2	Outline the etiquette and grooming standards followed in business environment and the significance of communication	PO4, PO2, PO5, PO6
CO3	Create cultural awareness and moral practices in real life workplace scenarios	PO8, PO6
CO4	Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success	PO1, PO3, PO8, PO6
CO5	Apply the professionalism in the workplace considering diversity and courtesy	PO3, PO8, PO6
Reading List		
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", HarperCollins Publisher (2012)	
References Books		
1.	Indian Business Etiquette, Raghu Palat, JAICO Publishers	
2.	Nina Kochhar, "At Ease with Etiquette", B. Jain Publisher, 2011	
3.	Nimeran Sahukar, Prem P. Bhalla, "The Book of Etiquette and manners", Pustak Mahi publishers, 2004	
4.	Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.	
5.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter , Mc Graw Hill Education	
Web Resources		
1.	http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf	
2.	https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf	
3	https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf	
4	https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm	
5	https://wikieducator.org/Business_etiquette_and_grooming	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	OFFICE MANAGEMENT		Y	-	-	-	2	2	25	75	100
Learning Objectives											
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	Office - Meaning and Importance - Functions of Office - Officer Manager - Qualities of a Manager							6	CLO1		
II	Office Environment - Office layout - Objectives - Advantages and Disadvantages							6	CLO2		
III	Mail Handling - Centralized and Decentralized Mail Handling							6	CLO3		
IV	Office forms - Meaning - Type of forms - Objectives and its advantages							6	CLO4		
V	Office Appliances - Meaning - Importance - Factors in Selecting office Machines							6	CLO5		
	Total							30			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	To understand the concept of office and qualities of manager	PO1, PO6
CO2	To Analyse the office environment	PO5, PO6
CO3	To Develop the skills of mail handling.	PO2, PO6
CO4	To Organise office form	PO6
CO5	To Describe Office appliance	PO6, PO8
Reading List		
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	
References Books		
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	
Web Resources		
1.	https://www.schandpublishing.com/books/higher-education/commerce-management/office-management/9788121922524/	
2.	http://www.worldcolleges.info/sites/default/files/schoolbooks/Std12-Voc-Office_Management-EM1.pdf	
3.	https://cuils.cuchd.in/cgi-bin/koha/opac-detail.pl?biblionumber=125675&shelfbrowse_itemnumber=163517	
4.	https://www.waterstones.com/category/business-finance-law/business/office-and-workplace/office-management	
5.	https://www.academia.edu/44331654/Book_Office_Management_and_Secretarial_Practice_OMSP_	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

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

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

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

SEMESTER III

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:BusinessStatistics	Y	-	-	-	4	3	25	75	100
PartIV	SEC4 Computer Applications in Business		Y	-	Y	-	2	1	50	50	100
	Naan Mudhalvan *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.

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	ORGANIZATIONAL BEHAVIOUR	Spec ific Elec tive	Y	-	-	-	5	4	25	75	100
Learning Objectives											
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 Organisaitonal Culture and Organisational Structure										
CLO5	To understand Organisational Change, Conflict and Power										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction : Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB							12	CLO1		
II	Individual Behaviour: 1. Learning and attitude - Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. 2. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor							12	CLO2		
III	Personality and Values : Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; factors affecting perception.							12	CLO3		
IV	Group Behaviour : 1. Groups and Work Teams : Concept : Five Stage model of group development; 2. Leadership : Concept and theories - Styles - Behavioral theories and contingency theories.							12	CLO4		
V	Organisational Culture And Change: - Concept of culture - Forces of change, planned change, Resistance, Steps to overcoming resistance							12	CLO5		
								60			

Course Outcomes		
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 organisaiton.	PO2, PO3, PO4 PO5, PO8
CO5	To create a congenial climate in the organization.	PO1, PO2, PO5 PO6, PO8
Reading List		
1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge , <i>Organizational Behaviour</i> , Pearson Education, 18 th 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).	
References Books		
1.	Uma Sekaran, <i>Organizational Behaviour Text & cases</i> , 2 nd 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 st 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)	
Web Resources		
1	https://www.iedunote.com/organizational-behavior	
2	https://www.london.edu/faculty-and-research/organisational-behaviour	
3	Journal of Organizational Behavior on JSTOR	
4	International Journal of Organization Theory & Behavior Emerald Publishing	
5	https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	

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

Mapping with program outcomes

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

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

Subject Code	Subject Name	C at eg or y	L	T	P	C	C r e d i t s	I n s t . H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
	FINANCIAL MANAGEMENT	Core	Y	-	-	-	5	4	25	75	100
Learning Objectives											
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	Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.							12	CLO1		
II	Capital structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept.							12	CLO2		
III	Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)							12	CLO3		
IV	Capital Budgeting: ARR, Pay back period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.							12	CLO4		
V	Working capital – Components of working capital – operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.							12	C5		
	Total							60			

Course Outcomes		
Course Outcomes	On Completion of this course, the students will	Program Outcomes
CO1	Understand the basics of finance and roles of finance manager	PO1, PO5,PO6
CO2	Evaluate Capital structure	PO1,PO2,PO6
CO3	Evaluate Cost of capital	PO1, PO6
CO4	Assessing Capital budgeting	PO1, PO6
CO5	Appraise Working Capital	PO1, PO6
Reading List		
1.	DrKulkarni and Dr. SathyaPrasad, Financial Management, 13 th 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	
References Books		
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	
Web Resources		
1.	https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/	
2.	https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf	
3.	Journal of Financial Management (esciencepress.net)	
4.	Financial Management on JSTOR	
5.	Financial Management Wiley online library	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	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
	BUSINESS STATISTICS	Gen eric Elec tive	Y	-	-	-	3	4	25	75	100
Learning Objectives											
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	Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams-							12	CLO1		
II	Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.							12	CLO2		
III	Measures of Variation – Standard Deviation –Mean deviation – Quartile deviation							12	CLO3		
IV	Simple Correlation – Scatter Diagram – Karl Pearson’s Correlation – Rank Correlation – Regression.							12	CLO4		
V	Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.							12	CLO5		
								60			

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Apply the Statistical Data	PO1,PO2,PO4,PO6
CO2	Understanding the Measures of Central Tendency in business	PO1,PO2,PO6
CO3	Analyze Measures of Variation	PO1,PO2,PO6
CO4	Understand Simple Correlation	PO1,PO2,PO6
CO5	Testing of hypothesis	PO2,PO8
Reading List		
1.	P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai,2004.	
2.	S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi,2007.	
3.	S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, New Delhi,2007.	
4.	J.K. Sharma, Business Statistics, Pearson Education, New Delhi,2007.	
5.	Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill	
References Books		
1.	David M. Levine, David F. Stephan et al. Business Statistics : A first Course, 7 th 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 th Media Services, 2017	
Web Resources		
1	https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/	
2	https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf	
3	http://www.statisticshowto.com	
4	https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/	
5	https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

(K2)	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	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
	COMPUTER APPLICATION IN BUSINESS	SEC	Y	-	Y	-	1	2	50	50	100
Learning Objectives											
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
	Total	30	

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

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Demonstrate hands on experience with Ms-word for business activities	PO1, PO2, PO6, PO7
CO2	Demonstrate hands on experience with Ms-Excel for business activities	PO1, PO2, PO6, PO7
CO3	Demonstrate hands on experience with Ms-power point for business activities	PO1, PO2, PO6, PO7
CO4	Design a simple database and manage the data in table	PO1, PO2, PO6, PO7
CO5	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.	Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran
5.	Taxmann's Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .

References Books

1.	P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.
2.	Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman
3.	Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
4.	Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.
5.	S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.

Web Resources

1.	https://www.microsoft.com/en-us/microsoft-365/blog/
2	https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18
3	https://byjus.com/govt-exams/microsoft-word/
4	https://edu.gcfglobal.org/en/google-forms/
5	https://www.tutorialkart.com/tally/tally-tutorial/

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	50 Marks
	Practical Assessment	
	Class Participation	
	Attendance	
External Evaluation	End Semester Examination	50 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	ENTREPRENEURIAL SKILL - NEW VENTURE MANAGEMENT	SEC	Y	-	-	-	2	2	25	75	100
Learning Objectives											
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	Concept of Entrepreneurship – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity							6	CLO1		
II	Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.							6	CLO2		
III	Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture’s Financial Strength and Viability							6	CLO3		
IV	Moving from an Idea to a New Venture: Preparing the Proper Ethical and Legal Foundation-Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.							6	CLO4		
V	Financing the New Venture: Financing entrepreneurial ventures - Valuation of a new company - Arrangement of funds - Alternate Source of Funding - Start-ups, MSMEs, any new venture							6	CLO5		
	Total							30			

Course Outcomes		
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
CO4	Coordinate a team to develop and launch and manage the new venture through the effective leadership	PO4, PO5
CO5	Evaluate different sources for financing new venture	PO2, PO6
Reading List		
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 th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill	
References Books		
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	
Web Resources		
1.	https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217	
2.	https://core.ac.uk/download/pdf/98660713.pdf	
3.	https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf	
4.	https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm	
5.	https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	

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

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

Mapping with program outcome

S-Strong M-Medium L-Low

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

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

SEMESTER IV

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: Business Environment	Y	-	-	-	4	5	25	75	100
	CorePaper–VIII	BBA-DSC08: Business Regulatory FrameWork	Y	-	-	-	4	5	25	75	100
	ElectivePape r–IV	BBA-DGE04:Operation Research	Y	-	-	-	4	3	25	75	100
PartIV	SEC5 Tally				Y	-	2	1	50	50	100
	Naan Mudhalvan *Substitute Paper: Intellectual 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
	BUSINESS ENVIRONMENT	Core	Y	-	-	-	5	4	25	75	100
Course Objectives											
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	The concept of Business Environment: 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	Political Environment: Functions of state, economic roles of government, government and legal environment.							12	CLO2		
III	Economic Environment: 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	Social environment; cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups							12	CLO4		
V	Technology environment – Industry 4.0-Meaning-Features- basic Applications and Uses- Blockchain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics							12	CLO5		
	Total							60			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	To understand the concepts of Business Environment.	PO1,PO2
CO2	To apply knowledge in the business and strategic decisions.	PO1, PO2,PO3
CO3	To analyze the importance of business in various social groups.	PO2,PO4, PO5,PO6, PO8
CO4	To evaluate the types of economic environment and its impact on business.	PO3,PO4, PO5, PO6
CO5	To construct and assess the environment for real-time business	PO1,PO2,PO3, PO8
Reading List		
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 th Edition, India	
4.	Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana	
References Books		
1.	Business Environment : A Test/Reference Book With Case Studies Ebook : Prakash , N R Mohan	
2.	Business Environment Ruchi Goyal 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	
Web Resources		
1.	https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/	
2.	https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences	
3.	Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11 th Revised Edition,India.	
4.	https://pestleanalysis.com/political-factors-affecting-business/	
5.	https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgchapter2.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External	End Semester Examination	75 Marks

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

Mapping with program outcomes

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

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	2	3	3
CO 3	3	3	3	3	3
CO 4	2	3	3	3	3
CO 5	3	3	3	3	3
Weightage	14	15	14	15	15
Weighted percentage of Course Contribution to Pos	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
	BUSINESS REGULATORY FRAME WORK	Core	Y	-	-	-	5	4	25	75	100
Course Objectives											
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		
								60			

Course Outcomes		
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
CO4	Understand Consumer Protection Act – RTI	PO1,PO2,PO3,PO6, PO7,PO8
CO5	Understand Cyber law	PO1,PO3,PO6,PO7, PO8
Reading List		
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	
References Books		
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 , Dr. Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015	
Web Resources		
1	https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html	
2	http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/	
3	https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661	
4	International Journal of Law (lawjournals.org)	
5	https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	

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

Mapping with program outcomes

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

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	13	15	15
Weighted percentage of Course Contribution to Pos	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
	OPERATION RESEARCH	Gen eric Elec tive	Y	-	-	-	3	4	25	75	100
Learning Objectives											
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	Introduction - Overview of Operation Research - Nature - Scope and Characteristics of OR - Features of OR - Stages in OR - Limitations of Operational Research							12	CLO1		
II	Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems.							12	CLO2		
III	Vogel's approximation method to find the optimal solution.							12	CLO3		
IV	Network models-PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT							12	CLO4		
V	Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving 2xn and mx2 game. Decision Theory –statement of Baye's theorem application - decision trees.							12	CLO5		
								60			

Course Outcomes		
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
Reading List		
1.	Operational Research Research.com	
2.	Operations Research PubsOnLine (informs.org)	
3.	Prabandhan : Journal of Management	
4.	International Journal of Operations research	
5.	DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019	
References Books		
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.	
Web Resources		
1	chromeextension://efaidnbmninnibpcjpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf	
2	chromeextension://efaidnbmninnibpcjpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf	
3	https://www.onlinemathlearning.com › linear-programming-example	
4	https://www.kellogg.northwestern.edu › weber › Notes_6_Decision_trees	
5	www.pondiuni.edu.in › sites › default › files	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

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

Mapping with program outcomes

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

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	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
	TALLY	SEC	Y	-	Y	-	1	2	50	50	100
Learning Objectives											
CLO1	To impart knowledge about basic use of Tally and its functions										
CLO2	To understand the creation of groups and Ledgers										
CLO3	To provide understanding about Data Management in Tally										
CLO4	To understand the process of GST, EPF etc.										
CLO5	To familiarize students about significance of Tally in implications in the Organizations										
UNIT	Details							No. of Hours	Learning Objectives		
I	Basic of Accounting & Fundamentals of Tally. ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.							6	CLO1		
II	Accounting Master in Tally. ERP 9: Groups & Ledgers Creation Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.							6	CLO2		
III	Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.							6	CLO3		
IV	Advance Inventory & Taxes in Tally. ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.							6	CLO4		
V	Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP 9							6	CLO5		
	Total							30			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	To understand about the basic accounting and Tally. ERP 9	PO1
CO2	Identify the maintained of Ledger and inventory system	PO1, PO2, PO7
CO3	Creation of various vouchers and bill wise details	PO1, PO4, PO7
CO4	Understand various taxes returns and filing	PO2, PO6, PO7
CO5	Relate and infer various reports generated in Tally. ERP 9	PO2, PO7
Reading List		
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	
References Books		
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 nd Edition	
5.	Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020	
Web Resources		
1.	https://tallysolutions.com/learning-hub/	
2.	https://www.tutorialkart.com/tally/tally-tutorial/	
3.	https://sscstudy.com/tally-erp-9-book-pdf-free-download/	
4.	https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/	
5.	https://www.javatpoint.com/tally	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	INTELLECTUAL PROPERTY RIGHTS	SEC	Y	-	-	-	2	2	25	75	100
Learning Objectives											
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	IPR Introduction: 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	Introduction–Classification–Importance–Types of Patent Applications in India - Patent able Invention–Inventions Not Patentable.							6	CLO2		
III	Introduction–Fundamentals –Concept–Purpose–Functions–Characteristics–Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non- Register Trademarks							6	CLO3		
IV	Introduction to Copyright– Conceptual Basis –Copy Right and Related Rights–Author & Ownership of Copyright - Rights Conferred By Copy Right-Registration – Transfer –Infringement							6	CLO4		
V	Geographical Indications: Concept, Protection & Significance							6	CLO5		
	Total							30			

Course Outcomes		
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
CO3	Understand the process of acquiring a trademark	PO2, PO6
CO4	Create an awareness about copyrights	PO6, PO8
CO5	Understand geographical indicators	PO6, PO8
Reading List		
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	
References Books		
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	
Web Resources		
1.	https://nptel.ac.in/courses/110/105/110105139/	
2.	https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf	
3.	https://ipindia.gov.in/	
4.	https://www.tutorialspoint.com/explain-the-intellectual-property-rights	
5.	https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.p df	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

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

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

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	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.

Second year Vacation Internship -45 hours								2 credits			
SEMESTER V		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
Part III	CorePaper–IX	Management Information system	Y	-	-	-	5	4	25	75	100
	CorePaper–X	Research Methodology	Y	-	-	-	5	4	25	75	100
	CorePaper–XI	Human Resources Management	Y	-	-	-	5	4	25	75	100
	CorePaper–XII	Project with Viva –Voce	Y	-	-	-	5	3	25	75	100
	Elective–V	Air Traffic Control Or Airline Marketing and Strategic Management	Y	-	-	-	4	3	25	75	100
	Elective - Project	Business Taxation Or Aviation Law	-	-	Y	-	4	3	20	80	100
Part IV	NAAN Mudhalvan * Substitute Paper : Fundamentals of Fintech		Y	-	-	-	2	2			
Part V	Internship/Industrial Visit / Field Visit						-	2			
	Total						30	25			

For Internship:

1. A report should be submitted at the end of 5th semester and evaluated by external examiner
2. Internship students should submit certificate of attendance from the industry along with report

For Viva voce Examination:

1. Internal: 50 marks, External: 50marks
2. Group project report should be submitted
3. External 50 marks will be evaluated by the external examiners

Subject Code	Subject Name	C a t e g o r y	L	T	P	C	C r e d i t s	I n s t · H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
	MANAGEMENT INFORMATION SYSTEM	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	Understand MIS in decision making										
CLO2	Explain MIS, its structure and role in management functions										
CLO3	Classify & discuss information system categories, Database Management systems										
CLO4	Discuss SDLC and functional information system categories										
CLO5	Outline functions of BPO, Data mining and the recent trends in information management										
UNIT	Details							No. of Hours	Learning Objectives		
I	Computers & Information processing- generation of computers- Input devices-Output devices- internal and external Storage devices- Batch & Online Processing- Hardware- Software,Types of software							15	CLO1		
II	Concept of Information System- Characteristics of information system , objectives of MIS– System Classification- Categories of Information Systems- Structure of MIS- MIS support for planning, organising & controlling							15	CLO2		
III	Information for decision making- Functional Information System- Personal, production, material, marketing, strategic information system & competitive advantage, process of SIS planning							15	CLO3		
IV	Decision Support System- Characteristics- Purpose- Components of DSS- Types of DSS- pros and cons							15	CLO4		
V	Business Process Outsourcing- Meaning- Types of BPO- Benefits of BPO- Drawbacks- Customer Relationship Management- Meaning- Types of CRM Software.							15	CLO5		
								75			

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Understand MIS in decision making	PO1, PO4,PO5,PO7, PO8
CO2	Explain MIS, its structure and role in management functions	PO1, PO4, PO5, PO7
CO3	Classify & discuss information system categories, Database Management systems	PO2, PO5, PO6, PO7, PO8
CO4	Discuss SDLC and functional information system categories	PO1, PO4, PO5, PO7
CO5	Outline functions of BPO, Data mining and the recent trends in information management	PO2, PO3, PO4, PO6, PO7, PO8
Reading List		
1.	Management Information Systems: Conceptual Foundations, Structure & Development by Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India	
2.	Dr. S.P. Rajagopalan, “Management Information Systems and EDP ”, Margham Publications , Chennai.	
3	Management Information System by Jawadekar, Tata Mc Graw hill Publication, 2 nd Edition	
4	Management Information System by Ozz Effy	
5	Sadagopan, "Management Information Systems" - Prentice- Hall of India	
References Books		
1.	Mudrick & Ross, "Management Information Systems", Prentice - Hall of India.	
2.	Management Information System by Concise study by Kelkhar S A	
3.	CSV Murthy - "Management Information Systems" Himalaya publishing House.	
4.	Michael Alexander (2014) Business Intelligence Tools for Excel Analysts	
5	Management Information System by Oka MM	
Web Resources		
1.	https://www.tutorialspoint.com/management_information_system/management_information_system.htm	
2.	http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf	
3	JMIS - Journal of Management Information Systems (jmis-web.org)	
4	Management Information Systems Quarterly AIS Affiliated Journals Association for Information Systems (aisnet.org)	
5	https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks

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

Mapping with program outcomes

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

S-Strong

M-Medium

L-Low

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

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

Subject Code	Subject Name	C a t e g o r y	I	T	P	C	C r e d i t s	I n s t . H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
	RESEARCH METHODOLOGY	Core		-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	To familiarize the students to the basic concepts of Research and operationalize research problem										
CLO2	To provide insights on research design and scaling										
CLO3	To throw light on data collection and presentation										
CLO4	To elucidate on Hypothesis Testing and other statistical Test										
CLO5	To summarize and present research results with focus on ethics and plagiarism										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Business Research - Meaning of Research – Research Process - Objectives-Characteristics - Nature and scope - significance of Research, Criteria of good research - Types of Research							15	CLO1		
II	Research Design - Meaning - Need - Features of Good research design - Types (Exploratory, Descriptive, Casual,) Factors affecting research design. Formulation of hypothesis - types. Measurement- characteristics - sound measurement tool, sampling-- characteristics-Types							15	CLO2		
III	Sources and Collection of Data - Primary and secondary sources, problems in using secondary data. Questionnaires - Guidelines of Constructing questionnaires – schedules. Difference between questionnaire and schedules.							15	CLO3		
IV	Data Analysis: Statistical tools and techniques for Data analysis - Parametric and non parametric tests - Introduction to statistical packages - SPSS, uses of SPSS - Precaution on using SPSS							15	CLO4		
V	Report preparation – Significance of Report Writing - Guidelines and precautions for interpretation – Steps in Report writing - Style of research reports (APA, MLA) – Mechanics of report writing –Layout of the research report - Precaution for writing research report							15	CLO5		
	Total							75			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Understand the concepts and principles of Research	PO1, PO2, PO6, PO7
CO2	Comprehend and decide the usage of design and formulate hypothesis	PO1, PO2, PO6
CO3	Analyze data collection sources and tools	PO1, PO2,PO7
CO4	Summarize and establish solutions through data analysis	PO1, PO2,PO6
CO5	Compare and justify the process of writing and organizing a research report.	PO1,PO2,PO3, PO4, PO6
Reading List		
1	W.Lawrence Newman” Social Research Methods: Qualitative and Quantitative Approaches 7 th Edition, Pearson Education India 2014	
2	Mark Saunders,Philip Lewis. Adrain Thornhill” Research Methods for Business Students” 5 th Edition Pearson India 2011	
3	John W Creswell, Research Design : Qualitative, Quantitative and Mixed Method Approaches , Sage , 4th Edition , 2014	
4	Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press , 6 th Edition , 2022	
5	Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7th Edition,2019	
Reference Books		
1.	C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.	
2.	Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018.	
3.	Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.	
4.	Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.	
5.	Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021	
Web Resources		
1.	https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf	
2.	https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%200-%20Research%20Methodology%20-V%20Sem%20BBA.pdf	
3.	https://prog.lmu.edu.ng/colleges\CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf	
4.	https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf	
5.	https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf	

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

Mapping with program outcomes

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

S-Strong

M-Medium

L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	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
	HUMAN RESOURCE MANAGEMENT	C o r e	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	Explain the concepts, functions and process of HRM										
CLO2	Examine the selection and placement process										
CLO3	Evaluate the training and performance										
CLO4	Understand the importance of employee engagement and compensation										
CLO5	Understand the recent trends in HR										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction - Characteristics - Functions - Nature and scope of Human Resources Management –Roles & responsibilities of HR manager-HR Policies & procedures-Differences between personnel management and HRM							15	CLO1		
II	Human Resource Planning- Job Evaluation-methods- Job analysis-Job description, Job specification .Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement							15	CLO2		
III	Training and Development, Training Process, Methods, Training Need Assessment , Career Development. Transfer and Promotion.							15	CLO3		
IV	Employee Engagement- Meaning- Importance-evaluation- measuring employee employee engagement- Employee Compensation-components- incentives- benefits- welfare and social security measures							15	CLO4		
V	Human Resource Audit – Nature – Benefits – Scope – Recent trends in HRM: Green HRM &Virtual HRM Practices,							15	CLO5		
								75			

Course Outcomes		
Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Explain the concepts, functions and process of HRM	PO1,PO2,PO4,PO6
CO2	Examine the selection and placement process	PO1,PO2,PO4,PO6,PO7,PO8
CO3	Evaluate the training and performance appraisal	PO2,PO 3, PO5,PO6,PO8
CO4	Understand the employee engagement and compensation	PO1 PO2,PO3,PO4,PO5,PO6
CO5	Understand the recent trends in HR	PO2,PO3,PO6,PO7, PO8
Reading List		
1.	Shashi K. Gupta & Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018	
2.	Steve Brown, HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1 st Edition, 2017	
3	Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to DrivePerformance, Kogan Page, 1 st Edition, 2018	
4	Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition, 2015	
5	Srinivas R Kandula, , Competency Based Human Resource Managemet, PHI Learning , 1st Edition, 2013	
References Books		
1.	V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3 rd Edition ,2010	
2.	K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6 th Edition	
3.	Garry Deseler, Human Resource Management, Pearson, 15 th Edition, 2017	
4.	L M Prasad , Human Resource Management , Sultan Chand and Sons 3 rd Edition , 2014	
5.	Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010	
Web Resources		
1	https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf	
2	http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%200-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf	
3	https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf	
4	https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835	
5	http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf	

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

Mapping with program outcomes

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

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

**BBA DSE2 PROJECT WORK (GROUP)-
5 Hours, 3 Credits**

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the university 15 days prior to the commencement of the University examination.

The project shall be evaluated externally. The external examiner shall be forming the panel of examiners suggested by the board of studies from to time.

Learning Objectives	
CLO1	To Give Idea about Research Project
CLO2	To identify the research problem
CLO3	To review Literature
CLO4	To give knowledge on Data Collection and Analysis
CLO5	To Learn Project Preparation

Course Outcome	On completion of this course, students will;	
CO1	Gain knowledge about Research Project	PO1
CO2	Increase knowledge on research problem	PO2
CO3	Improve practice in review of literature	PO3
CO4	Gain knowledge on Data Collection and Analysis	PO1,PO2
CO5	Be Proficient in Project Preparation	PO6,PO7,PO8

**PROJECT DESCRIPTION
GUIDELINES**

1. Project report is to bridge theory and practice.
 2. The project work should be neatly presented in not less than 50 pages and not more than 120 pages
 3. Paper Size should be A4
 4. 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style - Font: Times New Roman / Font Size: 12 for text)
 5. Subheading shall be typed in the Font style (Font: Times New Roman / Font Size: 14 for headings). The report should be professional.
 6. The candidate should submit periodical report of the project to the supervisor.
 7. Two reviews will be conducted before the Viva Voce
 8. Each candidate should submit hardcopy (3 copies) and a soft copy to the Department.
- After the Evaluation of the project report one hard copy will be returned to the candidate.

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	20Marks
	Review I	
	Review II	
External Evaluation	Project Report – Viva Voce	80 Marks
	Total	100 Marks

Method of Assessment	
Review I	Problem Identification and Review of Literature
Review II	Rough Draft
Final	Project Report – Viva Voce

CO-PO Mapping

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	AIR TRAFFIC CONTROL	Elective	Y	-	-	-	3	4	25	75	100

Learning Objectives

CLO1	To impart knowledge on ATS and its types.										
CLO2	To understand the ATS routes including ATC clearance.										
CLO3	To familiarize on flight information alerting services and emergency procedure.										
CLO4	To gain knowledge on Aerodrome data, physical characteristics, and obstacles restriction.										
CLO5	To impart knowledge on visual aids for navigation and for denoting obstacles, emergency and other services.										
UNIT	Details						No. of Hours	Learning Objectives			
I	Air Traffic Service (ATS) – Objectives – Types of ATC Service — VFR & IFR Operations – Classification of ATS Air Spaces – Various kinds of separation-Meteorological Support-providing ATS						12	CLO1			
II	Area Control Service, Assignment of Raising levels, minimum Flight Altitude-ATS routes & Significant Points – RNAV and RNP – Vertical, Lateral and Longitudinal Separations based on Time / Distance-ATC clearance – Flight plans-Position report						12	CLO2			
III	Radar Service, Basic Radar Terminology, Identification Procedures using Primary/ Secondary radar- Performance Checks – Use of Radar in Area and Approach Control Service – Issuance Control and Coordination between Radar/ Non Radar Control – Emergencies – Flight Information and Advisory Service – Alerting Service – Coordination and Emergency Procedure						12	CLO3			
IV	Aerodrome Data: Basic Terminology – Aerodrome Reference Code-Aerodrome Reference Point – Aerodrome Reference Temperature - Instrument Runway, Physical Characteristic; Length of Primary/ Secondary Runway Width of the Runways – Minimum Distance between Parallel Runways						12	CLO4			

V	Visual aids for Navigation; Wind Direction Indicator – Landing Direction Indicator - Location and Characteristics of Signal Area – Marking General Requirements - Lights, Aerodrome Beacon, Identification Beacon-Simple Approach Lighting System and Various Lighting	12	CLO5
Total		60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand the objectives and various classifications of Air Traffic Services.	PO1, PO6	
CO2	Ability to assign raising levels, ATS routes and flight plans.	PO2, PO6	
CO3	Ability to use Radar Services and other alerting services and to coordinate during emergency.	PO3	
CO4	Understand about the aerodrome data and physical characteristics of runway	PO1, PO3	
CO5	Identify visual aids for navigation, obstacles, emergency and other services.	PO1, PO6, P07	
Reading list			
1.	Air Traffic Control:–Airport Systems-Planning, Design and management By Richard de Neufville/Amedeo Odoni		
2.	Fundamentals of Air Transport Management BY P.S. Senguttuvan		
3	Investigating human Error – Barry Strauch - Ashgate Publishing Limited.		
4	Michael S Nolan, “Fundamentals of Air Traffic Control”, Thomson Delmar Learning, Division of Thomson Learning, 5th revised ed. edition, 2010.		
Reference Books			
1.	Staffing the ATM System – Hinnerk Eibfeldt, Mike C. Heil and Dana Broach – Ashgate Publishing Limited		
2	Innovation and Consolidation in Aviation – Graham Edkins and Peter Pfister – Ashgate Publishing Ltd		
3	Margaret Arblaster, “Air Traffic Management: Economics,Regulation and Governance”, Elsevier, 2018.		
Web Resources			
1	https://en.wikipedia.org/wiki/Air_traffic_management#:~:text=Air%20traffic%20management%20(ATM)%20is,Traffic%20Flow%20and%20Capacity%20Management%20(
2	https://www.slideshare.net/ksasidhar007/air-traffic-control-ppt		
3	https://ocw.mit.edu/courses/aeronautics-and-astronautics/16-72-air-traffic-control-fall-2006/download-course-materials/		

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

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

Mapping with program outcomes

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

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	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
	AIRLINE MARKETING AND STRATEGIC MANAGEMENT	Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	To understand the marketing environment in aviation industry.										
CLO2	To gain knowledge about the products and pricing strategy in aviation industry.										
CLO3	To familiarize the various distribution channel and promotional tools.										
CLO4	To gain knowledge on strategic management process in aviation industry.										
CLO5	To understand the implementation and evaluation of strategy.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Marketing Strategy in Airline business- Marketing environment - marketing mix - Michael Porters Five Forces and their application to the Airline Industry- — differentiation strategy in airline industry-							12	CLO1		
II	Product Analysis – Product definition – product life cycle in aviation industry - fleet and schedules related product features – customer service-related product features – product quality – Pricing decisions – building blocks in airline pricing policy – uniform and differential pricing – the structures of airfreight pricing							12	CLO2		
III	Distribution channel strategies - Promotion - relationship marketing –airline advertising – selling in air freight market – sales promotion – integrated sales promotion- online sales promotion.							12	CLO3		
IV	Strategic Management: Need – Strategic Management Planning: Process in aviation industry- level of Strategy: Corporate level- Business Level- Functional level – Strategy formulation - Portfolio analysis: BCG Matrix – G. E matrix– Directional policy Matrix							12	CLO4		
V	Strategies – Implementation – Elements - Procedural Implementation – Structural Implementation – Behavioural Implementation- Leadership Implementation - Functional Strategies – Functional Plans and Policies – Integration of Functional Plans and Polices							12	CLO5		
	Total							60			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Understand the marketing concepts in aviation industry.	PO1, PO4
CO2	Familiarise the various products and pricing strategies in aviation industry.	PO2, PO7
CO3	Ability to develop and design various promotional tools	PO2, PO4, PO7
CO4	Understand the concepts of strategic management.	PO6, PO7
CO5	Understand the implementation, evaluation and control of strategy.	PO1, PO6
Reading list		
1.	Philip Kotler, Keven Lane Keller, Marketing Management, Pearson Education, 2015	
2.	Rao, V.S.P., & Harikumar, V., 2014, Strategic management, First Edition, Excel Books, New Delhi.	
3	SuBBA (Aviation Management) rao, 2017, Business Policy and Strategic Management (Text and Cases), Himalaya Publishing House. Reprint Edition.	
4	Marketing Management Text & Cases, Dr.C.B.Gupta & Dr.N.Rajan Nair, Sultan Chand & Sons.	
Reference Books		
1.	Kazmi, A., 2014, Business Policy and Strategic Management, Third Edition reprint, Tata McGraw Hill, New Delhi	
2	V. S. Ramaswamy, S. Namakumari, Marketing Management, ,SagePublications India Pvt Ltd, 2018	
3	Arthur A. Thompson; A.J. Strickland III, “Strategic Management: Concepts andCases”, Mcgraw-Hill, 4 th edition, 2003.	
Web Resources		
1	https://www.slideshare.net/nbairstow/strategic-alliances-8284285	
2	https://www.emerald.com/insight/content/doi/10.1108/09600039610115027/full/html	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand / Comprehend	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

d (K2)	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	2
Weightage	15	15	15	15	14
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	2.8

Subject Code	Subject Name	C a t e g o r y	L	T	P	O	C r e d i t s	I n s t . H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
	BUSINESS TAXATION	Elec tive	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	To understand the basic concepts of Taxes.										
CLO2	To provide insights on the Income Tax Act.										
CLO3	To evaluate the procedure for assessment and methods of valuation for customs.										
CLO4	To discuss on GST.										
CLO5	To analyze and apply the returns, Tax payment and Penalties under GST										
UNIT	Details							No. of Hours	Learning Objectives		
I	Objectives Of Taxation – Canons of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types.							12	CLO1		
II	Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation, Assessment Procedure							12	CLO2		
III	Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming customs duty drawback.							12	CLO3		
IV	Definitions of GST – business related person's capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration, not liable for registration, Registration of casual							12	CLO4		

	taxable person, deemed on cancellation of registration, revocation of cancellation of registration- VAT.		
V	Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit – Tax Incentives and Export Promotions, Deductions and Exemptions.	12	CLO5
	Total	60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	To define and understand the basic concepts of tax.	PO2, PO6	
CO2	To Examine and apply GST rules in real-time business situations.	PO2, PO5, PO6	
CO3	To analyze the elements of GST mechanism in India.	PO6, PO7, PO8	
CO4	To evaluate the rules of Income Tax and methods of valuation for customs.	PO2, PO4	
CO5	To prepare the needed documents under GST Compliance.	PO1, PO2, PO4, PO8	
Reading List			
1.	V.S. Datey, Central Excise , JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.		
2.	Business Taxation (Goods & Services TAX - GST) , Margam Publication, Edition 2019.		
3.	Srinivasan N.P and Priya Swami. M, Business Taxation , Kalyani publishers Edition 2013		
4.	Pagaredinkar, Business Taxation , Sultan Chand and Sons, 2012.		
5.	VISION: Journal of Indian Taxation		
References Books			
1.	Senthil and Senthil, Business Taxation, Himalaya Publication, 4 th Edition.		
2.	Vinodk. Singania, Indirect Tax, Sultan Chand and Sons, Edition 2013.		
3.	Dr. Rajani Bhat & Dr. Dhamodharan V, Indirect Taxation , TR Publications , Chennai , 2020		
4.	DR. Vandhana Bangar , Yogendra Bangar , Indirect tax laws, Aadhya Prakasam Allahabad 2018.		
5.	T.S. Reddy & Y. Hari Prasad Reddy , Business Taxation, Margham Publications, Chennai 2018.		
Web Resources			
1.	https://www.gst.gov.in/		
2.	https://gstcouncil.gov.in/		
3.	https://taxguru.in/custom-duty/types-duties-customs.html		
4.	https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901		
5.	https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/		

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

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO8
CO1	M	M	M	M	S	M	M	M
CO2	S	M	M	M	M	M	M	M
CO3	S	M	M	M	S	M	M	M
CO4	S	M	M	M	S	M	M	M
CO5	M	M	M	M	S	M	M	M

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

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	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
	AVIATION LAW	Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	To gain knowledge on civil aviation regulatory authority										
CLO2	To familiarize on the aircraft rules and aircraft act.										
CLO3	To gain knowledge on the national legislations on aviation.										
CLO4	To understand the civil aviation requirements.										
CLO5	To familiarize on the international conventions and agreements.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to directorate general of civil aviation – DGCA – Functions – DGCA Organisations – DGCA as regulatory authority - ICAO (International Civil Aviation Organisation)- Functions, IATA (International Air Transport Association) -Functions,							12	CLO1		
II	Aircraft Act 1934 -The Aircraft Rules and Regulations Act 1937.							12	CLO2		
III	The Air corporations Act, 1953 (27 of 1953) The Air Corporations (Transfer of Undertakings and Repeal) Ordinance, 1994(4 of 1994) -The Air Corporations (Transfer of Undertakings and Repeal) Act, 1994 (13 of 1994) -The International Airports Authority of India act, 1971 (43 of 1971) -The National Airports Authority of India, 1985 (64 of 1985) - The Airports Authority of India Act 1994 (55 of 1994) - -The Anti-hijacking Act, 1982 (65 of 1975)							12	CLO3		
IV	Civil Aviation Requirements Section 1-General Section 2-Airworthiness Section3-Air Transport Section 4- Aerodrome standards and Air Traffic Services Section 5-Air Safety Section 6 - Design standards and type certification -Section 7- Flight crew standards, training and licensing Section 8 -Aircraft operations							12	CLO4		
V	International Conventions: The Chicago							12	CLO5		

	conventions, 1944 Hauge Convention, 1970 – Montreal Convention, 1999 – The International Air Services Transit Agreement, 1944 – The International Air Transport Agreement 1944, - The Warsaw Conventions, 1920 -The Geneva Convention, 1948 -The Rome Convention , 1952,		
	Total	60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand the functions and organisation of DGCA	PO2, PO3	
CO2	Familiarise the aircraft rules and act.	PO3, PO7	
CO3	Understand the importance of various national legislations in aviation industry	PO3, PO7	
CO4	Understand the civil aviation requirements	PO2, PO7	
CO5	Familiarise the various international conventions in aviation industry.	PO7	
Reading list			
1.	Civil Aviation Law and Regulations by FlySky Aviation, 1 st edition, 2020.		
2.	Aircraft Manual, C.A.R. Sec. II		
3	Aircraft manual, C.A.R. Sec. II		
Reference Books			
1.	ICAO Annexures 1- 19.		
2	Aviation law – Philip H		
Web Resources			
1	https://www.slideshare.net/crtnymendoza/airline-regulations		
2	https://www.civilaviation.gov.in/en/archive-document/2312		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test	25 Marks	
	Assignments		
	Seminar		
	Attendance and Class Participation		
External Evaluation	End Semester Examination	75 Marks	
	Total	100 Marks	
Methods of Assessment			
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions		
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview		
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain		
Analyze	Problem-solving questions, Finish a procedure in many steps,		

(K4)	Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	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
	FUNDAMENTALS OF FIN TECH						2	2	25	75	100

Learning Objectives:

LO1: To educate the students to introduce Fintech

LO2: To gain knowledge in Financial Technology and Digital payments

LO3: To acquire knowledge in digital payments

LO4: To know the knowledge in crypto currencies

LO5: To understand the effects of Block chain Technology

Course Outcomes:

After the successful completion of the course, the students will be able to:

CO1: Identify the benefits of Fin Tech industry;

CO2: Enable a better understanding of Financial Technology

CO3: Explain the importance of Digital Payments

CO4: Analyse the functioning of Cryptocurrency

CO5: Explain the impact of Block Chain Technology

Unit I: Introduction to Fintech

Introduction – Meaning of FinTech - Definitions - The History and Evolution of the Fintech Industry - FinTech Ecosystem - Recent Developments - FinTech In India - FinTech Market Trends In India - Types Of FinTech or Transformation of Financial Services - Benefits Of FinTech - Drawbacks Of FinTech - Key Growth Drivers - Challenges.

Unit II: Financial Technology and Digital Payments

Introduction -Artificial Intelligence (AI) in FinTech-Machine Learning in FinTech - Machine Learning in Accounting and Finance - Robotic Process Automation (RPA) — Financial Data Analytics
- Data Science and Big Data in FinTech -

Unit III: Digital Payments - Cashless Society - DFS Eco System -Developing Countries and DFS: The Story of Mobile Money - RTGS networks.

Unit IV: Crypto currencies

Crypto currencies - features, benefits, disadvantages- Outline of crypto currency – types wallet - Legal and Regulatory Implications - legal position of crypto currencies in India - Impact on crypto currencies.

Unit V: Block chain Technology

Block chain Technology in FinTech – An understanding of Block chain technology, its potential, and applications - BCT in Banking – Benefits of BCT in banking - BCT in Indian Banking Sector - BCT in supply chain management.

Recent Trends in Fintech
Faculty member will impart the knowledge on recent trends in Fintech to the students and these components will not cover in the examination.

Text Books:

1. Dheenadhayalan V and Vijay C, 2022 Fintech, Vijay Nicole Imprints Pvt. Ltd, Chennai
2. Sanjay Phadke., 2020 Fintech Future: The Digital Dna of Finance Paperback –
3. Agustin Rubini, 2021 Fintech in a Flash: Financial Technology Made Easy (new edition) Kindle Edition

Supplementary Readings:

1. Aravind Narayanan 2022 Bitcoin and Cryptocurrency Technologies: A Comprehensive Introduction
 2. Joseph Bonneau, Edward Felten, Andrew Miller, Steven Goldfeder, 2022 Princeton University
 3. Slava Gomzin 2020 Bitcoin for Non-Mathematicians: Exploring the foundations of Crypto, Universal Publishers, USA
 4. The Robotics Process Automation, Handbook: A Guide to Implementing, Tom Taulli/ Apress, Latest 1 ST Edition 2020 Website
- Reference:** <https://www.ibm.com/industries/banking-financial-markets/resources/omni-channel-banking-paper/>.
<https://thefinancialbrand.com/111080/evolution-future-digital-banking-baas>
5. Diamandis, P. H., & Kotler, S. 2020. The Future Is Faster Than You Think: How Converging Technologies Are Disrupting Business, Industries, and Our Lives. New York: Simon & Schuster

SEMESTER VI		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXMARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
PartIII	CorePaper–XIII	Entrepreneurial Development	Y	-	-	-	6	4	25	75	100
	CorePaper–XIV	Services Marketing	Y				6	4	25	75	100
	CorePaper–XV	International Business	Y				6	4	25	75	100
	Elective–VI	Air Transport Safety and Security Or Aircraft Navigation Service	Y	-	-	-	5	3	25	75	100
	Elective–VII	Aircraft Maintenance and Crew Management Or Airport infrastructure	Y	-	-	-	5	3	25	75	100
Part IV	Naan Mudhalvan										
	* Substitute Paper : Quantitative Aptitude						2	2	25	75	100
PartV	ExtensionActivities		-	-	Y	-		1			
	Total						30	21			

Subject Code	Subject Name	C a t e g o r y	L	T	P	O	C r e d i t s	I n s t · H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
	ENTREPRENEURSHIP DEVELOPMENT	Core	Y	-	-	-	4	6	25	75	100
Course Objectives											
CLO1	To impart knowledge on the concept of Entrepreneur and Entrepreneurship.										
CLO2	To know the various ideas and implementation of business plan.										
CLO3	To throw light on importance of the Business analysis and evaluation.										
CLO4	To discuss the role of Government in developing entrepreneurship.										
CLO5	To understand the problems and remedies of Entrepreneurial failure.										
UNIT	Details							No. of Hours	Course Objectives		
I	Entrepreneur- Meaning & definition, Classification of entrepreneurs, Function of Entrepreneurs, Role of Entrepreneurs. Entrepreneurship- Concept of Entrepreneurship, Growth of Entrepreneurship in India, Role of Entrepreneurship in Economic Development, Factors Influencing Entrepreneurship							18	CLO1		
II	Generating innovative ideas of business- Brainstorming, focus group, survey, customer advisory boards. Creativity and selection of Products. Project profile preparation, matching entrepreneur with the project., Steps for Starting Small Industry.							18	CLO2		
III	Business Plan Development- Business Idea Generation Technique, Identification of Business Opportunity, Feasibility Study, Marketing, Finance, Technology and Legal Formalities, Preparation of Project Report, Tools of Appraisal.							18	CLO3		
IV	Awareness of various government schemes for start-up business- Start-up India, Stand-up India, 'Make in India' Program, MUDRA. Role of Women Entrepreneurs in Economic development.-Schemes for Women entrepreneurs- Annapurna scheme, Dena shakti scheme, Mudra loan for women, Stree Shakti scheme.							18	CLO4		
V	Problems and remedies of sick industries, Concept of Industrial Sickness- Signals and Symptoms of Sickness- Magnitude of Industrial Sickness- Causes and							18	CLO5		

	Consequences of Industrial Sickness- Corrective Measures.		
	Total	90	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	To understand the concepts of Entrepreneurship development.	PO1,PO2	
CO2	To apply knowledge in the business plans and implementation.	PO1, PO2,PO3	
CO3	To analyze the various analyses of business in setting up of enterprises.	PO2,PO4, PO5,PO8	
CO4	To create the awareness about various schemes and subsidies of government for entrepreneurial development.	PO3,PO4, PO5, PO6,PO7	
CO5	To evaluate and assess the various problems and remedies of entrepreneurship	PO1,PO2,PO3, PO8	
Reading List			
1.	Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.		
2.	Kuratko/rao, Entrepreneurship: a south asian perspective.- Cengage, New Delhi.		
3.	Leach/Melicher, Entrepreneurial Finance – Cengage.		
4.	K.Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi, New Delhi.		
5.	Khanka S.S., Entrepreneurial Development, S.Chand & Co. Ltd., New Delhi, 2001.		
References Books			
1.	Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.		
2.	The Lean Startup: How Today’s Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries		
3.	http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/		
4.	Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker		
5.	Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.		
6.	Nagendra and Manjunath, V.S., Entrepreneurship and Management, Pearson, 2010		
7.	Stokes, D., and Wilson, N., Small Business Management and entrepreneurship, 6th Edition, Cengage Learning, 2010		
Web Resources			
1.	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf		
2.	https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf		
3.	https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-		

	%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&%20Dr.%20P.%20Sailaja.pdf	
4.	http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf	
.Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong

M-Medium

L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	SERVICES MARKETING	Core	Y	-	-	-	4	6	25	75	100
Learning Objectives											
CLO1	To recall the basic concepts of Services Marketing.										
CLO2	To know the Marketing Mix in Service Marketing.										
CLO3	To examine effectiveness of Service Marketing.										
CLO4	To discuss on delivering Quality Service.										
CLO5	To analyze the Marketing of Services.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Marketing Services: Evolution & growth of the service sector. Characteristics of service - Nature and Scope of Services - classification of service - designing of the service, blueprinting using technology, Challenges & Issues in Services Marketing							18	CLO1		
II	Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Service market segmentation, targeting and positioning.							18	CLO2		
III	Effective Management of Service Marketing: Service life cycle - New service development - GAP model of service quality - Measuring service quality - SERVQUAL - Internal marketing of services - external versus internal Orientation of service strategy.							18	CLO3		
IV	Delivering Quality Service: Designing service delivery system, Service channel - Pricing of services, methods - Service marketing triangle - Managing demand, Managing supply - Integrated Service marketing communication.							18	CLO4		
V	Marketing of Service With Special Reference To:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services and e-services.							18	CLO5		
	Total							90			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	To define and understand the concepts of Services Marketing.	PO1, PO4, PO6, PO8
CO2	To Examine and apply Marketing Mix in Service Marketing.	PO2, PO3, PO4, PO6, PO7, PO8
CO3	To analyze and design various strategies in the field of Services Marketing.	PO4, PO5, PO6
CO4	To evaluate the role of delivering Quality Service.	PO2, PO7
CO5	To design the tools of Marketing	PO1, PO3, PO5, PO8
Reading List		
1.	Reddy P.N. (2011)– Services Marketing – Himalaya Publication	
2.	Christopher Lovelock ,Jochen Wirtz (2016)– Services Marketing – World Scientific Publisher	
3.	The Journal Of Services Marketing	
4.	Valarie A Zeithmal and Mary JO Bitner,Services Marketing:Integrating Customer Focus across the firm,Tata Mc Graw Hill NewDelhi	
5	C.Bhattacharjee,Services Marketing ,Excel Books,NewDelhi	
References Books		
1.	Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.	
2.	S.M. Jha, Services marketing, Himalaya Publishers, India	
3.	Baron, Services Marketing, Second Edition. Palgrave Macmillan	
4.	Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.	
5.	Thakur.G.S. Sandhu supreet & Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna.	
Web Resources		
1	https://www.managementstudyguide.com/seven-p-of-services-marketing.htm	
2	https://www.economicsdiscussion.net/marketing-2/what-is-service-marketing/31875	
3	https://www.marketingtutor.net/service-marketing/	
4	https://www.marketing91.com/service-marketing/	
5	https://www.marketing91.com/service-marketing-mix/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/	MCQ, True/False, Short essays, Concept explanations, Short summary or	

Comprehend (K2)	overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

Subject Code	Subject Name	C a t e g o r y	L	T	P	O	C r e d i t s	I n s t . H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
	INTERNATIONAL BUSINESS	Core		-	-	-	4	6	25	75	100
Learning Objectives											
CLO1	To familiarize students with basic concepts of International Business										
CLO2	To impart knowledge about theories of international trade										
CLO3	To know the concepts of foreign exchange market and foreign direct investment										
CLO4	To understand the global environment										
CLO5	To gain knowledge on the Contemporary Issues of International Business										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to International Business: Importance, nature and scope of international business- Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.							18	CLO1		
II	Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Theory.							18	CLO2		
III	Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows-Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.							18	CLO3		
IV	Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.							18	CLO4		
V	Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.							18	CLO5		
	Total							90			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Discuss the modes of entry to International Business	PO1, PO5, PO6
CO2	Explain international trade theories	PO3, PO4, PO5
CO3	Understand Foreign exchange market and FDI	PO1, PO2
CO4	Outline the Global Business Environment	PO4, PO5, PO6
CO5	Identify the relevance of international institutions and trading blocs.	PO7, PO8
Reading List		
1.	Gupta CB, International Business, S Chand & Co. Ltd, 2014	
2.	Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.	
3.	Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018.	
4.	Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010	
5.	Paul, J., International Business, 5th Edition, PHI Learning, 2010	
References Books		
1.	Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.	
2.	Griffin, R., International Business, 7th Edition, Pearson Education, 2012.	
3.	Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4 th edition, Pearson ,2017	
4.	Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020	
5.	Subba Rao P,International Business, (Text and Cases), Himalaya Publishing House, 2016	
Web Resources		
1	https://online.hbs.edu/blog/post/international-business-examples	
2	https://saylordotorg.github.io/text_international-business	
3	https://www.imf.org/en/home	
4	https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/	
5	http://www.simplynotes.in/e-notes/mbabba/international-business-management/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/	MCQ, True/False, Short essays, Concept explanations, Short summary or	

Comprehend (K2)	overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

S-Strong

M-Medium

L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	AIR TRANSPORT SAFETY AND SECURITY	Elective	Y	-	-	-	3	5	25	75	100
Learning Objectives											
CLO1	To impart knowledge on various safety and security management in aviation industry.										
CLO2	To gain knowledge on the safety management system and its implementation.										
CLO3	To familiarize the legislations and regulations in transportation security administration										
CLO4	To gain knowledge about the security and safety measures during hijacking and terrorism.										
CLO5	To familiarize on technological improvements on aviation safety and security.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Airport Security: Introduction, security planning, responsibility and organization, air side security procedures, land side security procedures – passenger terminal, cargo terminal - Safety Management System (SMS) – Meaning and Definition - A National security asset: importance of Air transportation – Airways – Deregulation							15	CLO1		
II	Introduction – Meaning – definition – Scope – Regulation for Safe Transportation - Safety policy of Airlines in India - SMS- Distribution list of Safety Management System Manual – Scope of Safety Management System – Acceptable level of safety – Safety Performance Indicators – Safety Performance Targets - Safety policy and Objectives – Safety Accountability and Responsibilities – SMS Organizational Arrangements – Safety Responsibilities of authorities (Accountable Manager, Safety Manager, HOD, All Managers, Employees) Safety Review Committee – Safety Action Group – Coordination of Emergency Response Planning							15	CLO2		
III	Meaning - ICAO/ECAC- Transportation security administration - international aviation safety assessment aviation legislation after 9 Sep 2001 - Aircraft Rules 2011 – International Legislations							15	CLO3		
IV	Terrorism – introduction -causes of terrorism - Nuclear terrorism- Aircraft as missiles - 9\11 terrorist act and its consequences - Biological & chemical warfare- Steps to							15	CLO4		

	combat terrorism - Hijacking - security measures - airport security programmed a steps taken to contend with hijacking-cockpit doors- sky marshal programme Public law about hijacking		
V	Technological improvement on aviation safety and security - Introduction-microwave holographic imaging-Body or fire security scanner- New generation of video security systems- Biosimmer-biometric system. GX-Ray Baggage Inspection System (X-BIS) – Introduction – Types of X-BIS - Screening – Meaning – methods - Screening Procedure – Detection Requirement – Method of Search — Procedure for Carriage of Prisoner – Catering Screening – Behaviour Detection and Profiling – Meaning – Suspicious Signs – Tools for Behaviour Detection – Explosive Vapour Detector (EVD) and Explosive Trace Detector (ETD) – Testing Procedure – Specifications – Advantages and Disadvantages.	15	CLO5
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand the safety and security management system in aviation industry.	PO1, PO3, PO6	
CO2	Ability to develop and implement safety management system.	PO1, PO4, PO5	
CO3	Familiarise on Public Private Participation Ability to handle the various types of passengers at the terminal	PO3, PO7	
CO4	Understand the legislations and regulations of transportation security administration.	PO4, PO5, PO6	
CO5	Familiarise with the technological development in aviation safety and security management.	PO4, PO6	
Reading list			
1.	Fly Sky Aviation, “Airport and Airline Management”, 1 st Edition, 2020.		
2.	Daniel J. Benny, “General Aviation Security”, CRC Press, 1 st Edition, 2016.		
3	Andrew R. Thomas, “Aviation Security Management”, Praeger Publishers Inc, 8 th edition, 2008.		
4	Aviation and airport security-Kathleen M.Sweet-Pearson Education Inc		
Reference Books			
1.	Kathleen Sweet, “Aviation and Airport Security: Terrorism and Safety Concerns”,CRC Press, 2 nd Edition, 2009.		
2.	Abeyratne Ruwantissa, “Aviation Security: Legal and Regulatory Aspects”, Routledge, 1 st Edition, 2020.		
3	Aviation Safety programs-Richard H.Wood-Jeppesen Sanderson Inc		

Web Resources		
1	https://slideplayer.com/slide/4503845/	
2	https://www.youtube.com/watch?v=K_Rv7O6UEZO&ab_channel=aurionlearning	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand / Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	2	3	3
CO5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	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
	AIRCRAFT NAVIGATION SERVICE	Elective	Y	-	-	-	3	5	25	75	100
Learning Objectives											
CLO1	To impart knowledge on air traffic system										
CLO2	To understand the area control service and air traffic service										
CLO3	To gain knowledge on radar, flight information alerting service										
CLO4	To impart knowledge on physical characteristics and obstacles in an aerodrome										
CLO5	To familiarize with the visual aids for navigation, emergency and other services										
UNIT	Details							No. of Hours	Learning Objectives		
I	Air Traffic System – Introduction – Objectives – Scope - Parts of ATC Service – Provision of ATC ‘s – VFR & IFR Operations – Classification of ATS Air Spaces – types of separation - Meteorological Support – Division of Responsibility							15	CLO1		
II	Air Traffic Services - Area Control Service, Assignment of Raising levels minimum Flight Altitude - ATS routes & Significant Points – RNAV and RNP – Vertical, Lateral and Longitudinal Separations based on Time / Distance -ATC clearance – Flight plans - Position report							15	CLO2		
III	Radar Service, Radar Terminology, Identification Procedures using radar- Performance Checks – Use of Radar in Area and Approach Control Service – Issuance Control and Coordination between Radar/ Non-Radar Control – Emergencies – Flight Information and Advisory Service							15	CLO3		
IV	Aerodrome Data: Basic Terminology – Aerodrome Reference Code - Aerodrome Reference Point – Aerodrome Reference Temperature Instrument Runway, Physical Characteristics - Length of Primary/ Secondary Runway Width of the Runways – Minimum Distance between Parallel Runways etc							15	CLO4		
V	Visual aids for Navigation; Wind Direction, landing Direction Indicator – Location and Characteristics of Signal Area – Marking General Requirements – Lights, General Requirements - Aerodrome and Identification Beacon - Simple Approach Lighting System – VASI & PAPI -Visual Aids for Denoting Obstacles - Emergency and Other Services.							15	CLO5		
	Total							75			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Understand the concepts of Airline navigation service	PO1, PO6
CO2	Familiarise on area control service and flight plans and position report	PO1, PO2, PO6
CO3	Ability to understand the use of radar and alerting service during emergency	PO1, PO6
CO4	Understand the physical characteristics and obstacles in an aerodrome.	PO2, PO6
CO5	Ability to design and develop for visual aids for navigation, emergency and other services	PO3, PO4, PO7
Reading list		
1.	Air Traffic Control: –Airport Systems-Planning, Design and management By Richard de Neufville/ Amedeo Odoni	
2.	Staffing the ATM System – Hinnerk Eibfeldt, Mike C. Heil and Dana Broach – Ashgate Publishing Limited	
3	Fundamentals of Air Transport Management BY P.S. Senguttuvan	
Reference Books		
1.	Innovation and Consolidation in Aviation – Graham Edkins and Peter Pfister – Ashgate Publishing Ltd	
2	Investigating human Error – Barry Strauch - Ashgate Publishing Limited.	
Web Resources		
1	https://www.slideshare.net/goodnight033/air-traffic-control-air-navigation	
2	https://www.slideshare.net/Padrino80/navigation-aids	
3	https://www.slideserve.com/haroun/air-navigation-services	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

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

Mapping with program outcomes

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

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	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
	AIRCRAFT MAINTENANCE AND CREW MANAGEMENT	Elective	Y	-	-	-	3	5	25	75	100
Learning Objectives											
CLO1	To impart knowledge on goals and objectives of aircraft maintenance										
CLO2	To familiarize with the documentation for maintenance and production planning and control										
CLO3	To gain knowledge on different kinds of aircraft maintenance										
CLO4	To understand the basics and training of crew resource management										
CLO5	To impart knowledge on human performance analysis, quality assurance and quality audit for maintenance										
UNIT	Details							No. of Hours	Learning Objectives		
I	Goals and Objectives of Maintenance - Types of Maintenance - Reliability, Redesign - failure rate pattern - Establishing and developing Maintenance Programme — Introduction of Maintenance Steering Group- Process and Task - Oriented - Maintenance program documents							15	CLO1		
II	Documentation for Maintenance - Types - Regulatory Documents - Airlines Generated Documents- ATA Document Standard - Production Planning and Control Forecasting - Feedback for Planning- Organization for PPC							15	CLO2		
III	Line Maintenance (On – Aircraft) –Line Maintenance operations – Functions and responsibilities of– Maintenance Control Centre – General – Aircraft Log Book – Ramp and Terminal Operations – Other Line Maintenance Activities – Line Station Activities – Maintenance Crew Skill Requirements – Morning Meeting. Hangar Maintenance (On –Aircraft) – Introduction – Organization of Hangar Maintenance - Maintenance overall shops (off aircraft)							15	CLO3		
IV	Crew Resource Management: Evolution and Basics - Flight Control Crew Management - Maintenance Resource Management- Impact of CRM in Aviation Safety CRM Training Evolution and CRM Desired Skills - Performance Standards for Instructors in CRM - CRM Standards and Training							15	CLO4		
V	Data on Incidents / Accidents: Human Performance Analysis - Evaluation of Flight Crew CRM Skills – Communication: A Relevant factor in Aviation Safety - Line Operations- Safety Audit (LOSA) and CRM: Relationship - Requirement for Quality Assurance – Quality Audits – ISO 9000 Quality Standard – Technical Records – Other Functions of QA. Quality Control: Introduction – Quality Control Organization – FAA and JAA Differences							15	CLO5		
	Total							75			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Understand the basic concepts of aircraft maintenance	PO1, PO6
CO2	Familiarise the various documents to be maintained	PO1, PO7
CO3	To understand the different kinds of maintenance mechanism in aircraft	PO1, PO6
CO4	Familiarise the performance standard and training of crew resource management	PO4, PO5, PO8
CO5	Understand the human performance skills and ISO 9000 quality standard	PO2, PO3
Reading list		
1.	Harry A. Kinnison, Tariq Siddiqui, "Aviation Maintenance Management", McGraw Hill Education; Second edition, 2013	
2.	Haguma Timothee, "Fundamentals of Aircraft Maintenance Management", Notion Press, Inc.; 1st edition, 2016.	
3	Harry A. Kinnison, Tariq Siddiqui, "Aviation Maintenance Management", McGraw Hill Education; Seventh edition, 2013	
Reference Books		
1.	Manoj S. Patanka, James C. Taylor, "Risk Management and Error Reduction in Aviation Maintenance", Routledge, 5 th edition, 2003.	
2	James Reason, Alan Hobbs, "Managing Maintenance Error: A Practical Guide", CRC Press, 3 rd edition, 2003.	
Web Resources		
1	https://slideplayer.com/slide/6383962/	
2	https://www.accessengineeringlibrary.com/content/book/9780071805025/chapter/chapter12	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	2	3	3	3
Weightage	15	14	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	2.8	2.8	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	AIRPORT INFRASTRUCTURE	Elective	Y	-	-	-	3	5	25	75	100
Learning Objectives											
CLO1	To understand the airport organizations and airfield components										
CLO2	To familiarize with the characteristics and capacity of airport										
CLO3	To gain knowledge on airport planning										
CLO4	To impart knowledge on design and planning of the terminal area										
CLO5	To understand the air traffic control system and aids										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction – Evolution of Air Transport, - Airport Organization and Associations, Classification of Airports Airfield Components -Air Traffic Zones and Approach Areas. Airport System Planning – Process							15	CLO1		
II	Airport characteristics – Components, Size, Turning Radius, Speed – airport design - Capacity - Factors Affecting Capacity, - Determination of Runway Capacity related to Delay, - Gate Capacity, and Taxiway Capacity.							15	CLO2		
III	Airport Planning - Runway Length and Width, Sight Distances, Longitudinal and Transverse, Runway Intersections, Taxiways, Clearances, Aprons, Numbering, Holding Apron.							15	CLO3		
IV	Planning and Design of the Terminal Area - operational Concepts, Space Relationships and Area Requirements -Noise Control, Vehicular Traffic and Parking at Airports.							15	CLO4		
V	Air traffic control and aid - Runways and Taxiways markings, Day & Night Landing Aids, Airport Lighting and other Associated Aids.							15	CLO5		
Total								75			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Understand the evolution of air transport, classification and planning	PO2, PO5, PO6
CO2	Understand the features and capacity of the airport	PO1, PO6
CO3	Familiarise the infrastructural planning of the airport	PO6, PO7
CO4	Ability to develop and design the terminal area of the airport	PO6
CO5	Ability to develop air traffic control aids	PO4, PO7
Reading list		
1.	Strategic Airport Planning –Robert E.Caves & Geoffrey D.Gosling-Elsevier Science Ltd	
2.	Airport Marketing –David Jarach –Ashgate Publishing Limited	
3	Aviation Safety Programs A Management Hand Book-Richard H.Wood – Jeppesen Sanderson Inc.	
Reference Books		
1.	Airport Planning & Management, 7th Edition by Seth B. Young, Ph.D., Alexander T. Wells, Ed.D., Mc Graw Hill	
2	Runway system - planning & design [print replica] kindle edition By Rajesh Jethwani (author), Anjali Rajesh Jethwani (editor) format: kindle edition	
Web Resources		
1	https://www.slideshare.net/avhad89/airport-infrastructure	
2	https://www.slideshare.net/AkshaykumarMore1/aviation-infrastructure-management-75929255	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	

Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations
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Mapping with program outcomes

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

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	14	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	2.8	2.8	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	QUANTITATIVE APTITUDE	PCE	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To categorize, apply and use thought process to distinguish between concepts of reasoning										
CLO2	To prepare and explain the fundamentals related to various possibilities and probabilities related to quantitative aptitude.										
CLO3	To explain and interpret data sufficiency										
CLO4	To analyze the applications of Base system										
CLO5	To critically evaluate numerous possibilities related to puzzles.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Numerical Reasoning: Problems related to Number series, Analogy of numbers, Classification of numbers, Letter series, Seating arrangements, Directions, blood relations and puzzle test.							6	CLO1		
II	Combinatorics: Counting techniques, Permutations, Combinations and Probability							6	CLO2		
III	Syllogisms and data sufficiency							6	CLO3		
IV	Application of Base system: Clocks (Base 24), Calendars (Base 7), Cutting of Cubes and cuboids							6	CLO4		
V	Puzzle Solving & Time Management using various problems solving tools and techniques							6	CLO5		
	Total							30			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Use their logical thinking and analytical abilities to solve reasoning questions	PO1
CO2	Solve questions related to combinations	PO1
CO3	Solve questions based on syllogisms	PO1
CO4	Solve questions based on clocks, calendars	PO1
CO5	Solve puzzles	PO1
Reading List		
1.	Quantitative aptitude by RS Agarwal, S Chand Publication.	
2.	Puzzle stop puzzle you by Shakunata devi or ient paperback publication	
3.	Reasoning For Competitive Examinations 2019 Edition by Nishit K Sinha, PEARSON INDIA	
4.	A Modern Approach To Logical Reasoning (2 Colour Edition) by RS Agarwal, S Chand Publications	
5.	General Reasoning Ability for Competitive Exams - SSC/Banking/Defence/Railway/Insurance by Disha Experts, Disha Publications	
References Books		
1.	Barron's by Sharon Welner Green and Ira K Wolf (Galgotia Publications pvt. Ltd.)	
2.	Quantitative Aptitude by U Mohan Rao Scitech publications	
3.	Quantitative Aptitude by Arun Sharma McGraw-Hill publications	
4.	Quantitative Aptitude by Abhijit Guha	
5.	Quantitative Aptitude by Pearson publications	
Web Resources		
1.	www.m4maths.com	
2.	www.Indiabix.com	
3.	https://www.123test.com/numerical-reasoning-test/	
4.	https://www.bankexamstoday.com/p/data-interpretation-questions-sets.html	
5.	https://playquiz2win.com/reasoning.html	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Concept explanations, Short summary or overview	
Application	Suggest idea/concept with examples, Suggest formulae, Solve problems,	

(K3)	Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge

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
CO 1	S	S	M	M	S	S	M	M
CO 2	S	M	M	M	M	S	M	M
CO 3	S	S	M	M	M	S	M	M
CO 4	S	S	M	M	S	S	M	M
CO 5	S	M	M	M	M	S	M	M

CO/PO	PSO 1	PSO 2	PSO3	PSO 4	PSO 5
CO 1	3	-	3	3	-
CO 2	3	-	3	3	-
CO 3	3	-	3	3	-
CO 4	3	-	3	3	-
CO 5	3	-	3	3	-
Weightage	15	-	15	15	-
Weighted Percentage of Course Contribution to POs	3.0	-	3.0	3.0	-