

# **B.B.A., SHIPPING AND LOGISTICS MANAGEMENT**

**SYLLABUS**

**FROM THE ACADEMIC YEAR  
2024 – 2025**

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

**B.B.A.,  
SHIPPING AND LOGISTICS MANAGEMENT**

<b>LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR B.B.A., PROGRAMME</b>	
<b>Programme:</b>	<b>B.B.A., SHIPPING AND LOGISTICS MANAGEMENT</b>
<b>Programme Code:</b>	
<b>Duration:</b>	<b>3 years [UG]</b>

**Programme  
Outcomes:**

**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

**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.

**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.

**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.

**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.

**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, execute and report the results of an experiment or investigation

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

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

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

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

<b>Programme Specific Outcomes:</b>	<p><b>PSO1:</b> To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.</p> <p><b>PSO 2:</b> To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.</p> <p><b>PSO 3:</b> To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.</p> <p><b>PSO 4:</b> Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.</p> <p><b>PSO 5:</b> Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.</p>
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	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>PSO 1</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 2</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO3</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 4</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 5</b>	Y	Y	Y	Y	Y	Y	Y	Y

**3 – Strong, 2- Medium, 1- Low**

#### **Highlights of the Revamped Curriculum:**

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and Mathematics based problem solving skills are included as mandatory components in the ‘Training for Competitive Examinations’ course at the final semester, a first of its kind.
- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.

- The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
- The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.
- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.
- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

### Value additions in the Revamped Curriculum:

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

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

### Credit Distribution for UG Programmes

Sem I	Credit	H	Sem II	Credit	H	Sem III	Credit	H	Sem IV	Credit	H	Sem V	Credit	H	Sem VI	Credit	H
Part 1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	5.1 Core Course – \CC IX	4	5	6.1 Core Course – CC XIII	4	6
Part.2 English	3	6	Part..2 English	3	4	Part..2 English	3	6	Part..2 English	3	6	5.2 Core Course – CC X	4	5	6.2 Core Course – CC XIV	4	6
1.3 Core Course – CC I	5	5	2.3 Core Course – CC III	5	5	3.3 Core Course – CC V	5	4	4.3 Core Course – CC VII 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 Naan Mudhalvan	2	2
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 E.V.S	2	2	5.7 Naan Mudhalvan	2	2	6.7 Extension Activity	1	-
			2.8 Naan Mudhalvan	2	2	3.8 Naan Mudhalvan	2	2	4.8 Naan Mudhalvan	2	2	5.8 Internship / Industrial Visit / Field Visit	2	-			
	<b>23</b>	<b>30</b>		<b>23</b>	<b>30</b>		<b>24</b>	<b>30</b>		<b>24</b>	<b>30</b>		<b>25</b>	<b>30</b>		<b>21</b>	<b>30</b>
<b>Total – 140 Credits</b>																	



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

**First Year – Semester-I**

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

**Semester-II**

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

**Second Year – Semester-III**

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

#### Semester-IV

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
		<b>24</b>	<b>30</b>

#### Third Year Semester-V

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

#### Semester-VI

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

#### Consolidated Semester wise and Component wise Credit distribution

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

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

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

### SEMESTER I

SEMESTER I		SUBJECTS	L	T	P	O	Hr s/ we ek	CR EDI T	MAR KS		TOT AL
COURSE COMPONENT									CI A	Ext ern al	
Part I	Paper	Language - Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper-I	Principles of Management	Y	-	-	-	5	5	25	75	100
	Core Paper-II	Introduction to logistics Management and Shipping	Y	-	-	-	5	5	25	75	100
	Elective Paper-I	Accounting for Managers	Y	-	-		4	3	25	75	100
Part IV	Skill Enhancement course BBA-SEC1 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
	<b>PRINCIPLES OF MANAGEMENT</b>	Core	Y	-	-	-	5	5	25	75	100
<b>Learning Objectives</b>											
CLO1	To impart knowledge about evolution of management										
CLO2	To provide understanding on planning process and importance of decision making in organization										
CLO3	To learn the application of principles in organization										
CLO4	To familiarize students about direction and Co-ordination in Business significance of ethics in business and its implications										
CLO5	To study the process of effective controlling in organization										
UNIT	Details							No. of Hours	Learning Objectives		
I	<b>Management:</b> Definition – Importance – Nature and Scope of Management - Principles - Role and Functions of a Manager – Levels of Management – Principles of Scientific Management							15	CLO1		
II	<b>Planning and Decision Making:</b> Meaning - Nature – Importance – Forms – Types – Steps in Planning – Decision –making –Importance - Process of Decision – making – Types of Decision.							15	CLO2		
III	<b>Organizing:</b> Characteristics - Importance - Types of Organizations – Organization Structure – Departmentalization – Difference between centralization and decentralization – Authority, Delegation, Responsibility - Concepts							15	CLO3		
IV	<b>Direction:</b> Nature - Principles- Purpose of direction - Co-ordination – Need - Type - Techniques - Requisites for excellent Co-ordination							15	CLO4		
V	<b>Controlling:</b> Meaning - Principles - Importance - Characteristics – Control Process - Techniques of Control - Types of Control							15	CLO5		
	<b>Total</b>							<b>75</b>			

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	<a href="https://www.toolshero.com/management/14-principles-of-management/">https://www.toolshero.com/management/14-principles-of-management/</a>	
2	<a href="https://open.umn.edu/opentextbooks/textbooks/693">https://open.umn.edu/opentextbooks/textbooks/693</a>	
3	<a href="https://open.umn.edu/opentextbooks/textbooks/34">https://open.umn.edu/opentextbooks/textbooks/34</a>	
4	<a href="https://openstax.org/subjects/business">https://openstax.org/subjects/business</a>	
5	<a href="https://blog.hubspot.com/marketing/management-principles">https://blog.hubspot.com/marketing/management-principles</a>	
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

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

**Mapping with program outcomes**

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

**S –Strong M-Medium L-Low**

**CO-PO Mapping with program specific outcomes ,**

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	INTRODUCTION TO LOGISTICS MANAGEMENT AND SHIPPING	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	To analyze the Logistics theories, models and concepts										
CLO2	To apply Import & Export concepts, models and theories through case analysis										
CLO3	To enable the student to explore various dimensions of Shipping Industry										
CLO4	To know the history of Logistics										
CLO5	Associate logistics activities with other business activities										
UNIT	Details							No. of Hours	Learning Objectives		
I	Logistics- Definition - History and Evolution- Objectives- Elements-The work of logistics-Logistics interface with marketing-retails logistics-Emerging concept in logistics.							15	CLO1		
II	Logistics Management - Definition-Achievement of competitive advantage through logistics Framework- Role of Logistics management-Integrated Logistics Management-Evolution of the concept- Process.							15	CLO2		
III	Outsourcing logistics-reasons - Logistics Strategy-Strategic role of logistics-role of logistics managers in strategic decisions- Designing & implementing logistical strategy							15	CLO3		
IV	The reasons for Sea Transport – Introduction – Different Shipping markets – Trades – Ship Registration – Port State Control – Types of Ships -the Dry Cargo Chartering market – Introduction – Chartering.							15	CLO4		
V	Ship Sale & Purchase – Ship Management. Maritime Geography – Introduction – Ports – Accounts – Introduction Capital – Credit- management accounting – Cash Flow- Costs - Fundamentals of English Law– The Contract – Remedies for breach of Contract							15	CLO5		
	Total							75			



Course Outcomes	On completion of this course, students will;	Program Outcomes
<b>CO1</b>	Discuss about the importance of logistics & its role in the Indian Economy	PO4,PO5,PO6,PO7
<b>CO2</b>	Summarize various activities of logistics to satisfy the end Customers	PO1,PO2,PO4,PO5,PO6
<b>CO3</b>	Appraise the strategies	PO6,PO7,PO8
<b>CO4</b>	Analyse sea transport	PO1,PO2,PO4
<b>CO5</b>	Evaluate ship management	PO5,PO6,PO7,PO8
<b>Reading list</b>		
1.	Farahani, R., Rezapour, S. (2011). Logistics Operations and Management: Concepts and Models. Netherlands: Elsevier Science.	
2.	Waters, C. D. J. (2003). Logistics: An Introduction to Supply Chain Management (C. D. J. Waters, Ed.). Palgrave Macmillan	
3	Ghiani, G., Musmanno, R., & Laporte, G. (2013). Introduction to Logistics Systems Management. Wiley.	
4	Chase, R. B., Jacobs, F. R. (2016). Operations and Supply Chain Management: The Core. United Kingdom: McGraw-Hill Education.	
5	Kasilingam, R. G. (2012). Logistics and Transportation: Design and Planning. Netherlands: Springer US.	
<b>Reference Books</b>		
1.	Song, D., Panayides, P. M. (2021). Maritime Logistics: A Guide to Contemporary Shipping and Port Management. India: Kogan Page.	
2.	Lalwani, C., Mangan, J., Calatayud, A. (2020). Global Logistics and Supply Chain Management. United Kingdom: Wiley.	
3.	Supply Chain Management (Indian Case Studies). (2005). India: Dreamtech Press.	
4.	Sarder, M. (2020). Logistics Transportation Systems. Netherlands: Elsevier Science.	
5.	Rowbotham, M. (2014). Introduction to Marine Cargo Management. United Kingdom: Taylor & Francis.	
<b>Web Resources</b>		
1	<a href="https://uh.edu/~lcr3600/simulation/contents.html">https://uh.edu/~lcr3600/simulation/contents.html</a>	
2	<a href="https://link.springer.com/chapter/10.1007/978-1-4615-5277-2_1">https://link.springer.com/chapter/10.1007/978-1-4615-5277-2_1</a>	
3	<a href="https://www.marineinsight.com/maritime-law/what-is-integrated-logistics-management/">https://www.marineinsight.com/maritime-law/what-is-integrated-logistics-management/</a>	
4	<a href="https://resources.coyote.com/source/outourced-logistics">https://resources.coyote.com/source/outourced-logistics</a>	
5	<a href="https://www.handybulk.com/dry-cargo-chartering-market/">https://www.handybulk.com/dry-cargo-chartering-market/</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

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

**Mapping with program outcomes**

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

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

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

Subje ct Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	ACCOUNTING FOR MANAGERS	Cor e	Y	-	-	-	3	4	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							12	CLO1		
II	Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account							12	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.							12	CLO3		
IV	Depreciation - Definition, causes, methods of depreciation (Straight line, written down and Annuity method)							12	CLO4		
V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method							12	CLO5		
	Total							60			

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.	<a href="https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf">https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf</a>	
2.	<a href="https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf">https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf</a>	
3.	<a href="https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles">https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles</a>	
4.	<a href="https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system">https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system\</a>	
5.	<a href="https://www.profitbooks.net/what-is-depreciation">https://www.profitbooks.net/what-is-depreciation</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External	End Semester Examination	75 Marks

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

#### Mapping with program outcomes

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

**S-Strong**

**M-Medium**

**L-Low**

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>BASICS OF EVENT MANAGEMENT</b>	SEC	Y	-	-	-	2	2	25	75	100
<b>Learning Objectives</b>											
CLO1	To know the basic of event management its concepts										
CLO2	To make an event design										
CLO3	To make feasibility analysis for event.										
CLO4	To understand the 5 Ps of Event Marketing										
CLO5	To know the financial aspects of event management and its promotion										
UNIT	Details							No. of Hours	Learning Objectives		
I	<b>Introduction:</b> Event Management – Definition, Need, Importance, Activities.							6	CLO1		
II	<b>Concept and Design of Events:</b> Event Co-ordination, Developing &, Evaluating event concept – Event Design							6	CLO2		
III	<b>Event Feasibility:</b> Resources – Feasibility, SWOT Analysis							6	CLO3		
IV	<b>Event Planning &amp; Promotion</b> – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations							6	CLO4		
V	<b>Event Budget</b> – Financial Analysis – Event Cost – Event Sponsorship							6	CLO5		
	<b>Total</b>							<b>30</b>			

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.	<a href="https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf">https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf</a>	
2	<a href="https://www.inderscience.com/jhome.php?jcode=ijhem">https://www.inderscience.com/jhome.php?jcode=ijhem</a> International Journal of Hospitality & Event Management	
3	<a href="https://www.emeraldgrouppublishing.com/journal/ijefm">https://www.emeraldgrouppublishing.com/journal/ijefm</a> International Journal of Event and Festival Management	
4	<a href="https://www.eventbrite.com/blog/?s=roundup">https://www.eventbrite.com/blog/?s=roundup</a>	
5	<a href="https://www.eventindustrynews.com/">https://www.eventindustrynews.com/</a>	
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

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

### **Mapping with program outcomes**

**S-Strong**

**M-Medium**

**L-Low**

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

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

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

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



Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>MANAGERIAL COMMUNICATION</b>	Core	Y	-	-	-	2	2	25	75	100
<b>Course Objectives</b>											
CLO1	To educate students role & importance of communication skills										
CLO2	To build their listening, reading, writing & speaking communication skills.										
CLO3	To introduce the modern communication for managers.										
CLO4	To understand the skills required for facing interview										
CLO5	To facilitate the students to understand the concept of Communication.										
UNIT	Details							No. of Hours	Course Objectives		
I	<b>Introduction:</b> Definition – Methods – Types – Principles of effective Communication – Barriers to Communication							6	CLO1		
II	<b>Business Letter</b> – Layout- Kinds of Business Letters, offer, acceptance – Enquiry, replies, Order, Sales, and circulars							6	CLO2		
III	<b>Job Application</b> , Resume writing and interviews - Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language							6	CLO3		
IV	<b>Reports</b> - Communication through Reports – Agenda- Minutes of Meeting							6	CLO4		
V	<b>Modern Forms of Communication:</b> podcasts, Email, virtual meetings – Websites and their use in Business							6	CLO5		
	<b>Total</b>							<b>30</b>			

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 - Peason Education Private Ltd - New Delhi.	
4.	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008	
5.	Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.	
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.	<a href="https://www.managementstudyguide.com/business_communication.html">https://www.managementstudyguide.com/business_communication.html</a>	
2.	<a href="https://studiousguy.com/business-communication/">https://studiousguy.com/business-communication/</a>	
3.	<a href="https://www.oercommons.org/curated-collections/469">https://www.oercommons.org/curated-collections/469</a>	
4.	<a href="https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/">https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/</a>	
5.	<a href="https://open.umn.edu/opentextbooks/textbooks/8">https://open.umn.edu/opentextbooks/textbooks/8</a>	
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

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

### Mapping with program outcomes

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

**S-Strong**

**M-Medium**

**L-Low**

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

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

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

SEMESTER II		SUBJECTS	L	T	P	O	Hrs /we ek	CR EDI T	MAXMARK S		TOT AL
COURSE COMPONENT									CIA	EXT	
Part I	Paper	Language - Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper	English	Y	-	-	-	4	3	25	75	100
Part III	Core Paper– III	Transportation and Distribution Management	Y	-	-	-	5	5	25	75	100
	Core Paper– IV	Organisational Behaviour	Y	-	-	-	5	5	25	75	100
	Elective -II	Business Regulatory Frame Work	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course BBA- SEC2 - 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						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	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
	TRANSPORTATION AND DISTRIBUTION MANAGEMENT	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	To explore the fundamental concepts of transportation and distribution management										
CLO2	To gain knowledge in network planning										
CLO3	To Make use of the advantages and disadvantages of the various models.										
CLO4	To Gain well verse knowledge on vehicle routing and scheduling.										
CLO5	To be well versed in the application of IT in transportation and distribution management.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Role of Distribution in Supply Chain – Designing Distribution Channels							15	CLO1		
II	Distribution Networks – Factors Influencing Distribution Network Decisions – Network Design & Optimization Approach and Techniques							15	CLO2		
III	Role of Transportation in Supply Chain – Factors influencing Transportation Decisions – Modes of Transportation – Transportation mode Selection Process. Transportation Principles and Participants - Characteristics and Selection							15	CLO3		
IV	Transportation Performance, Costs and Value Measures – Factors driving Transportation Costs – Categories of Transportation Costs – Transportation Routing Decisions							15	CLO4		
V	Transit Operation Software – Benefits of Transportation Software – Advanced Fleet Management System – Inter modal Freight Technology – Transportation Security Initiatives and Role of Technology							15	CLO5		
	Total							75			

<b>Course Outcomes</b>	<b>On completion of this course, students will;</b>	<b>Program Outcomes</b>
<b>CO1</b>	Gain knowledge about the distribution requirements planning	PO1,PO2,PO4,PO6
<b>CO2</b>	Develop the various distribution network models	PO1,PO4,PO6,PO7, PO8
<b>CO3</b>	Make use of the advantages and disadvantages of the various models.	PO2,PO3,PO4,PO6,-07,PO8
<b>CO4</b>	Gain well verse knowledge on vehicle routing and scheduling.	P06,PO7
<b>CO5</b>	Application of IT in transportation and distribution management.	PO6,PO7,PO8
<b>Reading list</b>		
1.	Raghuram and N. Rangaraj, Logistics and Supply chain Management – Leveraging Mathematical and Analytical Models: Cases and Concepts, New Delhi: Macmillan, 2000.	
2.	Janat Shah, Supply Chain Management, Pearson Education India, 2009.	
3	David Lowe, Lowe's Transport Manager's and Operator's Handbook 2019	
4	Satish K Kapoor, Basics of Distribution Management, A Logistical Approach, PHI Learning	
5	Naveen K Singh, Transportation and Logistics Operations and Management, Bio-Green Books	
<b>Reference Books</b>		
1.	Sunil Choprra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson, 2010.	
2.	Michael B Stroh, Practical Guide to Transportation and Logistics, Logistics Network, 2006.	
3.	Alan Rushton, John Oxley, Handbook of Logistics & Distribution Management, Kogan Page Publishers, 2000.	
4.	Bernd Lauterbach, transportation Management with SAP, Sap Pr America	
5.	Subrata Chattopadhyay, transport management, Everest Publishing House	
<b>Web Resources</b>		
1	<a href="https://egyankosh.ac.in/bitstream/123456789/72288/1/Unit-7.pdf">https://egyankosh.ac.in/bitstream/123456789/72288/1/Unit-7.pdf</a>	
2	<a href="https://www.itf-oecd.org/sites/default/files/docs/02logisticse.pdf">https://www.itf-oecd.org/sites/default/files/docs/02logisticse.pdf</a>	
3	<a href="https://ocw.mit.edu/courses/esd-260j-logistics-systems-fall-2006/3a09fc7ee1175120b31399b1ce06b175_lect21.pdf">https://ocw.mit.edu/courses/esd-260j-logistics-systems-fall-2006/3a09fc7ee1175120b31399b1ce06b175_lect21.pdf</a>	
4	<a href="https://corporatefinanceinstitute.com/resources/valuation/distribution-management/">https://corporatefinanceinstitute.com/resources/valuation/distribution-management/</a>	
5	<a href="https://www.investopedia.com/terms/d/distribution-management.asp">https://www.investopedia.com/terms/d/distribution-management.asp</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	

<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>ORGANIZATIONAL BEHAVIOUR</b>	Specific Elective	Y	-	-	-	5	5	25	75	100
<b>Learning Objectives</b>											
CLO1	To have extensive knowledge on OB and the scope of OB.										
CLO2	To create awareness of Individual Behaviour.										
CLO3	To enhance the understanding of Group Behaviour										
CLO4	To know the basics of Organisational Culture and Organisational Structure										
CLO5	To understand Organisational Change, Conflict and Power										
UNIT	Details							No. of Hours	Learning Objectives		
I	<b>Introduction</b> : Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB							15	CLO1		
II	<b>Individual Behaviour:</b> 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							15	CLO2		
III	<b>Personality and Values</b> : Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; factors affecting perception.							15	CLO3		
IV	<b>Group Behaviour</b> : 1. Groups and Work Teams : Concept : Five Stage model of group development; 2. Leadership : Concept and theories - Styles - Behavioral theories and contingency theories.							15	CLO4		
V	<b>Organisational Culture And Change:</b> - Concept of culture - Forces of change, planned change, Resistance, Steps to overcoming resistance							15	CLO5		
								<b>75</b>			



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

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

**Mapping with program outcomes**

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

**S-Strong**

**M-Medium**

**L-Low**

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>BUSINESS REGULATORY FRAME WORK</b>	Core	Y	-	-	-	3	4	25	75	100
<b>Course Objectives</b>											
CLO1	Explain Indian Contracts Act										
CLO2	Understand Sales of goods act& contract of agency										
CLO3	Understand Indian Companies Act 1956										
CLO4	Understand Consumer Protection Act – RTI										
CLO5	Understand Cyber law										
UNIT	Details							No. of Hours	Learning Objectives		
I	Indian Contracts Act 1872 - Essentials - Offer and Acceptance - Consideration - Capacity of the parties							12	CLO1		
II	Special Contract - Indemnity and Guarantee - Bailment and Pledge							12	CLO2		
III	Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA - Appointment of Directors-Duties-Meeting- Resolutions -Winding up							12	CLO3		
IV	Consumer Protection Act –Definitions (Sec 2) - Consumer protection council (Chapter II, Secs 4 to 8) - Consumer Disputes Redressal Agencies (Chapter III, 9 to 27) - Consumer Disputes Redressal Forum (The District Forum - (Secs. 10 to 15) - Consumer Disputes Redressal Commission (The State Commission - Secs 16 to 19) - National Consumer Disputes Redressal Commission (National Commission - Secs 20 to 23)							12	CLO4		
V	Sale of Goods Act 1930 - Essentials -The Price - Difference between Sale and agreement to sell - Difference between Sale and Hire purchase agreement - Formation of a contract of a sale - kinds of goods - rights of an unpaid seller							12	CLO5		
								<b>60</b>			

Course Outcomes		
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 , <b>Dr. Pawan Kumar Oberoi, Global Academic Publishers &amp; Distributors, 2015</b>	
Web Resources		
1	<a href="https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework--1.html">https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework--1.html</a>	
2	<a href="http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/">http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/</a>	
3	<a href="https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661">https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661</a>	
4	International Journal of Law (lawjournals.org)	
5	<a href="https://www.himpub.com/BookDetail.aspx?BookId=1936&amp;NB=&amp;Book_Title M=%20Business%20Regulatory%20Framework">https://www.himpub.com/BookDetail.aspx?BookId=1936&amp;NB=&amp;Book_Title M=%20Business%20Regulatory%20Framework</a>	
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	

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

### Mapping with program outcomes

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

**S-Strong**

**M-Medium**

**L-Low**

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>MANAGERIAL SKILL DEVELOPMENT</b>	SEC	Y	-	-	-	1	2	25	75	100
<b>Learning Objectives</b>											
CLO1	To improve the self-confidence, groom the personality and build emotional competence										
CLO2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.										
CLO3	To assess the Emotional intelligence										
CLO4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions										
CLO5	To improve professional etiquettes										
UNIT	Details							No. of Hours	Learning Objectives		
I	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image.							6	CLO1		
II	Self Esteem: Meaning & Importance, Components of self-esteem							6	CLO2		
III	Building Emotional Competence: Emotional Intelligence — Meaning, Components and Importance							6	CLO3		
IV	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning. 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		
	<b>Total</b>							<b>30</b>			

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.	<a href="https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63">https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63</a>	
2.	<a href="https://www.academia.edu/4358901/managerial_skill_development_pdf">https://www.academia.edu/4358901/managerial_skill_development_pdf</a>	
3	<a href="https://www.academia.edu/4358901/managerial_skill_development_pdf">https://www.academia.edu/4358901/managerial_skill_development_pdf</a>	
4	<a href="https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf">https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf</a>	
5	<a href="https://www.aistrictuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf">https://www.aistrictuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf</a>	

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



**Mapping with program outcomes**

**S-Strong**

**M-Medium**

**L-Low**

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>BUSINESS ETIQUETTE AND CORPORATE GROOMING</b>	SEC	Y	-	-	-	1	2	25	75	100
<b>Learning Objectives</b>											
CLO1	To impart knowledge about basic etiquettes in professional conduct										
CLO2	To provide understanding about the workplace courtesy and ethical issues involved										
CLO3	To suggest on guidelines in managing rude and impatient clients										
CLO4	To familiarize students about significance of cultural sensitivity and the relative business attire										
CLO5	To stress on the importance of attire										
<b>UNIT</b>	<b>Details</b>							<b>No. of Hours</b>	<b>Learning Objectives</b>		
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		
	<b>Total</b>							<b>30</b>			

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

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

### Mapping with program outcomes

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

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>OFFICE MANAGEMENT</b>		Y	-	-	-	2	2	25	75	100
<b>Learning Objectives</b>											
CLO1	Understand the concept of office and qualities of manager										
CLO2	Analyse the office environment										
CLO3	Develop the skills of mail handling.										
CLO4	Organise office form										
CLO5	Describe Office appliance										
UNIT	Details							No. of Hours	Learning Objectives		
I	<b>Office - Meaning and Importance</b> - Functions of Office - Officer Manager - Qualities of a Manager							6	CLO1		
II	<b>Office Environment</b> - Office layout - Objectives - Advantages and Disadvantages							6	CLO2		
III	<b>Mail Handling</b> - Centralized and Decentralized Mail Handling							6	CLO3		
IV	<b>Office forms</b> - Meaning - Type of forms - Objectives and its advantages							6	CLO4		
V	<b>Office Appliances</b> - Meaning - Importance - Factors in Selecting office Machines							6	CLO5		
	<b>Total</b>							<b>30</b>			

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.	<a href="https://www.schandpublishing.com/books/higher-education/commerce-management/office-management/9788121922524/">https://www.schandpublishing.com/books/higher-education/commerce-management/office-management/9788121922524/</a>	
2	<a href="http://www.worldcolleges.info/sites/default/files/schoolbooks/Std12-Voc-Office_Management-EM1.pdf">http://www.worldcolleges.info/sites/default/files/schoolbooks/Std12-Voc-Office_Management-EM1.pdf</a>	
3	<a href="https://cuils.cuchd.in/cgi-bin/koha/opac-detail.pl?biblionumber=125675&amp;shelfbrowse_itemnumber=163517">https://cuils.cuchd.in/cgi-bin/koha/opac-detail.pl?biblionumber=125675&amp;shelfbrowse_itemnumber=163517</a>	
4	<a href="https://www.waterstones.com/category/business-finance-law/business/office-and-workplace/office-management">https://www.waterstones.com/category/business-finance-law/business/office-and-workplace/office-management</a>	
5	<a href="https://www.academia.edu/44331654/Book_Office_Management_and_Secretarial_Practice_OMSP_">https://www.academia.edu/44331654/Book_Office_Management_and_Secretarial_Practice_OMSP_</a>	
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	

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

### Mapping with program outcomes

**S-Strong**

**M-Medium**

**L-Low**

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

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

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

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

SEMESTER III		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXMARKS		TOTAL
COURSE COMPONENT									INT	EXT	
Part I	Paper–III	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper–III	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper–V	Marketing Management	Y	-	-	-	4	5	25	75	100
	Core Paper–VI	Port and terminal Management	Y	-	-	-	4	5	25	75	100
	Elective –III	Export and Import Management	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course SEC 4 Computer Applications in Business (Practical subject)		-	-	Y	-	2	1	50	50	100
	Naan Mudhalvan *Substitute Paper: New Venture Management		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
	MARKETING MANAGEMENT	Core	Y	-	-	-	5	4	25	75	100
Learning Objectives											
CLO1	To understand the marketplace.										
CLO2	To identify the market segmentation and the Product mix										
CL03	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							12	CLO1		
II	Market Segmentation and product – Need And Basis of Segmentation -Product – Characteristics – Benefits – Classifications – Product Mix-New Product Development Process - Product Life Cycle							12	CLO2		
III	Pricing – Meaning - Objectives - Significance Basic Principles of pricing - Methods of pricing - pricing policies and strategies - pricing process - Factors affecting Pricing Decisions							12	CLO3		
IV	Physical Distribution: Meaning- Importance – Features - Type of channel of distribution - Function of channel members - Factors influencing the channel selection							12	CLO4		
V	Promotion - Promotion mix - Sales Promotion tools - Objectives - Importance - Factors determining promotion mix - Digital Marketing - Application and benefits							12	CLO5		
								60			

Course Outcomes		
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.	<a href="http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf">http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf</a>	
2.	<a href="https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf">https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf</a>	
3.	<a href="https://www.enotesmba.com/2013/01/marketing-management-notes.html">https://www.enotesmba.com/2013/01/marketing-management-notes.html</a>	
4.	Industrial Marketing Management   Journal   ScienceDirect.com by Elsevier	
5.	Journal of Marketing Management   Taylor & Francis Online (tandfonline.com)	
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	
Understanding/ 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	

<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

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

S-Strong

M-Medium

L-Low

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

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

Subject Code	Subject Name	C a t e g o r y	L	T	P	O	C r e d i t s	I n s t . H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
	<b>PORT AND TERMINAL MANAGEMENT</b>	Core	Y	-	-	-	5	4	25	75	100

#### Learning Objectives

CLO1	To familiarize students with the role of ports, features and different forms of ownership structure of ports.
CLO2	To understand the the role, organisation and operations of different terminal operators
CLO3	To understand the relevant frameworks and methods to address commercial and operational issues in port and terminal management.
CLO4	To comprehend the the role of Port Trust Act in organisation and operation of ports and terminals in promoting the efficiency of the maritime and logistics sector
CLO5	To grasp the significance of port charges and port compensation related issues

UNIT	Details	No. of Hours	Learning Objectives
I	Difference between Major and Minor Ports – State owned ports - Ports in India - Natural Harbors - New Ports to be developed in India - Major Ports of the World - Port Officials and their roles - Role of Ports - Port users	12	CLO1
II	Container Terminals - Privatization of Terminals - Reason for Privatization –PPP Projects - Major Terminal Operators in India - Terminal Operators of the world - Privatization the need of the hour - Coal, Liquid bulk, LNG Terminals	12	CLO2
III	Import Cycle - Export Cycle - Facilities in a Terminal – Yard planning – Vessel ship planning – stacking of refrigerated & hazardous containers - Container Monitoring and stacking – Types of ships – CFS, ICD & its roles - CFS inside a Terminal - Reasons for Congestion of a terminal - de-congesting the terminal.	12	CLO3
IV	Major Port Trust Act - Port as a custodian of the cargo - Transit sheds - Cargo receivers – Types of Cargo – goods handled in port - Wharfs and Berths - Various berths in a Port - Meaning of Berth Restrictions – Draught - Port equipments and damage - Extra services - Berth reservation schemes	12	CLO4

V	Port Tariff - Pilots and their duties - Tugs and its usage - Night navigations - Light Dues - Tariff Authorities of Major Port - Revision of rates - Port Trustees - Safety Procedures - Introduction of ISPS – SOLAS - Damage to Port property by ships - Compensation and confiscation of cargo to adjust dues.	12	CLO5
	<b>Total</b>	<b>60</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>	
<b>CO1</b>	Describe the role of ports, features and different forms of ownership structure of ports.	PO4,PO5,PO6,PO7, PO8	
<b>CO2</b>	Explain the role, organisation and operations of different terminal operators	PO1,PO2,PO4,PO5, PO6	
<b>CO3</b>	Apply relevant frameworks and methods to address commercial and operational issues in port and terminal management.	PO6.PO7,PO8	
<b>CO4</b>	Analyze the role of Port Trust Act in organisation and operation of ports and terminals in promoting the efficiency of the maritime and logistics sector	PO1,PO2,PO3,PO4, PO6	
<b>CO5</b>	Evaluate port charges and port compensation related issues.	PO1,PO2,PO3, PO4	
<b>Reading list</b>			
1.	Major Port Trust Act – Government of India		
2.	PATRICK M.ALDERTON. 2008, Port Management and Operations. Informa Law Category, U.K.		
3	Sathish Sharma, Port and Terminal Management,Random Publishers		
4	Mihir Das, Port Management A 360 degree view, JBS Academy Pvt. Ltd		
5	Paul Wright Valerie Stringer & & more, Port and Terminal Management, Institute of Chartered Shipbrokers(2015)		
<b>Reference Books</b>			
1.	Captain Bill Chalmers,FICS .2020.Port and Terminal Management. London, UK		
2.	WORLD BANK. 2007, Port Reform Tool Kit. World Bank, Washington.		
3.	MARIA G.BURNS. 2014., Port Management and Operations. CRS Press, U.K.		
4.	ALAN E.BRANCH. 2008, Elements of Shipping. Chapman and Hall, Fairplay Publications, U.K		
5.	Evrin Ursavas Guldogan, Port Operations and Container Terminal Management with applications		
<b>Web Resources</b>			
1	<a href="http://shipping.nic.in/">http://shipping.nic.in/</a> (Ministry of Shipping, Govt. of India)		
2	<a href="http://ipa.nic.in/">http://ipa.nic.in/</a> (Indian Port Association)		
3	<a href="http://www.ippta.org.in">www.ippta.org.in</a> (Indian Private Ports and Terminals Association)		
4	<a href="http://unctad.org/en/PublicationsLibrary/dtlktcd2013d1_en.pdf">Unctad.org/en/PublicationsLibrary/dtlktcd2013d1_en.pdf</a> (Port Management Case Studies - UNCTAD)		
5	<a href="http://www.porttechnology.org/technical_papers/list">http://www.porttechnology.org/technical_papers/list</a> (Port Technology)		
<b>Methods of Evaluation</b>			
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks	
	Assignments		
	Seminar		
	Attendance and Class Participation		

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

**Mapping with program outcome**

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

**S**strong      **M**-Medium      **L**-Low

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

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

Subject Code	Subject Name	C a t e g o r y	L	T	P	O	C r e d i t s	I n s t . H o u r s	Marks			
									C I A	E x t e r n a l	T o t a l	
	<b>EXPORT MANAGEMENT</b>	<b>IMPORT</b>	Core	Y	-	-	-	3	4	25	75	100
Learning Objectives												
CLO1	To understand the nature and registration procedures of export-import business.											
CLO2	To enlighten on the documentation system of export-import business.											
CLO3	To comprehend the steps in export procedure and important documentation.											
CLO4	To apprehend the steps in import procedure and important documentation											
CLO5	To familiarize with the global trends for Indian Business.											
UNIT	Details								No. of Hours	Learning Objectives		
I	Meaning and Definition of Export – Classification - Preparation for Export Marketing – Registration Formalities – Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Payment Terms – Letter of Credit – Liberalization of Imports – Categories of Importers.								12	CLO1		
II	Aligned Documentation system – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate’s Receipt – Bill of Lading –GR Form – ISO 9000 – Procedure for obtaining ISO 9000 – BIS 14000 Certification – Types of Marine Insurance Policies – Import Documents – Transport Documents – Bill of Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration.								12	CLO2		
III	Export Contract - Steps in Export Procedure – Forward Cover – Finance Institutional Frame worked for export Finance – Excise Clearance – Pre-shipment Inspection – Methods of Pre-shipment Inspection – Role of Clearing and Forwarding Agents – Shipping and Customs Formalities								12	CLO3		
IV	Pre-Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents – Town of Export Excellence.								12	CLO4		

V	GLOBALISATION OF INDIAN BUSINESS - India's competitive advantage in Industries like IT, Textiles, Gems and jewelry- India's strength and weakness in International Business	12	CLO5
	<b>Total</b>	<b>60</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>	
<b>CO1</b>	Describe the nature and registration procedures of export-import business	PO1,PO2,PO4, PO6,PO8	
<b>CO2</b>	Explain the documentation system of export-import business.	PO2,PO4,PO6,PO7	
<b>CO3</b>	Summarize the details on Export Procedure and Documentation	PO4,PO5,PO6	
<b>CO4</b>	Summarize the details on Import Procedure and Documentation	PO4,PO5,PO6	
<b>CO5</b>	Analyze the the global trends for Indian Business.	PO2,PO5,PO6,PO7, PO8	
<b>Reading list</b>			
1.	Aseem Kumar (2007), Export and Import Management, Excel Books, Delhi		
2.	Virendra K.Pamecha (2015), A Guide to International Trade and Export Management, Jain Book Agency, Delhi.		
3	H. P. Bhandari Foreign Exchange Hard Book		
4	Director General of Foreign Trade, Foreign Trade Policy and Handbook of Procedures, 2015		
5	Rama Gopal (2014), Export Import Procedures - Documentation and Logistics, New Age International (P) Ltd., Delhi.		
<b>Reference Books</b>			
1.	Justin Pauland Rajiv Aserkar, Export Import Management, Second Edition, Oxford University Press, 2013.		
2.	UshaKiranRai, Export - Import and Logistics Management, Second Edition, PHI Learning, 2010.		
3.	Thomas E.Johnson & Donna L.Bade, Export Import Procedures and Documentation Amacom Publishers		
4.	Coyle et.al, Management Of Transportation, 7th Edition, Cengage Learning, 2011		
5.	Thomas A.Cook Kelly Raia , Mastering import and export management, third edition,Harper Collins		
<b>Web Resources</b>			
1	<a href="http://www.eiilmuniversity.co.in/downloads/Import-Export-Management.pdf">http://www.eiilmuniversity.co.in/downloads/Import-Export-Management.pdf</a>		
2	<a href="https://www.mlsu.ac.in/econtents/1198_e-book%20on%20export%20import%20procedure.pdf">https://www.mlsu.ac.in/econtents/1198_e-book%20on%20export%20import%20procedure.pdf</a>		
3	<a href="https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001406/M022359/ET/1504613221m22Q1.pdf">https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001406/M022359/ET/1504613221m22Q1.pdf</a>		
4	<a href="https://archive.mu.ac.in/myweb_test/TYBA%20study%20material/T.Y.B.A.%20PAPER%20-VI%20EXPORT%20MANAGMENT.pdf">https://archive.mu.ac.in/myweb_test/TYBA%20study%20material/T.Y.B.A.%20PAPER%20-VI%20EXPORT%20MANAGMENT.pdf</a>		
5	<a href="https://egyankosh.ac.in/bitstream/123456789/10292/1/Unit-8.pdf">https://egyankosh.ac.in/bitstream/123456789/10292/1/Unit-8.pdf</a>		
<b>Methods of Evaluation</b>			
<b>Internal Evaluation</b>	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminar		
	Attendance and Class Participation		



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

**Mapping with program outcomes**

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

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	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 effects, audio and video.							6	CLO3		
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.	<a href="https://www.microsoft.com/en-us/microsoft-365/blog/">https://www.microsoft.com/en-us/microsoft-365/blog/</a>	
2	<a href="https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18">https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18</a>	
3	<a href="https://byjus.com/govt-exams/microsoft-word/">https://byjus.com/govt-exams/microsoft-word/</a>	
4	<a href="https://edu.gcfglobal.org/en/google-forms/">https://edu.gcfglobal.org/en/google-forms/</a>	
5	<a href="https://www.tutorialkart.com/tally/tally-tutorial/">https://www.tutorialkart.com/tally/tally-tutorial/</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	50 Marks
	Practical Assessment	
	Class Participation	
	Attendance	
External Evaluation	End Semester Examination	50 Marks
	Total	100 Marks

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

### **Mapping with program outcomes**

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

**S-Strong**

**M-Medium**

**L-Low**

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	ENTREPRENEURIAL SKILL - NEW VENTURE MANAGEMENT	SEC	Y	-	-	-	2	2	25	75	100
<b>Learning Objectives</b>											
CLO1	To learn to generate and evaluate new business ideas										
CLO2	To learn about a business model that generates money										
CLO3	To understand how to find, evaluate and buy a business										
CLO4	To evaluate the feasibility of idea into a Venture										
CLO5	To understand sources who lend for new ventures										
UNIT	Details							No. of Hours	Learning Objectives		
I	<b>Concept of Entrepreneurship</b> – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity							6	CLO1		
II	<b>Developing Successful Business Ideas:</b> Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.							6	CLO2		
III	<b>Feasibility Analysis:</b> Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture's Financial Strength and Viability							6	CLO3		
IV	<b>Moving from an Idea to a New Venture:</b> Preparing the Proper Ethical and Legal Foundation-Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.							6	CLO4		
V	<b>Financing the New Venture:</b> Financing entrepreneurial ventures - Valuation of a new company - Arrangement of funds - Alternate Source of Funding - Start-ups, MSMEs, any new venture							6	CLO5		
	<b>Total</b>							<b>30</b>			

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 <sup>th</sup> 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.	<a href="https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217">https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217</a>	
2.	<a href="https://core.ac.uk/download/pdf/98660713.pdf">https://core.ac.uk/download/pdf/98660713.pdf</a>	
3.	<a href="https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf">https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf</a>	
4.	<a href="https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm">https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm</a>	
5.	<a href="https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786">https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786</a>	
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

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

**Mapping with program outcome**

**S-Strong      M-Medium      L-Low**

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

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

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



SEMESTER IV		SUBJECTS	L	T	P	O	Hrs/w eek	CR EDI T	MAXM ARKS		TOTAL
COURSE COMPONENT									CI A	EXT	
Part I	Paper	Language - Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper– VII	Business Environment	Y	-	-	-	4	5	25	75	100
	Core Paper– VIII	Customs Procedures	Y	-	-	-	4	5	25	75	100
	Elective Paper–IV	E-logistics	Y	-	-	-	4	3	25	75	100
Part IV	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
	<b>BUSINESS ENVIRONMENT</b>	Core	Y	-	-	-	5	4	25	75	100
<b>Course Objectives</b>											
CLO1	To impart knowledge on the concept of business environment & its significance										
CLO2	To know the political environmental factors and its impact on business.										
CLO3	To know the Economic environmental factors and its impact on business										
CLO4	To throw light on importance of the types of Social Organization.										
CLO5	To create awareness of industrial-technological advancements.										
UNIT	Details							No. of Hours	Course Objectives		
I	<b>The concept of Business Environment:</b> its nature and significance A brief overview of political, cultural, legal, economic, and social environments and their impact on business and strategic decisions							12	CLO1		
II	<b>Political Environment:</b> Functions of state, economic roles of government, government and legal environment.							12	CLO2		
III	<b>Economic Environment:</b> Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business Decisions							12	CLO3		
IV	<b>Social environment;</b> cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups							12	CLO4		
V	<b>Technology environment</b> – Industry 4.0-Meaning-Features- basic Applications and Uses- Blockchain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics							12	CLO5		
	<b>Total</b>							<b>60</b>			

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 <sup>th</sup> 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 <a href="#">Ruchi Goyal</a> Publisher: Neelkanth Publishers Pvt. Ltd.2019	
3.	Business Environment,Fourth Edition,By Pearson	
4.	Business Environment Indian And Global Perspective 3Rd Edition by AHMED, FAISAL ALAM, M. ABSAR, PHI Learning	
Web Resources		
1.	<a href="https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/">https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/</a>	
2.	<a href="https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences">https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences</a>	
3.	Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11 <sup>th</sup> Revised Edition,India.	
4.	<a href="https://pestleanalysis.com/political-factors-affecting-business/">https://pestleanalysis.com/political-factors-affecting-business/</a>	
5.	<a href="https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf">https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf</a>	
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

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

#### Mapping with program outcomes

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

**S-Strong**

**M-Medium**

**L-Low**

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

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

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

Subject Code	Subject Name	C a t e g o r y	L	T	P	O	C r e d i t s	I n s t . H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
	<b>CUSTOMS PROCEDURES</b>	Core	Y	-	-	-	5	4	25	75	100
<b>Learning Objectives</b>											
CLO1	Develop a clear understanding and knowledge about Customs Procedures										
CLO2	Demonstrate proficiency in Customs Duties										
CLO3	Calculate the duties and refunds										
CLO4	To understand delivery export report										
CLO5	Analyze the Warehouse clearance										
UNIT	Details							No. of Hours	Learning Objectives		
I	Preliminary-Definitions Officers of Customs-Classes-Appointments-Powers of Officers- Entrustments of Functions of Board, Appointment of Customs Ports, Airports, Warehousing Stations-Power to declare places to be Warehousing Stations. Prohibitions on Importation and Exportation of Goods- Power of Central Government to notify goods - Precautions to be taken by persons acquiring notified Goods							12	CLO1		
II	Detection of illegally imported goods and Prevention of the disposal there of - Persons possessing notified goods to intimate the place of storage, etc. - Sections 11C, 11E and 11F not to apply to goods in personal use; Prevention or Detection of illegal import of Goods; Power to exempt.							12	CLO2		
III	Levy of and exemption From, Customs Duties-Dutiable goods-Duty on Pilfered goods- assessment of Duty-Interest on delayed Funds-Claim for Refund of Duty-Provisional Attachment to protect revenue in certain cases - Price of goods to indicate amount of duty paid thereon.							12	CLO3		
IV	Provisions relating to Conveyances Carrying Imported or Exported Goods-Arrival of Vessels and Aircraft in India-Power to board Conveyances-Delivery of export manifest or export report- No Conveyance to leave without written order. Clearance of Imported goods and Exported Goods-Chapter not to apply to baggage and Postal articles-Clearance of goods for home consumption-Clearance of goods for exportation.							12	CLO4		

V	Goods in Transit-Transit and Tran shipment of certain goods without payment-Liability of duty on goods transited or transshipped. Warehousing-Appointing of Public Warehouses-Licensing of Private Warehouses-Clearance of Warehoused goods for home consumption and Exportation- Cancellation and return of Warehousing bond.	12	CLO5
	<b>Total</b>	<b>60</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>	
<b>CO1</b>	Develop a clear understanding and knowledge about Customs Procedures	PO1, PO2, PO7, PO8	
<b>CO2</b>	Demonstrate proficiency in Customs Duties	PO1, PO2, PO4, PO6, PO7, PO8	
<b>CO3</b>	Calculate the duties and refunds	PO1, PO2, PO4, PO6, PO7, PO8	
<b>CO4</b>	To understand delivery export report	PO1, PO2, PO6, PO7, PO8	
<b>CO5</b>	Analyze the Warehouse clearance	PO1, PO2, PO6, PO7, PO8	
<b>Reading list</b>			
1.	Customs Law [Electronic version]: URL: <a href="https://www.tollur.is/library/Skrar/Enskivefurinn/Customs_law_11_3_2015.pdf">https://www.tollur.is/library/Skrar/Enskivefurinn/Customs_law_11_3_2015.pdf</a>		
2.	Rozhkova YU. V. Tamozhenno-tarifnoe regulirovanie vneshnetorgovoj deyatel'nosti / YU.V. Rozhkova - Orenburg: OGU, 2015. – 197 p. <a href="http://biblioclub.ru/index.php?page=book&amp;id=439066">http://biblioclub.ru/index.php?page=book&amp;id=439066</a>		
3	al reading list: 1. The customs act. [Electronic version]: URL: [Electronic Resource]. – URL: <a href="https://www.jacustoms.gov.jm/sites/default/files/docs/Legislation/The%20Customs%20Regulations%201955%20LN%20149_55.pdf">https://www.jacustoms.gov.jm/sites/default/files/docs/Legislation/The%20Customs%20Regulations%201955%20LN%20149_55.pdf</a> 2. Artamonova E. E. Tamo		
4	Artamonova E. E. Tamozhenno-tarifnoe regulirovanie vneshneekonomicheskikh svyazey Rossijskoj Federacii i Kitajskoj Narodnoj Respubliki / E.E. Artamonova - Novosibirsk, 2016. - 102 p. <a href="http://biblioclub.ru/index.php?page=book&amp;id=439696">http://biblioclub.ru/index.php?page=book&amp;id=439696</a>		
5	RK Jain's Customs Law Manual, - Acts, rules, regulations, notifications, commentary on customs law andProcedures, forms, Allied Laws, Circulars, etc., Centax Law Publications		
<b>Reference Books</b>			
1.	Customs Act with Rules and Regulations as amended by Finance Act 2018, Taxmann		
2.	Academy of Business Studies BIG's Easy Reference Customs Manual ffor Import-Exports with commentary and Circulars by Arun Goyal 5 <sup>th</sup> Budget edition 2023		
3.	Anand Garg, Customs Tariff with IGST and Foreign trade policy , BDP		
4.	Datey V.S.,Customs Law Practice & Procedures 15 <sup>th</sup> Edition, Taxmann		
5.	P.Veera Reddy, How to handle Customs Problems, 10 <sup>th</sup> Edition, Commercial Law Publishers (India) Pvt. Ltd		
<b>Web Resources</b>			
1	Science Library elibrary.ru – <a href="http://www.elibrary.ru">www.elibrary.ru</a>		
2	The World Bank – <a href="https://www.worldbank.org">https://www.worldbank.org</a>		
3	The Organisation for Economic Co-operation and Development (OECD) - <a href="https://www.oecd.org">https://www.oecd.org</a>		
4	The Economist – <a href="https://www.economist.com">https://www.economist.com</a>		

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

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

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

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

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

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to PO's</b>	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
	<b>E-LOGISTICS</b>	Core	Y	-	-	-	3	4	25	75	100
<b>Learning Objectives</b>											
CLO1	To introduce the E Logistics process to the students.										
CLO2	To understand the E Logistics tools.										
CLO3	To familiarize the students with new technologies used in logistics										
CLO4	To understand the E- logistics Process Integration										
CLO5	To enable students to identify logistics strategies.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to E-logistics - forward logistics – Reverse logistics – Logistics renovation toward E- logistics – importance of E-logistics – New trends and technology in logistics.							12	CLO1		
II	E-logistics method of documentation – Electronic data interchange – Personal computer – Enterprise resource planning systems – The internet, intranets and extranets – The world wide web – Web-enabled relational databases, data warehouses and data marts – Decision support systems							12	CLO2		
III	ASNs – tracking systems – Satellite global positioning systems (GPS) and geographic information systems (GIS) – Bar-coding and scanning – Electronic signature technology – Wireless technology – Radio frequency identification (RFID)							12	CLO3		
IV	Electronic procurement (e-procurement) – Transport and delivery management – Packing and order management – Inventory and warehousing – Application architecture of Customer relationship management (CRM) – E-business logistics and its benefits.							12	CLO4		
V	Forward E-logistics – Reverse E-logistics – Challenges of E-logistics – environmental issues – e-business strategy – Application for E-logistics – Business to business – Business to consumers – Exception based status alert – Transportation documentation.							12	CLO5		
	<b>Total</b>							<b>60</b>			



Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Analyze How logistic decisions impact the performance of the firm as well as entire supply chain	PO1,PO2,PO4,PO6, PO7
CO2	Apply various E- logistics tools to the logistical process	PO1,PO2,PO4,PO6, PO7
CO3	Familiarize the students with new technologies used in logistics	PO1,PO2,PO4,PO6, PO7
CO4	Understand the E- logistics Process Integration	PO1,PO2,PO4,PO6, PO7
CO5	Enable students to identify logistics strategies.	PO1,PO2,PO4,PO6, PO7
Reading list		
1.	Last Mile: How Startups Solve the Challenge of Delivering to Your Door, <i>Chris Jordan and Joe Weber, 2017</i>	
2.	Retail's Last Mile: Why Online Shopping Will Exceed Our Wildest Predictions, <i>Jonathan Reeve, 2016</i>	
3	E-Logistics - Logistics for Ecommerce, <i>Ramon Abalo Costa, 2019</i>	
4	Six Billion Shoppers: The Companies Winning the Global E-Commerce Boom, <i>Porter Erisman, 2017</i>	
5	The Changing Postal Environment: Market and Policy Innovation, <i>Piere Luigi Parcu, Timothy J. Brennan, and Victor Glass, 2021</i>	
Reference Books		
1.	E-Logistics: Managing Digital Supply Chains for Competitive Advantage, Stephen Pettit, Yingli Wang, Kogan Page Ltd, 2 <sup>nd</sup> edition, 2021	
2.	E-Logistics and E-Supply Chain Management: Applications for Evolving Business Deryn Graham, 2013	
3.	"Logistics Management," by Christopher Lambert, 2020	
4.	Operations & Supply Management by Richard B. Chase, Ravi Shankar, F. Robert Jacobs and Nichola, J. Aquilano; 12th Edition, Tata McGraw-Hill, 2010.	
5.	Designing and Managing the Supply Chain (latest edition) by D. Simchi-Levi, P. Kaminsky, E. Simchi-Levi and Shankar (SL); Tata McGraw-Hill, 2008	
Web Resources		
1	<a href="https://dailylogistic.com/e-logistics/">https://dailylogistic.com/e-logistics/</a>	
2	<a href="https://www.cubyn.com/blog/e-logistique-definition-enjeux">https://www.cubyn.com/blog/e-logistique-definition-enjeux</a>	
3	<a href="https://www.csa.iisc.ac.in/~nv/79Elogf.pdf">https://www.csa.iisc.ac.in/~nv/79Elogf.pdf</a>	
4	<a href="https://www.researchgate.net/publication/301560016_E-logistics_an_introduction">https://www.researchgate.net/publication/301560016_E-logistics_an_introduction</a>	
5	<a href="https://core.ac.uk/download/pdf/61008211.pdf">https://core.ac.uk/download/pdf/61008211.pdf</a>	
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

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

### Mapping with program outcomes

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

**S-Strong      M-Medium      L-Low**  
**CO-PO Mapping (Course Articulation Matrix)**  
**Level of Correlation between PSO's and CO's**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	2	3
<b>CO 3</b>	3	2	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	2
<b>Weightage</b>	15	14	15	14	14
<b>Weighted percentage of Course Contribution to Pos</b>	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
	<b>TALLY</b>	SEC	Y	-	Y	-	1	2	50	50	100
<b>Learning Objectives</b>											
CLO1	To impart knowledge about basic use of Tally and its functions										
CLO2	To understand the creation of groups and Ledgers										
CLO3	To provide understanding about Data Management in Tally										
CLO4	To understand the process of GST, EPF etc.										
CLO5	To familiarize students about significance of Tally in implications in the Organizations										
UNIT	Details							No. of Hours	Learning Objectives		
I	<b>Basic of Accounting &amp; Fundamentals of Tally.</b> ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.							6	CLO1		
II	<b>Accounting Master in Tally.</b> ERP 9: Groups & Ledgers Creation Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.							6	CLO2		
III	<b>Vouchers Entries &amp; Advance Accounting in Tally.</b> ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.							6	CLO3		
IV	<b>Advance Inventory &amp; Taxes in Tally.</b> ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.							6	CLO4		
V	<b>Technological Advantages,</b> Payroll, Report Generations, Short Keys in Tally. ERP 9							6	CLO5		
	<b>Total</b>							<b>30</b>			

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 <sup>nd</sup> Edition	
5.	Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020	
Web Resources		
1.	<a href="https://tallysolutions.com/learning-hub/">https://tallysolutions.com/learning-hub/</a>	
2.	<a href="https://www.tutorialkart.com/tally/tally-tutorial/">https://www.tutorialkart.com/tally/tally-tutorial/</a>	
3.	<a href="https://sscstudy.com/tally-erp-9-book-pdf-free-download/">https://sscstudy.com/tally-erp-9-book-pdf-free-download/</a>	
4.	<a href="https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/">https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/</a>	
5.	<a href="https://www.javatpoint.com/tally">https://www.javatpoint.com/tally</a>	
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	

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

**Mapping with program outcome**

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

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

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	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
<b>Reading List</b>		
1.	Journal of Intellectual Property Rights	
2.	IntellectualPropertyRightsTextandCases: DR.R.Radhakrishnan, DR.S. Balasubramanian	
3.	IntellectualPropertyPatents,TradeMarks, And Copy Rights–RichardStim	
4.	Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K.Toradmalle, Wiley	
5,	Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS	
<b>References Books</b>		
1.	Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing	
2.	Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis	
3.	Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House	
4.	Introduction To Intellectual Property Rights by Chawkam H.S, Oxford &Ibh	
5.	Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain	
<b>Web Resources</b>		
1.	<a href="https://nptel.ac.in/courses/110/105/110105139/">https://nptel.ac.in/courses/110/105/110105139/</a>	
2.	<a href="https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf">https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf</a>	
3.	<a href="https://ipindia.gov.in/">https://ipindia.gov.in/</a>	
4.	<a href="https://www.tutorialspoint.com/explain-the-intellectual-property-rights">https://www.tutorialspoint.com/explain-the-intellectual-property-rights</a>	
5.	<a href="https://www.icsi.edu/media/webmodules/FINAL_IPR&amp;LP_BOOK_10022020.pdf">https://www.icsi.edu/media/webmodules/FINAL_IPR&amp;LP_BOOK_10022020.p df</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

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

### Mapping with program outcome

**S-Strong**

**M-Medium**

**L-Low**

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

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

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



## INSTITUTIONAL TRAINING \*

### **Curricular note on Skill enhancing core paper with External 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:** External evaluation by the concerned training supervisor along with External Examiner shall be appointed by the controller of Examinations of M.S University made during the end of the 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	MAXM ARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
Part III	Core Paper–IX	Management Information system	Y	-	-	-	5	4	25	75	100
	Core Paper–X	Research Methodology	Y	-	-	-	5	4	25	75	100
	Core Paper–XI	Human Resources Management	Y	-	-	-	5	4	25	75	100
	Core Paper–XII	Project with Viva –Voce	Y	-	-	-	5	3	50	50	100
	Elective–V	Freight Forwarding and Port Operations Or Total Quality Management Or Digital Marketing	Y	-	-	-	4	3	25	75	100
	Elective -VI	Consumer Behaviour Or Security Analysis & Portfolio Management	-	-	Y	-	4	3	25	75	100
Part IV	NAAN Mudhalvan * Substitute Paper : Fundamentals of Fintech		Y	-	-	-	2	2			
	Internship/Industrial Visit / Field Visit						-	2	50	50	100
	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	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
	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 <sup>nd</sup> 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.	<a href="https://www.tutorialspoint.com/management_information_system/management_information_system.htm">https://www.tutorialspoint.com/management_information_system/management_information_system.htm</a>	
2.	<a href="http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf">http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf</a>	
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	<a href="https://nitsri.ac.in/Department/Electronics%20&amp;%20Communication%20Engineering/MIS-Notes">https://nitsri.ac.in/Department/Electronics%20&amp;%20Communication%20Engineering/MIS-Notes</a>	
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	

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

**Mapping with program outcomes**

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

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

Subject Code	Subject Name	Category	L	T	P	C	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>RESEARCH METHODOLOGY</b>	Core		-	-	-	4	5	25	75	100
<b>Learning Objectives</b>											
<b>CLO1</b>	To familiarize the students to the basic concepts of Research and operationalize research problem										
<b>CLO2</b>	To provide insights on research design and scaling										
<b>CLO3</b>	To throw light on data collection and presentation										
<b>CLO4</b>	To elucidate on Hypothesis Testing and other statistical Test										
<b>CLO5</b>	To summarize and present research results with focus on ethics and plagiarism										
UNIT	Details							No. of Hours	Learning Objectives		
<b>I</b>	<b>Introduction to Business Research</b> - Meaning of Research – Research Process - Objectives- Characteristics - Nature and scope - significance of Research, Criteria of good research - Types of Research							15	CLO1		
<b>II</b>	<b>Research Design</b> - 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		
<b>III</b>	<b>Sources and Collection of Data</b> - Primary and secondary sources, problems in using secondary data. Questionnaires - Guidelines of Constructing questionnaires – schedules. Difference between questionnaire and schedules.							15	CLO3		
<b>IV</b>	<b>Data Analysis:</b> 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		
<b>V</b>	<b>Report preparation</b> – 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		
	<b>Total</b>							<b>75</b>			

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 <sup>th</sup> Edition, Pearson Education India 2014	
2	Mark Saunders,Philip Lewis. Adrain Thornhill” Research Methods for Business Students” 5 <sup>th</sup> 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 <sup>th</sup> 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.	<a href="https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf">https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf</a>	
2.	<a href="https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf">https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf</a>	
3.	<a href="https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf">https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf</a>	
4.	<a href="https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf">https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf</a>	
5.	<a href="https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf">https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf</a>	
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
<b>Methods of Assessment</b>		
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	-	-	-	5	4	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							12	CLO1		
II	Human Resource Planning- Job Evaluation-methods- Job analysis-Job description, Job specification .Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement							12	CLO2		
III	Training and Development, Training Process, Methods, Training Need Assessment , Career Development. Transfer and Promotion.							12	CLO3		
IV	Employee Engagement- Meaning- Importance-evaluation- measuring employee employee engagement- Employee Compensation-components- incentives- benefits- welfare and social security measures							12	CLO4		
V	Human Resource Audit – Nature – Benefits – Scope – Recent trends in HRM: Green HRM & Virtual HRM Practices,							12	CLO5		
								60			

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 <sup>st</sup> Edition, 2017	
3	Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to DrivePerformance, Kogan Page, 1 <sup>st</sup> 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, , Compentency Based Human Resource Managemet, PHI Learning , 1st Edition, 2013	
References Books		
1.	V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3 <sup>rd</sup> Edition ,2010	
2.	K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6 <sup>th</sup> Edition	
3.	Garry Deseler, Human Resource Management, Pearson, 15 <sup>th</sup> Edition, 2017	
4.	L M Prasad , Human Resource Management , Sultan Chand and Sons 3 <sup>rd</sup> Edition , 2014	
5.	Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010	
Web Resources		
1	<a href="https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf">https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf</a>	
2	<a href="http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf">http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf</a>	
3	<a href="https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf">https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf</a>	
4	<a href="https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835">https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835</a>	
5	<a href="http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf">http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	

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

**Mapping with program outcomes**

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

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

## **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 time to time.

<b>Learning Objectives</b>	
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

<b>Course Outcome</b>	<b>On completion of this course, students will;</b>	
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.

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

<b>Method of Assessment</b>	
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**

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>FREIGHT FORWARDING &amp; PORT OPERATIONS</b>	<b>Elec tive</b>	<b>Y</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>Learning Objectives</b>											
<b>CLO1</b>	Developing an understanding of the process and framework of Freight Forwarding & Port Operations and their concepts.										
<b>CLO2</b>	To know and understand the importance of all activities of Freight Forwarder & Port Operations.										
<b>CLO3</b>	To develop skills for planning the operational facilities of Port Operations with the analytical and critical understanding.										
<b>CLO4</b>	To understand about cargo security										
<b>CLO5</b>	To understand containerization										
<b>UNIT</b>	<b>Details</b>							<b>No. of Hours</b>	<b>Learning Objectives</b>		
<b>I</b>	Basic Concepts of Cargo Work - Bale Capacity-Grain Capacity - Stowage Factor - Broken Stowage - Load Density-Optional Cargo - Cargo Documents-Mate's Receipt- Precautions before loading - Dunnage-Separation- Pilfering-Contamination-Handling / Chafing /Crushing-Lashing- Lifting Gear - Safe Working Load-Heavy lift Jumbo Derrick-Precautions when handling heavy lifts-Stuelcken Derricks- Cranes.							<b>12</b>	<b>CLO1</b>		
<b>II</b>	Code of Safe Practice for Solid Bulk Cargoes; Flow Moisture Point-Transportable Moisture Limit- Hazards due to Bulk Cargoes-Structural Hazards and Precautions-General Precautions when holding Bulk Cargoes-Safety Precautions-Properties of Concentrates-Hazards of Concentrates-Precautions when Carrying Concentrates - Some Common Cargoes - Hazards- Precautions-Hold Preparation-Cotton- Rice- Dunnage-Spar Ceiling-Loading and Ventilation- Cement, IMDG Code							<b>12</b>	<b>CLO2</b>		
<b>III</b>	Aim-Application-Classification-Packing-Marking/Labeling/Placarding-Documents-Stowage Requirements- Precautions for Loading Dangerous Goods , Paletisation- Containers- Physical Characteristics of Containers-Types of Containers-Refrigerated and Deck Cargoes - Types of Refrigerated Cargoes-Refrigeration Systems-Cargo Operations-Deck Cargoes, Tanker Operation Systems and their Associated Pipelines-Types of Cargo Pipeline Systems-Operational Procedures-Safety Procedures-Gas Detecting Instruments-Inert Gas System-Crude Oil Washing- Pollution.							<b>12</b>	<b>CLO3</b>		
<b>IV</b>	Some Common Cargoes Hazards-Precautions-Hold Preparation-Cotton-Rice-Dunnage-Spar Ceiling- Loading							<b>12</b>	<b>CLO4</b>		

	and Ventilation-Cement, More Cargoes ,Sugar-Rubber-Salt-Pulp & Paper Rolls-Iron and Steel Cargoes, - Principle of Stowing Cargo-Safety of Ship and Crew-Safety of Cargo-Properties of Cargoes Dock Laborers Act,1934 Inspectors-Powers of Inspectors- Obligations of Dock Workers		
V	Introduction – genesis of freight forwarding – understanding concepts of containerization LCL / FCL concepts – various sectors of container markets – Pre stuffing procedures; De stuffing formalities – channelization of return / empty containers – reverse process.	12	CLO5
	<b>Total</b>	<b>60</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	<b>On completion of this course, students will;</b>	<b>Program Outcomes</b>	
CO1	Knowhow of Freight Forwarding and Port Operation functions and activities.	PO1,PO2,PO4,PO6, PO7,PO8	
CO2	Understand warehousing operations, modes of transport, packaging, import & export documentation etc.	PO1,PO2,PO4,PO6	
CO3	Comprehend the structure and components of a port and their underlying need for existence in the country.	PO1,PO2,PO4,PO6, PO8	
CO4	Students to be able to become adept in improving operational discipline among organizations in the domains of port & shipping industry	PO4,PO5,PO6,PO7, PO8	
CO5	Containerization procedures	PO4,PO5,PO6,PO7, PO8	
<b>Reading list</b>			
1.	Port management and operations: Lloyd's practical shipping guides, Patrick Alderton, London Informa 2008		
2.	Port Management – a 360 degree view, Mihir Das, JBS Academy		
3	Port Management and Operations, Maria G. Burns, 2014		
4	Port Operations, Planning and Logistics, Khalid Bichou, 2009		
5	Maritime Logistics: A Guide to Contemporary Shipping and Port Management, Dong-Wook Song, 3rd Edition		
<b>Reference Books</b>			
1.	International Logistics by Supply Chain Imperative, Pierre David, Biztantra 5. Port management and operations: Lloyd's practical shipping guides, Patrick Alderton, London Informa 2008 Modes of Evaluation: Quiz/Assi		
2.	Logistics Management, S.K. Bhattacharyya, S. Chand		
3.	A text book on container and multimodal transport management, K.V. Hariharan, Paperback		
4.	International Logistics, Donald F. wood, Amacom		
5.	Logistics Management, S.K. Ganpathi, Oxford		
<b>Web Resources</b>			
1	<a href="https://www.upes.ac.in/media/1646/freight-forwarding-port-operations-bba-lm-2nd-year.pdf">https://www.upes.ac.in/media/1646/freight-forwarding-port-operations-bba-lm-2nd-year.pdf</a>		
2	<a href="https://fresatechnologies.com/wp-content/uploads/2020/01/Introduction-to-Freight-Forwarding.pdf">https://fresatechnologies.com/wp-content/uploads/2020/01/Introduction-to-Freight-Forwarding.pdf</a>		
3	<a href="https://www.ijmsbr.com/wp-content/plugins/JournalManager/download.php?name=Journal&amp;path=www.ijmsbr.com/wp-content/uploads/jm_articles/167_1605280226.pdf">https://www.ijmsbr.com/wp-content/plugins/JournalManager/download.php?name=Journal&amp;path=www.ijmsbr.com/wp-content/uploads/jm_articles/167_1605280226.pdf</a>		

4	<a href="https://sinay.ai/en/what-are-port-operations/">https://sinay.ai/en/what-are-port-operations/</a>	
5	<a href="https://mis.alagappauniversity.ac.in/siteAdmin/dde-admin/uploads/4/__PG_M.B.A%20Logistics%20Management_English_Maritime%20Logistics%20and%20Documentation_CRC_6554.pdf">https://mis.alagappauniversity.ac.in/siteAdmin/dde-admin/uploads/4/__PG_M.B.A%20Logistics%20Management_English_Maritime%20Logistics%20and%20Documentation_CRC_6554.pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	<b>Simple definitions, MCQ, Recall steps, Concept definitions</b>	
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
<b>CO1</b>	S	S	M	S	S	S	S	S
<b>CO2</b>	S	S	M	S	M	S	M	M
<b>CO3</b>	S	S	M	S	L	S	L	S
<b>CO4</b>	L	L	M	S	S	S	S	S
<b>CO5</b>	L	S	M	S	S	S	S	S

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

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

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



Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>TOTAL QUALITY MANAGEMENT</b>	<b>Elec tive</b>	<b>Y</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>Learning Objectives</b>											
<b>CLO1</b>	To understand the concept of Quality										
<b>CLO2</b>	To understand the Implication of Quality on Business										
<b>CLO3</b>	To Implement Quality Implementation Programs										
<b>CLO4</b>	To have exposure to challenges in Quality Improvement Programs										
<b>CLO5</b>	To understand the need of ISO										
<b>UNIT</b>	<b>Details</b>							<b>No. of Hours</b>	<b>Learning Objectives</b>		
<b>I</b>	Definition of Quality, Dimensions of Quality, Quality costs, Top Management Commitment, Quality Council, Quality Statements, Barriers to TQM Implementation, Contributions of Deming, Juran and Crosby, Team Balancing							<b>12</b>	<b>CLO1</b>		
<b>II</b>	Customer satisfaction – Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Continuous Process Improvement, 5S, Kaizen, Just-In- Time and TPS							<b>12</b>	<b>CLO2</b>		
<b>III</b>	The seven tools of quality, New seven Management tools, Statistical Fundamentals – Measures of central Tendency and Dispersion, Population and Sample, Normal Curve, Control Charts for variables and attributes, Concept of six sigma							<b>12</b>	<b>CLO3</b>		
<b>IV</b>	Quality Policy Deployment (QPD), Quality Function Deployment (QFD), Benchmarking, Taguchi Quality Loss Function, Total Productive Maintenance (TPM), FMEA							<b>12</b>	<b>CLO4</b>		
<b>V</b>	Need for ISO 9000 and Other Quality Systems, ISO 9001:2008 Quality System – Elements, Implementation of Quality System, Documentation, Quality Auditing, ISO 14001:2004							<b>12</b>	<b>CLO5</b>		
	<b>Total</b>							<b>60</b>			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	To understand the concept of Quality	PO1,PO2,PO4,PO5, PO7
CO2	To understand the Implication of Quality on Business	PO1,PO2,PO4,PO5, PO7,PO8
CO3	To Implement Quality Implementation Programs	PO1,PO2,PO4,PO5, PO7,PO8
CO4	to have exposure to challenges in Quality Improvement Programs	PO1,PO2,PO4,PO5, PO6,PO7,PO8
CO5	To understand the need of ISO	PO4,PO5,PO6,PO7, PO8
Reading list		
1.	Dale H.Besterfield et al, Total Quality Management, Third edition, Pearson Education (First Indian Reprints 2004).	
2.	Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2002	
3	Poornima m Charantimath , Total Quality Management, Pearson	
4	Dr.S. Rajaram and Dr. M.Sivakumar, Total Quality Management, Dream tech	
5	Joel E. Ross,Total Quality Management, Text, Cases and Readings, third edition , Taylor & Francis Ltd.	
Reference Books		
1.	Vijayan V and Ramakrishnan H, Total Quality Management, S.Chand	
2.	Suganthi L, Samuel A Anand , Total quality management, PHI Learning	
3.	Dr.Kiran, Total Quality Management: An Integrated Approach, B S Publica	
4.	Kiritharan Gana, Total Quality Management, A system to implement	
5.	Mitra, A. (2016). Fundamentals of quality control and improvement. John Wiley & Sons.	
Web Resources		
1	<a href="https://www.investopedia.com/terms/t/total-quality-management-tqm.asp">https://www.investopedia.com/terms/t/total-quality-management-tqm.asp</a>	
2	<a href="https://www.google.com/search?q=total+quality+management+syllabus+aktu&amp;rlz=1C1RXQR_enIN973IN973&amp;oq=TOTAL+QUALITY+MANAGEMENT+SYLLABUS&amp;aqs=chrome.1.0i512l4j0i20i263i512j0i512l2j0i22i30l3.21161j0j7&amp;sourceid=chrome&amp;ie=UTF-8#fpstate=ive&amp;vld=cid:bab8469f,vid:3sdKmMhvBi4">https://www.google.com/search?q=total+quality+management+syllabus+aktu&amp;rlz=1C1RXQR_enIN973IN973&amp;oq=TOTAL+QUALITY+MANAGEMENT+SYLLABUS&amp;aqs=chrome.1.0i512l4j0i20i263i512j0i512l2j0i22i30l3.21161j0j7&amp;sourceid=chrome&amp;ie=UTF-8#fpstate=ive&amp;vld=cid:bab8469f,vid:3sdKmMhvBi4</a>	
3	<a href="https://kanchiuniv.ac.in/coursematerials/ECE_COURSE_MATERIAL_ODD%20SEMESTER/ECE_COURSE%20MATERIAL_ODD%20SEMESTER/Mrs.V.UMA_TOTAL%20QUALITY%20MANAGEMENT.pdf">https://kanchiuniv.ac.in/coursematerials/ECE_COURSE_MATERIAL_ODD%20SEMESTER/ECE_COURSE%20MATERIAL_ODD%20SEMESTER/Mrs.V.UMA_TOTAL%20QUALITY%20MANAGEMENT.pdf</a>	
4	<a href="https://oms.bdu.ac.in/ec/admin/contents/160_P16MBA18_2020051812512021.pdf">https://oms.bdu.ac.in/ec/admin/contents/160_P16MBA18_2020051812512021.pdf</a>	
5	<a href="http://ebooks.lpude.in/management/mba/term_4/DMGT524_TOTAL_QUALITY_MANAGEMENT.pdf">http://ebooks.lpude.in/management/mba/term_4/DMGT524_TOTAL_QUALITY_MANAGEMENT.pdf</a>	
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

<b>Methods of Assessment</b>	
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
<b>CO1</b>	S	S	M	S	S	M	S	M
<b>CO2</b>	S	S	M	S	S	M	S	S
<b>CO3</b>	S	S	M	S	S	M	S	M
<b>CO4</b>	S	S	M	S	S	M	S	M
<b>CO5</b>	M	M	M	S	S	S	S	M

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	DIGITAL MARKETING	Elec tive	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	To provide basic knowledge about digital marketing.										
CLO2	To understand and develop various digital marketing tools used for business.										
CLO3	To know the digital analytics and measurement tools used for digital marketing.										
CLO4	To familiarise online and Social media marketing										
CLO5	To Understand various data analytics and measurement tools in digital marketing										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges-Online Marketing Mix –Digital Marketing Channels - Benefits and Challenges. - Factors of Success of Digital Marketing							12	CLO1		
II	Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing.							12	CLO2		
III	Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowd sourcing							12	CLO4		
IV	Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.							12	CLO5		
V	Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel							12	CLO3		
	Total							60			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Discuss digital marketing and its framework	PO1, PO2, PO7, PO8
CO2	Identify, use appropriately and explain digital marketing tools	PO1, PO2, PO4, PO6, PO7, PO8
CO3	Explain social media marketing and crowd sourcing	PO1, PO2, PO4, PO6, PO7, PO8
CO4	Discuss online reputation management and its influence	PO1, PO2, PO6, PO7, PO8
CO5	Identify the various data analytics and measurement tools in digital marketing	PO1, PO2, PO6, PO7, PO8
Reading List		
1.	Journal of Digital & Social Media Marketing	
2.	International Journal of Internet Marketing and Advertising	
3.	Understanding Digital Marketing, Damian ryan,4 <sup>th</sup> Edition 2017 publisher:Korgan page limited USA	
4.	Digital Marketing current trends ,vandanahuja,7 <sup>th</sup> edition2015 Oxford University press ,Chennai	
5.	Digital Marketing essentials you always wanted to know,7 <sup>th</sup> edition2012,Vibrant publishers USA	
References Books		
1.	Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016.	
2.	Nitin C Kamat & Chinmay Nitin Kamat,Digital Social Media Marketing, Himalaya Publishing House, 2018.	
3.	Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017.	
4.	Vandhana Ahuja, Digital Marketing, Oxford University Press, 2015.	
5.	Romi Sainy, Rajendra Nargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018.	
Web Resources		
1	.https://www.soravjain.com/ebook/ebook.pdf	
2	.https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners	
3	https://www.optron.in/blog/digital-marketing/	
4	. <a href="https://www.tutorialsduniya.com/notes/digital-marketing-notes">https://www.tutorialsduniya.com/notes/digital-marketing-notes</a>	
5	<a href="https://digitalmarketinginstitute.com/resources/ebooks">https://digitalmarketinginstitute.com/resources/ebooks</a>	
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

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

### Mapping with program outcomes

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

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>CONSUMER BEHAVIOR</b>	Elec tive	Y	-	-	-	3	4	25	75	100
<b>Learning Objectives</b>											
CLO1	Understand the different concepts relating to nature, scope and application of consumer behavior										
CLO2	Understand the various internal influences on consumer behavior										
CLO3	Comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market.										
CLO4	Learn about the various external influences on consumer behavior										
CLO5	Understand the process of human decision making in a marketing context.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Consumer Behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; consumer behavior interdisciplinary approach; E-Buying Behavior, The E-Buyer vis-à-vis the Brick-and mortar Buyer							12	CLO1		
II	Internal Influences on Consumer Behavior: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs, McClelland's APA theory							12	CLO2		
III	Consumer Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self-images; Role of self-consciousness. Consumer Perception: Perceptual Process- selection, organization & interpretation.							12	CLO3		
IV	External Influences on Consumer Behavior: consumer reference groups: Different types of reference groups; Family & Consumer Behavior: Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family life cycle. Social Class							12	CLO4		
V	Consumer Decision Making: Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation							12	CLO5		
	<b>Total</b>							<b>60</b>			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Explain the concept of Consumer Behaviour & describe Consumer research process in detail.	PO4
CO2	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.	PO2, PO3, PO4, PO6
CO3	Analyze the consumer decision process.	PO6, PO8, PO2
CO4	Assess the impact of consumer's motivation, personality on the buying behaviour.	PO6,PO8
CO5	Determine customer satisfaction and consequent post purchase behavior	PO3, PO1, PO2
Text Books		
1.	Consumer Behaviour – Satish K Batra, S H H Kazmi	
2.	Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai	
3.	Consumer Behaviour- Suja Nair – Himalaya Publishers. Assael: Consumer Behaviour, 6e Thomson 2006	
4.	Henry Assael, Consumer Behaviour and Marketing Action (2001) Cengage Learning	
5.	Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015	
References Books		
1.	Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India.	
2.	Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited	
3.	Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi	
4.	Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi	
5.	David L. Loudon and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.	
Web Resources		
1.	<a href="https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457">https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457</a>	
2.	<a href="https://issuu.com/thenappanganesen/docs/e-book_consumer_behaviour_11th_edition">https://issuu.com/thenappanganesen/docs/e-book_consumer_behaviour_11th_edition</a>	
3.	<a href="https://www.youtube.com/watch?v=ssexfXwoeuc&amp;list=PLGqT-zAqQhjQ3NAgn9jcA18W5hPFeeuDr">https://www.youtube.com/watch?v=ssexfXwoeuc&amp;list=PLGqT-zAqQhjQ3NAgn9jcA18W5hPFeeuDr</a>	
4.	<a href="https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf">https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf</a>	
5.	<a href="https://www.iedunote.com/attitude-and-consumer-behavior">https://www.iedunote.com/attitude-and-consumer-behavior</a>	
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/	MCQ, True/False, Short essays, Concept explanations, Short summary or	



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

### Mapping with program outcomes

**S-Strong**

**M-Medium**

**L-Low**

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

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	Elec tive	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Understand the basic concepts and terminologies relating to stock market										
CLO2	Evaluate the value of different equity and debt instruments										
CLO3	Comprehend the different methods of performing fundamental and technical analysis										
CLO4	Evaluate portfolio based on different portfolio theories										
CLO5	Possess a basic knowledge of derivatives, its types and characteristics										
UNIT	Details								No. of Hours	Learning Objective s	
I	Introduction: Meaning ,objectives ,classification of investment. Investment versus speculation. security markets- primary and secondary, market indices- calculation of SENSEX and NIFTY. Stock exchanges- BSE, NSE, OTCEI. SEBI – functions and structure. Financial intermediaries. Return and Risk – Meaning, types of risk.								12	CLO1	
II	Equity and bond valuation Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity								12	CLO2	
III	Security analysis: Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels								12	CLO3	
IV	Portfolio management steps in portfolio management, Portfolio Models –Capital Asset Pricing Model, Arbitrage Pricing Theory								12	CLO4	
V	Derivatives: Theory: characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options.								12	CLO5	
	Total								60		

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Recall the meaning of the basic terminologies used in stock market.	PO1
CO2	Explain and infer the final worth of various investment processes	PO2, PO6, PO7
CO3	Solve problems relating to various investment decisions	PO2, PO4, PO8
CO4	Analyze theories and problems relating to stock market	PO8.PO6
CO5	Interpret the various investment models that aid in investment decision making	PO6, PO2
Text Books		
1.	<a href="#">Punithavathy Pandian</a> (2012), Security Analysis & Portfolio Management, Vikas Publishing 2nd edition	
2	Prasanna Chandra, (2021) Investment Analysis & Portfolio Management, McGraw Hill 6 <sup>th</sup> edition	
3	E. Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini (2018) Security Analysis & Portfolio Management, Pearson 7 <sup>th</sup> edition	
4	S Kevin (2006) Portfolio Management, PHI publishing , 2nd Revised edition	
5	L.Natarajan, (2012), Investment Management, 1st Ed., MarghamPublicaitons, Chennai	
References Books		
1.	Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.	
2.	Bodi, Kane, Markus, Mohanty, Investments, 8 th edition, Tata McGraw Hill, 2011.	
3.	V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya PublishingHouse, 2013.	
4.	V.K.Bhalla, Investment Management, S.Chand& Company Ltd., 2012	
5.	Jay M Desai, Nishag A Joshi, Investment Management, Dream Tech Press	
Web Resources		
1.	<a href="http://www.stock-trading-infocentre.com">www.stock-trading-infocentre.com</a>	
2.	<a href="http://www.sebi.gov.in">www.sebi.gov.in</a>	
3.	<a href="https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/">https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/</a>	
4.	<a href="https://www.investopedia.com/terms/t/technicalanalysis.asp">https://www.investopedia.com/terms/t/technicalanalysis.asp</a>	
5.	<a href="https://groww.in/p/portfolio-management">https://groww.in/p/portfolio-management</a>	
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

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

### Mapping with program outcomes

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

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>FUNDAMENTALS OF FIN TECH</b>						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.

<b>Recent Trends in Fintech</b>
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	CREDI	MAXMAR		TOTAL
COURSE COMPONENT									CI	A	
Part III	Core Paper–XIII	Entrepreneurial Development	Y	-	-	-	6	4	25	75	100
	Core Paper–XIV	Warehousing and Inventory Management	Y				6	4	25	75	100
	Core Paper–XV	Services Marketing	Y				6	4	25	75	100
	Elective–VI	International Business  Or E-business	Y	-	-	-	5	3	25	75	100
	Elective–VII	Supply Chain Management  Or Innovation Management	Y	-	-	-	5	3	25	75	100
Part IV	Naan Mudhalvan										
	* Substitute Paper : Quantitative Aptitude						2	2	25	75	100
Part V	Extension Activities		-	-	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 Consequences of Industrial Sickness- Corrective Measures.							18	CLO5		
	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.	<a href="http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/">http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/</a>	
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.	<a href="https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf">https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf</a>	
2.	<a href="https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Developement.pdf">https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Developement.pdf</a>	
3.	<a href="https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&amp;%20Dr.%20P.%20Sailaja.pdf">https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&amp;%20Dr.%20P.%20Sailaja.pdf</a>	
4.	<a href="http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf">http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf</a>	

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

#### Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
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
	<b>WAREHOUSING AND INVENTORY MANAGEMENT</b>	<b>Core</b>	<b>Y</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>4</b>	<b>6</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>Learning Objectives</b>											
<b>CLO1</b>	To help the students in explaining the significance of Warehousing and its strategic aspects										
<b>CLO2</b>	To familiarize students to the operations of warehouse										
<b>CLO3</b>	To appreciate the importance of inventory management in supply chain process										
<b>CLO4</b>	To define Materials Requirements planning										
<b>CLO5</b>	Use of technology in inventory management systems										
<b>UNIT</b>	<b>Details</b>							<b>No. of Hours</b>	<b>Learning Objectives</b>		
<b>I</b>	Introduction to Warehousing -Types, Decisions and Operations, Selection of Location for a Warehouse, Layout of a Warehouse, Importance & Scope of Inventory Control, Types of Inventory, Inventory Control, Selective Inventory Control.							<b>18</b>	<b>CLO1</b>		
<b>II</b>	Introduction, Objectives, Warehouse Structure, Warehouse Operations, Receiving inventory, Picking inventory, Locating inventory, Organising inventory, Despatching inventory, Equipment Used for a Warehouse.							<b>18</b>	<b>CLO2</b>		
<b>III</b>	Role of Inventory Management Importance of role of inventory, Inventory Management Systems, Replenishment of Inventory, Forecasting Techniques, Selective Inventory Control, Economic Order Quantity, Safety Stocks ,Inventory Management Systems - execution -Ratio Analysis on Inventory, Profit Margin.							<b>18</b>	<b>CLO3</b>		
<b>IV</b>	Material Requirement Planning Costs associated with Inventories, Material Requirement Planning, Accounting for Inventories, Purpose of Inventory, Goods, Types of Goods, Finished Goods Inventories, General, Management of Inventory, Stocks Types of Stocks, Tracking the Paper Life							<b>18</b>	<b>CLO4</b>		
<b>V</b>	Inventory - Work-in-Process Inventories, Finished Goods & Spare Parts Inventories, Multi-Echelon Inventory Systems, Spare Parts Inventories, Use of Computers in Inventory Management Evaluation of Performance of Materials Function, Criteria and methodology of evaluation.							<b>18</b>	<b>CLO5</b>		
	<b>Total</b>							<b>90</b>			

Course Outcomes		
Course Outcomes		Program Outcomes
CO1	Ability in explaining the significance of Warehousing and its strategic aspects	PO1,PO2,PO6,PO7, PO8
CO2	Familiarity with the operations of warehouse	PO1,PO2,PO6,PO7, PO8
CO3	Appreciate the importance of inventory management in supply chain process	PO1,PO2,PO6,PO7, PO8
CO4	Define Materials Requirements planning	PO1,PO2,PO6,PO7, PO8
CO5	Use of technology in inventory management systems	PO1,PO2,PO6,PO7, PO8
Reading list		
1.	<u>Supply Chain Network Design: Applying Optimization and Analytics to the Global Supply Chain</u> , Michael Watson, 2012	
2.	<u>Inventory Accuracy: People, Processes, &amp; Technology</u> , David J. Piasecki, 2003	
3	<u>Inventory Strategy: Maximizing Financial, Service and Operations Performance with Inventory Strategy</u> , Edward Frazelle, 2015	
4	<u>The Time, Space &amp; Cost Guide to Better Warehouse Design</u> , Maida Napolitano, 2017	
5	<u>Excellence in Warehouse Management: How to Minimize Costs and Maximize Value</u> , Stuart Emmett, 2005	
Reference Books		
1.	“Warehouse Management”, Gwynne Richards, Kogan Page, 2017	
2.	“The Definitive Guide to Warehousing”, Scott Keller, Brain Keller, Pearson FT Press, 2013	
3.	“World-Class Warehousing and Material Handling”, Edward Frazelle, Distribution Center Management, 2017	
4.	“Essentials of Inventory Management”, Max Muller, AMACOM; 2 <sup>nd</sup> Edition, 2011	
5.	“Achieving Effective Inventory Management”, Jon Schreibfeder, Effective Inventory Management, Inc., 2017	
Web Resources		
1	<a href="https://www.irjet.net/archives/V6/i10/IRJET-V6I10209.pdf">https://www.irjet.net/archives/V6/i10/IRJET-V6I10209.pdf</a>	
2	<a href="https://www.studocu.com/row/document/university-of-the-commonwealth-caribbean/warehouse-and-inventory-management/warehousing-and-inventory-management-basic-notes/1644347">https://www.studocu.com/row/document/university-of-the-commonwealth-caribbean/warehouse-and-inventory-management/warehousing-and-inventory-management-basic-notes/1644347</a>	
3	<a href="https://www.academia.edu/27022744/WAREHOUSING_and_INVENTORY_MANAGEMENT">https://www.academia.edu/27022744/WAREHOUSING and INVENTORY MA</a> <u>NAGEMENT WAREHOUSING and INVENTORY MANAGEMENT Course Material</u>	
4	<a href="https://atecentral.net/r23000/log_104_applied_warehouse_and_inventory_management">https://atecentral.net/r23000/log_104_applied_warehouse_and_inventory_manage</a> ment	
5	<a href="https://www.researchgate.net/publication/360734122_WAREHOUSING_AND_INVENTORY_MANAGEMENT">https://www.researchgate.net/publication/360734122_WAREHOUSING_AND_IN</a> VENTORY_MANAGEMENT	
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

<b>Methods of Assessment</b>	
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**

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

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	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	<a href="https://www.managementstudyguide.com/seven-p-of-services-marketing.htm">https://www.managementstudyguide.com/seven-p-of-services-marketing.htm</a>	
2	<a href="https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875">https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875</a>	
3	<a href="https://www.marketingtutor.net/service-marketing/">https://www.marketingtutor.net/service-marketing/</a>	
4	<a href="https://www.marketing91.com/service-marketing/">https://www.marketing91.com/service-marketing/</a>	
5	<a href="https://www.marketing91.com/service-marketing-mix/">https://www.marketing91.com/service-marketing-mix/</a>	
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	Problem-solving questions, Finish a procedure in many steps, Differentiate	

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

**Mapping with program outcomes**

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

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

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

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



Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>INTERNATIONAL BUSINESS</b>	Elective		-	-	-	3	5	25	75	100
<b>Learning Objectives</b>											
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.							15	CLO1		
II	Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Theory.							15	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.							15	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.							15	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.							15	CLO5		
	<b>Total</b>							<b>75</b>			

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 <sup>th</sup> edition, Pearson ,2017	
4.	Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020	
5.	Subba Rao P,International Business, (Text and Cases), Himalaya Publishing House, 2016	
Web Resources		
1	<a href="https://online.hbs.edu/blog/post/international-business-examples">https://online.hbs.edu/blog/post/international-business-examples</a>	
2	<a href="https://saylordotorg.github.io/text_international-business">https://saylordotorg.github.io/text_international-business</a>	
3	<a href="https://www.imf.org/en/home">https://www.imf.org/en/home</a>	
4	<a href="https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/">https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/</a>	
5	<a href="http://www.simplynotes.in/e-notes/mbabba/international-business-management/">http://www.simplynotes.in/e-notes/mbabba/international-business-management/</a>	
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	

<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

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

**S-Strong**

**M-Medium**

**L-Low**

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>E-BUSINESS</b>	Elec tive	Y	-	-	-	3	5	25	75	100
<b>Learning Objectives</b>											
CLO1	To understand the basic concepts of electronic business.										
CLO2	To identify web-based tools.										
CLO3	To examine the security threats to e-business.										
CLO4	To discuss the strategies on marketing.										
CLO5	To analyze the business plan for e-business.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction: Definition and scope of e-business - History and evolution of e-business - Types of e-business models (B2B, B2C, C2C) - Advantages and disadvantages of e-business - the Internet and the web - infrastructure for e-business							15	CLO1		
II	Web based tools for e - business - e - business software - overview of packages							15	CLO2		
III	Security threats to e - business - implementing security for e - commerce and electronic payment systems - Ethical considerations in e-business							15	CLO3		
IV	E-marketing strategies and techniques - Online advertising and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals							15	CLO4		
V	The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business							15	CLO5		
	<b>Total</b>							<b>75</b>			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	To define and understand the basic concepts of business done through web	PO2, PO6, PO7
CO2	To Examine and apply web tools in real-time business situations.	PO2, PO5, PO6, PO7
CO3	To analyze the security threats in e-business.	PO6, PO7, PO8
CO4	To evaluate strategies for marketing.	PO2, PO4, PO7
CO5	To prepare the environment for e-business.	PO1, PO2, PO4, PO7, PO8
Text Books		
1.	Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000	
2.	Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business	
3.	Kosivr, David - Understanding E-Commerce	
4.	Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.	
5.	C S Rayudu, E Commerce E Business, HPH	
References Books		
1.	Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.	
2.	Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.	
3.	Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.	
4.	David Whitely, E Commerce Strategy, Technology and Applications, TMH	
5.	J. Christopher Westle and Theodore H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press	
Web Resources		
1	<a href="https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf">https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf</a>	
2	<a href="https://www.techtarget.com/searchcio/definition/e-business">https://www.techtarget.com/searchcio/definition/e-business</a>	
3	<a href="https://www.britannica.com/technology/e-commerce">https://www.britannica.com/technology/e-commerce</a>	
4	<a href="https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/">https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/</a>	
5	<a href="https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf">https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf</a>	
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	

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

### Mapping with program outcomes

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

**S-Strong**

**M-Medium**

**L-Low**

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

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>Supply Chain Management</b>	<b>Elec tive</b>	<b>Y</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>5</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>Learning Objectives</b>											
<b>CLO1</b>	To describe the various streams of the supply chain										
<b>CLO2</b>	To describe the drivers of the supply chain										
<b>CLO3</b>	To understand the purchasing process										
<b>CLO4</b>	To identify the outsourcing in SCM										
<b>CLO5</b>	To understand Performance measurement										
<b>UNIT</b>	<b>Details</b>							<b>No. of Hours</b>	<b>Learning Objectives</b>		
<b>I</b>	SCM – Definition – objectives – Evolution - need-Issues involved in developing SCM Framework- Types. SCM activities - constituents - Organization.							<b>15</b>	<b>CLO1</b>		
<b>II</b>	Supply chain Integration-Stages-Barriers to internal integration-Achieving Excellence in SCM- Dimensions of Supply Chain Excellence-Forces influencing SCE Emotions, Physical and Financial Supply Chains-Check list for Excellence.							<b>15</b>	<b>CLO2</b>		
<b>III</b>	Purchasing and Supply Management-Introduction-importance Objectives purchasing process- purchasing & other functions-Purchasing and integrated logistics interfaces-Types of purchases- Purchasing partnerships-Materials sourcing-Just-in-time purchasing							<b>15</b>	<b>CLO3</b>		
<b>IV</b>	Outsourcing in SCM-Meaning need-outsourcing risks-outsourcing process outsourcing in SCM- New opportunities in SCM outsourcing-Myths of SCM outsourcing							<b>15</b>	<b>CLO4</b>		
<b>V</b>	Performance Measurement in SCM-Meaning-Advantages of performance measures-The benefits of performance measurement-Measuring SCM-Supplier performance measurement- Parameters choosing suppliers.							<b>15</b>	<b>CLO5</b>		
	<b>Total</b>							<b>75</b>			

<b>Course Outcomes</b>		
<b>Course Outcomes</b>	<b>On completion of this course, students will;</b>	<b>Program Outcomes</b>
CO1	Identify the concepts of supply chain	PO1,PO2,PO5,P07
CO2	Describe the drivers of the supply chain	PO2,PO4,PO5,PO6
CO3	Explain the purchasing process	PO6,PO7,PO8
CO4	identify the outsourcing in SCM	PO4,PO5,PO6,PO7
CO5	Analyze Performance measurement	PO2,PO4,PO5,PO6
<b>Reading list</b>		
1.	Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson, 2010.	
2.	Janat Shah, Supply Chain Management, Pearson Education India, 2009	
3	Supply Chain management, Chandrasekaran,N., Oxford University Publications, 2010	
4	. Supply Chain Management for The 21st Century by B S SAHAY. Macmillan Education, 2001	
5	Joel D.Wisner , Keah – Choon Tan , G.Keong Leong – Principles of Supply Chain Management A Balanced Approach– CENGAGE, New Delhi	
<b>Reference Books</b>		
1.	Chase, R.B., Shankar, R and Jacobs, F.R. ‘Operations Management and Supply Chain Management’, McGraw Hill Publications, 13th edition, 2018.	
2.	Chopra, S., Meindl, P. and Kalra, D.V. ‘Supply Chain Management’, Pearson Education India, 6th edition, 2016.	
3.	Supply Chain Management: Strategy, Planning, and Operations (5th Edition) by Sunil Chopra and Peter Meindl. Prentice Hall, 2012. •	
4.	Operations Strategy: Principles and Practice by Jan A. Van Mieghem. Dynamic Ideas, 2008.	
5.	David Frederick Ross, Distribution Planning and Control: Managing in the Era of Supply Chain last edition, Springer, 2015.	
<b>Web Resources</b>		
1	<a href="https://www.camcode.com/blog/supply-chain-management-guide/">https://www.camcode.com/blog/supply-chain-management-guide/</a>	
2	<a href="https://library.ku.ac.ke/wp-content/downloads/2011/08/Bookboon/Magement%20andOrganisation/fundamentals-of-supply-chain-management.pdf">https://library.ku.ac.ke/wp-content/downloads/2011/08/Bookboon/Magement%20andOrganisation/fundamentals-of-supply-chain-management.pdf</a>	
3	<a href="https://www.youtube.com/watch?v=PmR2SKeY9Ms">https://www.youtube.com/watch?v=PmR2SKeY9Ms</a>	
4	<a href="https://www.youtube.com/watch?v=IqmrNUoiy7g&amp;list=PLF9071540F59BA1F0">https://www.youtube.com/watch?v=IqmrNUoiy7g&amp;list=PLF9071540F59BA1F0</a>	
5	<a href="https://rccmindore.com/wp-content/uploads/2015/06/Supply-Chain-Management.pdf">https://rccmindore.com/wp-content/uploads/2015/06/Supply-Chain-Management.pdf</a>	



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

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

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

Subject Code	Subject Name	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
	INNOVATION MANAGEMENT	Core	Y	-	-	-	3	5	25	75	100
Course Objectives											
CLO1	To have a broad understanding on the concept innovation management.										
CLO2	To familiarize the students about the creativity and innovation in product development.										
CLO3	To have a broad understanding of the innovation strategy and its competitive advantage.										
CLO4	To provide the knowledge about the technical innovation and its need and importance.										
CLO5	To understand the business strategy and objectives in current scenario.										
UNIT	Details							No. of Hours	Course Objectives		
I	Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and barriers of Innovation.							15	CLO1		
II	Tools for Innovation Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, &Creative Focus.							15	CLO2		
III	Areas of Innovation Product Innovation: Concept, New product development, Packaging And Positioning Innovation Process Innovation: Concept, Requirement & Types							15	CLO3		
IV	Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.							15	CLO4		
V	Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process.							15	CLO5		
	Total							75			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	To understand the concepts of Innovation management.	PO1,PO2
CO2	To apply knowledge new business plans and strategy.	PO1, PO2,PO3
CO3	To demonstrate the value of customers in increasing the profitability ratio.	PO2,PO4, PO5,PO8
CO4	To impart knowledge about the need and importance of technical innovation	PO3,PO4, PO5, PO6,PO7
CO5	In short the goal of this study is to understand the current state of your business.	PO1,PO2,PO3, PO8
Reading List		
1.	Innovation and Entrepreneurship, Peter F. Drucker	
2.	The Innovator’s Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen	
3.	"Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)" by Igor N Dubina and Elias G Carayannis	
4.	"Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen	
5.	Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand & Sons	
References Books		
1.	Innovation Management by C S G Krishnamacharyulu & Lalitha R, Himalaya Publishing House	
2.	James A Christiansen, “Competitive Innovation Management”, published by Macmillan Business, 2000	
3.	Paul Trott, “Innovation Management & New Product Development”, published by Pitman, 2000.	
4.	Kelley, Tom, Jonathn Littmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America’s Leading Design Firm. New York: Doubleday, 2001	
5.	Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.	
Web Resources		
1.	<a href="https://www.coursera.org/learn/innovation-management">https://www.coursera.org/learn/innovation-management</a>	
2.	<a href="https://sloanreview.mit.edu/tag/innovation-management/">https://sloanreview.mit.edu/tag/innovation-management/</a>	
3.	<a href="https://www.worldscientific.com/worldscinet/ijim">https://www.worldscientific.com/worldscinet/ijim</a>	
4.	<a href="https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf">https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf</a>	
5.	<a href="https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials">https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials</a>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External	End Semester Examination	75 Marks

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

### Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
<b>CO 1</b>	S	S	M	M	M	S	M	S
<b>CO 2</b>	S	S	M	M	S	S	M	S
<b>CO 3</b>	S	S	S	M	S	M	M	M
<b>CO 4</b>	S	S	M	M	S	S	M	S
<b>CO 5</b>	S	S	M	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
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to POs</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	<b>QUANTITATIVE APTITUDE</b>		Y	-	-	-	2	2	25	75	100
<b>Learning Objectives</b>											
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 Shakunataledeviorient 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 (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	

### 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	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	-

	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