

**J.J. College of Arts and Science (Autonomous)**  
**Sivapuram Post, Pudukkottai – 622 422**  
**(Re-Accredited by NAAC – 4<sup>th</sup> Cycle)**  
**Affiliated to Bharathidasan University, Tiruchirappalli**

**PG and Research Department of Business Administration**

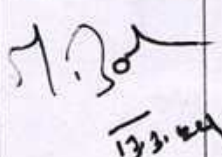
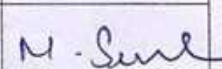
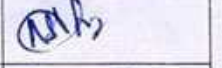
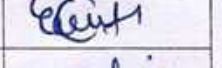
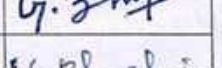
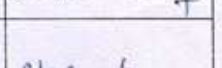
**Minutes of the Board of Studies Meeting**

**Meeting No.08**

**Date: 13.03.2024**

The Meeting of the Board of Studies in Business Administration (U.G. and P.G.) for the sixth revision of the curricula to be implemented from 2023-2024, was conducted at 11.00 a.m. on Tuesday (13.03.2024)

**Members List**

| Sl.No | Name                  | Designation                                                                                                                                 | Signature                                                                                        |
|-------|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| 1     | Dr.V.Sathyarekha      | Chairman, Head,<br>Department of Business Administration,<br>J.J. College of Arts and Science<br>(Autonomous), Pudukkottai                  | <br>13/3/24   |
| 2     | Dr.M.Babu             | University Nominee, Associate<br>Professor,<br>Bharathidasan School of Management<br>Bharathidasan<br>University, Tiruchirappalli – 620 024 | <br>13.3.24  |
| 3     | Dr.M.Ayisha Millath   | Subject Expert, Associate Professor<br>Alagappa Institute of<br>Management Alagappa University,<br>Karaikudi – 630 004                      | <br>13/3/24 |
| 4.    | Dr.M.Ketharaj         | Subject Expert, Associate Professor,<br>Department of Business Administration<br>Raja Doraisingam Government Arts<br>College, Sivagangai.   | <br>13/3/24 |
| 5.    | Ms. M.Sureka          | Member, Assistant Professor,<br>Department of Business Administration                                                                       |             |
| 6.    | Mr.N.Shanmugasundaram | Member, Assistant Professor,<br>Department of Business Administration                                                                       |             |
| 7.    | Dr.C.Eswari           | Member, Assistant Professor,<br>Department of Business Administration                                                                       |             |
| 8.    | Ms.G.Bhuvaneswari     | Member, Assistant Professor,<br>Department of Business Administration                                                                       |             |
| 9.    | Ms.N.Bhuvaneshwari    | Member, Assistant Professor,<br>Department of Business Administration                                                                       |             |
| 10.   | Mr.S.Rajkumar         | Corporate Member, Naveen Carpen<br>Crafts, 13/E- SIPCOT Complex,<br>Pudukkottai -622 002                                                    | Absent                                                                                           |
| 11.   | Mr.S.Gopalakrishnan   | Alumnus, Branch Post Master<br>Keelathaniyam (PO), Pudukkottai                                                                              | Absent                                                                                           |

The Chairman, Dr.V.Sathyarekha chaired the meeting and welcomed all the members to the eighth BOS meeting. After the brief introduction, the agenda items listed were taken up for discussion and the following resolutions were passed after deliberation

1. In his notification No: 1616, dated 10.08.2021, the Chief Secretary, Department of Higher Education, Government of Tamil Nadu, has given the Autonomous Collèges, the freedom to retain/ reframe their syllabi, Course Structure etc., in keeping with their perceptions on Institutional/ local needs.
2. The College Council at its meeting held on 16.09.2023 resolved that our Institutional will gratefully accept the academic freedom and empower the boards of studies either to retain or to reframe their Curriculum for various Programmes under CBCS and UGC-LOCF.
3. However, the Course Structure for the U.G. & P.G. Programmes at Institutional level will have to follow a uniform pattern with minor variations depending on the discipline specific needs.
4. It is Resolved to modify and follow a total of 43 courses, 4300 marks and 141 credits for the U.G. Programmes and 29 courses, 2900 marks and 111 credits for the P.G. Programmes.

#### **Distribution of Courses – BBA**

| <b>Part</b>        | <b>Course</b>                                                                                          | <b>No. of. Course</b> | <b>Credit</b> | <b>Marks</b> |
|--------------------|--------------------------------------------------------------------------------------------------------|-----------------------|---------------|--------------|
| <b>I</b>           | Language – Tamil / Hindi / French                                                                      | 04                    | 12            | 400          |
| <b>II</b>          | Language – English                                                                                     | 04                    | 12            | 400          |
| <b>III</b>         | Core Courses                                                                                           | 15                    | 93            | 2300         |
|                    | Discipline Specific Electives (DSE)                                                                    | 08                    |               |              |
| <b>IV</b>          | Skill Enhancement Course (SBE)/Generic Elective Courses                                                | 07                    | 23            | 1200         |
|                    | Foundation Course(1),Environmental Studies(1)<br>Value Education(1), Gender Studies (1), Internship(1) | 05                    |               |              |
| <b>V</b>           | Extension Activity                                                                                     | -                     | 1             | -            |
| <b>Grand Total</b> |                                                                                                        | <b>43</b>             | <b>141</b>    | <b>4300</b>  |

### Distribution of Courses – MBA

| SL.NO              | Course                                | No. of. Course | Credit     | Marks       |
|--------------------|---------------------------------------|----------------|------------|-------------|
| 1                  | Core Course                           | 14             | 56         | 1400        |
| 2                  | Extra Disciplinary Course             | 3              | 9          | 300         |
| 3                  | Ability Enhancement Compulsory Course | 4              | 8          | 400         |
| 4                  | Electives                             | 6              | 24         | 600         |
| 5                  | Project Work                          | 1              | 10         | 100         |
| 6                  | Internship                            | 1              | 4          | 100         |
| <b>Grand Total</b> |                                       | <b>29</b>      | <b>111</b> | <b>2900</b> |

5. The Revised Syllabus has been implemented from the Academic Year 2023-2024 onwards. In the previous Boards of Studies meeting , the syllabus for first two semesters have been passed. Now in the light of the Government Communication, cited in Point No. 1, the Chairman of the Boards of Studies have Introduced some changes in the syllabus for Semester I and Semester II . Such modifications are approved and passed by this Board.
6. The Course Structure Mentioned in Point No: 4 for U.G. & P.G. Programmes have already been approved and passed by the Boards of Studies in 03.05.2023.
7. In the present revision and modifications, the General instructions on curriculum Design, Course Structure, Uniformity of standards have been scrupulously followed.
8. Following the suggestion given by the Honorable members of the Academic Council in its last meeting, a course on Gender Studies has been included.
9. Resolved to include various online courses like SWAYAM-MOOCs with extra credits. The credit thus earned will be reflected in the cumulative mark Statement of the students.
10. Resolved to continue offering Value Added Courses.

## **11. Resolved to have the following 15 Core Courses for UG semester wise**

### **SEMESTER I**

Core course 1 Principles of Management – (Title of the Course changed and contents slightly changed)

Core course 2 Accounting for Managers – (Title of the Course changed and contents slightly changed)

### **SEMESTER II**

Core course 3 Marketing Management – (It is the course of previous curriculum with slight changes in the contents)

Core course 4 Accounting for Managers –II (It was the core course in semester III in the previous curriculum (Cost and Management Accounting) but title and content are different)

### **SEMESTER III**

Core course 5 Organisational Behaviour (It is the course of previous curriculum with slight changes in the contents)

Core course 6 Financial Management (It was the core course in Semester V in the previous curriculum and Contents are slightly changed)

### **SEMESTER IV**

Core course 7 Business Environment (It was the core course in Semester II in the previous curriculum and Contents are slightly changed)

Core course 8 Business Regulatory Frame work (It was the core course in Semester V Title and contents are slightly changed)

### **SEMESTER V**

Core course 9 Human Resource Management (It was the core course in Semester IV in the previous curriculum and contents are slightly changed)

Core course 10 Research Methodology (It is newly introduced core course)

Core course 11 Business Taxation (It is newly introduced core course)

Core course 12 Management Information system (It is newly introduced core course)

### **SEMESTER VI**

Core course 13 Entrepreneurial Development (It was the core course in Semester V in the previous curriculum and contents are slightly changed)

Core course 14 Production and Materials Management (It was the core course in Semester III, the title and contents are slightly changed)

Core course 15 Project Work (It was the core course in Semester IV in previous curriculum)

## **12. Resolved to have the following Discipline Specific Elective Courses for B.B.A**

### **SEMESTER I**

DSE 1 Managerial Economics (Title and contents are slightly changed)

### **SEMESTER II**

DSE 2 International Business (It was newly introduced course)

### **SEMESTER III**

DSE 3 (3:1) Business Statistics (It was DSE in Semester II in the previous curriculum, the title and contents are slightly changed, Passed in Maths Department BOS)

(3:2) Quantitative aptitude I (It was in Semester V in the previous curriculum, Passed in Maths Department BOS)

### **SEMESTER IV**

DSE 4 (4:1) Operations Research (The contents are slightly changed, Passed in Maths Department BOS)

(4:2) Quantitative Aptitude II (It is newly introduced course, Passed in Maths Department BOS)

### **SEMESTER V**

DSE 5 (5:1) Digital Marketing (The contents are slightly changed)

(5:2) Strategic Management (It was core course in the same semester in previous curriculum, and the contents are slightly changed)

DSE 6 (6:1) Security analysis and Portfolio Management (It is newly introduced course)

(6:2) Salesmanship (It is newly introduced course)

### **SEMESTER VI**

DSE 7 (7:1) Consumer Behaviour (It is newly introduced course)

(7:2) Innovation Management (Retained as it is)

DSE 8 (8:1) Fundamentals of Logistics (It is newly introduced course)

(8:2) E-Business (It is newly introduced course)

## **13. Resolved to have the following Skill Enhancement Courses for B.B.A**

### **SEMESTER I**

SEC 1 Basics of Event Management (It is a newly introduced course)

### **SEMESTER II**

SEC 2 Managerial Skill Development (It is a newly introduced course)

SEC 3 Business Etiquette and Corporate Grooming (It is a newly introduced course)

### **SEMESTER III**

SEC 4 (4:1) Computer Applications in Business (The contents are slightly changed)

(4:2) Creative Advertising and Media Management (It is a newly introduced course)

### **SEMESTER IV**

SEC 5 (5:1) Entrepreneurial Skill New Venture Management (It is a newly introduced course)

(5:2) Insurance and Risk Management (The title and contents are slightly changed)

SEC 6 (6:1) Accounting Package (It is a newly introduced course)

(6:2) Digital Banking (It is a newly introduced course)

SEC 7 (7:1) Intellectual Property Rights (It is newly introduced course)

(7:2) Introductory Psychology (It is newly introduced course)

### **SEMESTER V**

INT Internship (It is a newly introduced course)

### **14. Resolved to have the following Courses for B.B.A**

#### **SEMESTER I**

1. Managerial Communication - (It is a newly introduced course)

#### **SEMESTER III**

1. Value Education (Retained as it is)

#### **SEMESTER IV**

1. Environmental Studies (This Course has been shifted from semester II to IV)

#### **SEMESTER VI**

1. Gender Studies (It is a newly introduced course)

### **15. It is resolved to have the following Core courses 15 with 1 Project for MBA semester wise as follow as:**

#### **SEMESTER I:**

Core course I – Management Principles Business Ethics (Title of the Course changed and contents slightly changed )

Core course II – Quantitative Techniques and Research Methods in Business (Newly Introduced Course, Passed in Maths Department BOS)

Core course III – Managing Organizational Behaviour (Title of the Course changed and contents slightly changed )

Core course IV -Accounting for Managers (Title of the Course changed and contents slightly changed )

Core course V - Managerial Economics (It is the course of Previous curriculum with slight changes in the contents)

Core course VI – Legal Systems in Business (It was in the core course in semester IV in previous curriculum ,The title and contents are slightly changed)

**SEMESTER II:**

Core course VII – Applied Operations Research (Title of the Course changed and contents slightly changed, Passed in Maths Department BOS )

Core course VIII – Human Resource Management(It is the course of Previous curriculum with slight changes in the contents)

Core course IX - Marketing Management (It is the course of Previous curriculum with slight changes in the contents)

Core course X – Operation Management (Title of the Course changed and contents slightly changed )

Core course XI –Financial Management (Title of the Course changed and contents slightly changed )

Core course XII – Strategic Management ( Title of the course changed shifted from Semester III to II )

**SEMESTER III:**

Core course XIII – Information Systems for Business (Newly Introduced Course)

**Semester IV:**

Core course XIV – Training and Development ( It is newly introduced course)

Core course XV - Project Work (This course has been shifted from Semester II to IV)

**16.Resolved to have the following Extra Disciplinary for MBA Semester wise:**

**Semester I:**

EDC 1 Entrepreneurship Development (This course has been treated as extra disciplinary which was previously a core course with contents slightly changed)

**Semester II:**

EDC 2 International Business (Newly Introduced Course)

**Semester III:**

EDC 3 Employability Skills (Newly Introduced Course)

**17.Resolved to have the following Ability Enhancement Compulsory Courses for MBA Semester wise:**

**Semester I**

AECC 1 Soft Skill I Executive Communication (Newly Introduced Course)

**Semester II**

AECC 2 Soft Skill II Business Etiquette (Newly Introduced Course)

**Semester III**

AECC 3 Soft Skill III Computing Skills (Newly Introduced Course, It has been shifted from II Semester to III Semester)

AECC 4 Soft Skill IV Leadership and Team building skills (Newly Introduced Course)

## **SEMESTER III**

INT Internship (It is a newly introduced course)

**18.Resolved to have the following Discipline Specific Elective Courses for MBA Semester wise:**

### **SEMESTER III**

#### **Finance:**

1. Corporate Finance (Newly Introduced course)
2. Security Analysis and Portfolio Management(Retained as it is)
3. Merchant Banking and Financial Services (Newly Introduced course)
4. Banking and Insurance (Newly Introduced course)
5. Behavioural Finance (Newly Introduced course)

#### **Marketing:**

1. Advanced Marketing Research and Consumer Behaviour (Newly Introduced course)
2. Advertising Management and Sales Promotion(Retained as it is)
3. Sales and Distribution Management (Newly Introduced course)
4. Brand Management (Retained as it is)
5. Services Marketing (Newly Introduced course)

#### **Human Resource Management:**

1. Human Resources Development (Newly Introduced course)
2. Performance Management (Newly Introduced course)
3. Organizational Development (Newly Introduced course)
4. Industrial and Labour Relations (Newly Introduced course)
5. Career Management (Newly Introduced course)

### **SEMESTER IV:**

#### **Finance:**

1. Capital Markets and Financial Services (Newly Introduced course)
2. Financial Planning and Wealth Management (Newly Introduced course)
3. Fixed Income Securities (Newly Introduced course)
4. International Financial Management (Newly Introduced course)
5. Risk Management Banks (Newly Introduced course)

#### **Marketing:**

1. Customer Relations Management(Retained as it is)
2. Retail Marketing (Newly Introduced course)
3. Rural Marketing (Newly Introduced course)
4. International Marketing (Newly Introduced course)
5. Digital Marketing (Newly Introduced course)



### Human Resource Management:

1. Strategic HRM (Newly Introduced course)
2. Workplace Counseling (Newly Introduced course)
3. Human Resource Information System (Newly Introduced course)
4. Stress Management (Retained as it is)
5. Compensation and Rewards Management(Retained as it is)

### 19. Resolved to have the following Discipline Specific Elective Courses for BCA

#### Semester wise:

#### SEMESTER III

1. Organisational Behaviour (The contents are slightly changed)

#### SEMESTER IV

1. Financial Accounting (The contents are slightly changed)

M. Dor  
13/3/24

only  
13/3/24

13/3/24

Dr. M. AYISHA MILLATH  
Associate Professor  
Alagappa Institute of Management  
Alagappa University  
Karaikudi - 630 004

4. V. S. S. S.  
13/3/24

5. M. S. S.  
13/3/24

6. S. S. S.

7. N. S. S.  
13/02/24

8. S. S. S.  
13/3/24

9. S. S. S.

**J.J. College of Arts and Science (Autonomous)**  
**PG and Research Department of Business AdministrationUG Programme - BBA**  
**Proposed Course Structure based on UGC - LOCF**  
**(Applicable for the candidates admitted from academic year 2023-2024 onwards)**

| Sem                                         | Part | Course code          | Course Title                                                                                   | Hrs/<br>Week | Credit | Exam<br>Hours | Marks |     | Total<br>Marks |
|---------------------------------------------|------|----------------------|------------------------------------------------------------------------------------------------|--------------|--------|---------------|-------|-----|----------------|
|                                             |      |                      |                                                                                                |              |        |               | CIA   | ESE |                |
| I                                           | I    | U1R3TL1/HL1/<br>FL1  | Language Course – I                                                                            | 6            | 3      | 3             | 25    | 75  | 100            |
|                                             | II   | U1R3EL1              | English Language course – I                                                                    | 6            | 3      | 3             | 25    | 75  | 100            |
|                                             | III  | U1R3BACC1            | Principles of Management                                                                       | 5            | 5      | 3             | 25    | 75  | 100            |
|                                             |      | U1R3BACC2            | Accounting for managers I                                                                      | 5            | 5      | 3             | 25    | 75  | 100            |
|                                             |      | U1R3BADSE1           | Managerial Economics                                                                           | 4            | 3      | 3             | 25    | 75  | 100            |
|                                             | IV   | U1R3BASEC1<br>(NME)  | Basics of Event Management<br>(Offered to other department )                                   | 2            | 2      | 3             | 25    | 75  | 100            |
|                                             |      | U1R3BAFC             | Managerial Communication                                                                       | 2            | 2      | 3             | 25    | 75  | 100            |
| TOTAL                                       |      |                      |                                                                                                | 30           | 23     | -             | -     | -   | 700            |
| II                                          | I    | U2R3TL2              | Language Course – II                                                                           | 6            | 3      | 3             | 25    | 75  | 100            |
|                                             | II   | U2R3EL2              | English Language course – II                                                                   | 6            | 3      | 3             | 25    | 75  | 100            |
|                                             | III  | U2R3BACC3            | Marketing Management                                                                           | 5            | 5      | 3             | 25    | 75  | 100            |
|                                             |      | U2R3BACC4            | Accounting for Managers II                                                                     | 4            | 5      | 3             | 25    | 75  | 100            |
|                                             |      | U2R3BADSE2           | International Business                                                                         | 4            | 3      | 3             | 25    | 75  | 100            |
|                                             | IV   | U2R3BASEC2<br>(NME)  | Managerial Skill<br>Development(Offered to other<br>department )                               | 2            | 2      | 3             | 25    | 75  | 100            |
|                                             |      | U2R3BASEC3           | Business Etiquette and Corporate<br>Grooming                                                   | 2            | 2      | 3             | 25    | 75  | 100            |
| TOTAL                                       |      |                      |                                                                                                | 30           | 23     | -             | -     | -   | 700            |
| *NME : Choose any one from other Department |      |                      |                                                                                                |              |        |               |       |     |                |
| III                                         | I    | U3R3TL3              | Language Course – III                                                                          | 6            | 3      | 3             | 25    | 75  | 100            |
|                                             | II   | U3R3EL3              | English Language course – III                                                                  | 6            | 3      | 3             | 25    | 75  | 100            |
|                                             | III  | U3R3BACC5            | Organisational Behaviour                                                                       | 5            | 5      | 3             | 25    | 75  | 100            |
|                                             |      | U3R3BACC6            | Financial Management                                                                           | 5            | 5      | 3             | 25    | 75  | 100            |
|                                             |      | U3R3BADSE3:1/<br>3:2 | 3.1Business Statistics (or)<br>3.2Quantitative Aptitude I                                      | 4            | 3      | 3             | 25    | 75  | 100            |
|                                             | IV   | U3R3VE               | Value Education                                                                                | 2            | 2      | 3             | 25    | 75  | 100            |
|                                             |      | U3R3BASEC4:1/<br>4:2 | 4:1Computer Application in<br>Business(or)<br>4:2 Creative Advertising and<br>Media Management | 2            | 2      | 3             | 25    | 75  | 100            |
| TOTAL                                       |      |                      |                                                                                                | 30           | 23     | -             | -     | -   | 700            |

| Sem            | Part | Course Code          | Course Title                                                                                     | Hrs/<br>Week | Credit | Exam<br>Hours | Marks    |          | Total<br>Marks |
|----------------|------|----------------------|--------------------------------------------------------------------------------------------------|--------------|--------|---------------|----------|----------|----------------|
|                |      |                      |                                                                                                  |              |        |               | CIA      | ESE      |                |
|                | I    | U4R3TL4              | Language Course – IV                                                                             | 6            | 3      | 3             | 25       | 75       | 100            |
|                | II   | U4R3EL4              | English Language course – IV                                                                     | 6            | 3      | 3             | 25       | 75       | 100            |
| IV             | II   | U4R3BACC7            | Business Environment                                                                             | 5            | 5      | 3             | 25       | 75       | 100            |
|                |      | U4R3BACC8            | Business Regulatory Frame Work                                                                   | 5            | 5      | 3             | 25       | 75       | 100            |
|                |      | U4R3BADSE4:1/<br>4:2 | 4:1 Operations Research (or)<br>4:2 Quantitative Aptitude II                                     | 3            | 3      | 3             | 25       | 75       | 100            |
|                | IV   | U4R2BASEC5:1/<br>5:2 | 5:1 Entrepreneurial Skill New<br>Venture Management( or)<br>5:2 Insurance and Risk<br>Management | 2            | 2      | 3             | 25       | 75       | 100            |
|                |      | U4R3BASEC6:1/<br>6:2 | 6:1 Accounting Package (or)<br>6:2 Digital Banking                                               | 2            | 2      | 3             | 40<br>25 | 60<br>75 | 100            |
|                |      | U4R3ES               | Environmental Studies                                                                            | 1            | 2      | 3             | 25       | 75       | 100            |
| Total          |      |                      |                                                                                                  | 30           | 25     | -             | -        | -        | 800            |
| V              | III  | U5R3BACC9            | Human Resource Management                                                                        | 5            | 5      | 3             | 25       | 75       | 100            |
|                |      | U5R3BACC10           | Research Methodology                                                                             | 6            | 4      | 3             | 25       | 75       | 100            |
|                |      | U5R3BACC11           | Business Taxation                                                                                | 6            | 4      | 3             | 25       | 75       | 100            |
|                |      | U5R3BACC12           | Management Information<br>System                                                                 | 5            | 4      | 3             | 25       | 75       | 100            |
|                |      | U5R3BADSE5:1/<br>5:2 | 5:1 Digital Marketing (or)<br>5:2 Strategic Management                                           | 4            | 3      | 3             | 25       | 75       | 100            |
|                |      | U5R3BADSE6:1/<br>6:2 | 6:1 Security Analysis and<br>Portfolio Management (or)<br>6:2 Salesmanship                       | 4            | 3      | 3             | 25       | 75       | 100            |
|                |      | U5R3BAINT            | Internship                                                                                       | -            | 2      | -             | -        | -        | 100            |
| TOTAL          |      |                      |                                                                                                  | 30           | 25     | -             | -        | -        | 700            |
| VI             | III  | U6R3BACC13           | Entrepreneurial Development                                                                      | 6            | 4      | 3             | 25       | 75       | 100            |
|                |      | U6R3BACC14           | Production and Materials<br>Management                                                           | 6            | 4      | 3             | 25       | 75       | 100            |
|                |      | U6R3BACC15PW         | Project Work                                                                                     | 4            | 4      |               |          |          | 100            |
|                |      | U6R3BADSE7:1/<br>7:2 | 7:1 Consumer Behaviour (or)<br>7:2 Innovation Management                                         | 5            | 3      | 3             | 25       | 75       | 100            |
|                |      | U6R3BADSE8:1/<br>8:2 | 8:1 Fundamentals of Logistics (or)<br>8:2 E-Business                                             | 5            | 3      | 3             | 25       | 75       | 100            |
|                | IV   | U6R3BASEC7:1/<br>7:2 | 7:1 Intellectual Property Rights(or)<br>7:2 Introductory Psychology                              | 3            | 2      | 3             | 25       | 75       | 100            |
|                | V    | U6R3GS               | Gender Studies                                                                                   | 1            | 1      | 3             | 25       | 75       | 100            |
|                |      |                      | Extension Activity                                                                               | -            | 1      | -             |          |          |                |
| Total          |      |                      |                                                                                                  | 30           | 22     |               |          |          | 700            |
| GRAND<br>TOTAL |      |                      |                                                                                                  |              | 141    |               |          |          | 4300           |

**J.J. College of Arts and Science, (Autonomous)**  
**PG and Research Department of Business Administration**  
**PG Programme - M.B.A**

**Proposed Course Structure Based on UGC-LOCF**  
**(Applicable for the Candidates Admitted from Academic Year 2023- 2024 onwards)**

| Sem          | Subject Code          | COURSE TITLE                                             | Hrs/<br>Week | Credit    | Exam<br>Hrs | Marks |     | Total      |
|--------------|-----------------------|----------------------------------------------------------|--------------|-----------|-------------|-------|-----|------------|
|              |                       |                                                          |              |           |             | CIA   | ESE |            |
| I            | P1R3BACC1             | Management Principles Business Ethics                    | 4            | 4         | 3           | 25    | 75  | 100        |
|              | P1R3BACC2             | Quantitative Techniques and Research Methods in Business | 4            | 4         | 3           | 25    | 75  | 100        |
|              | P1R3BACC3             | Managing Organizational Behaviour                        | 4            | 4         | 3           | 25    | 75  | 100        |
|              | P1R3BACC4             | Accounting for Managers                                  | 5            | 4         | 3           | 25    | 75  | 100        |
|              | P1R3BACC5             | Managerial Economics                                     | 4            | 4         | 3           | 25    | 75  | 100        |
|              | P1R3BACC6             | Legal Systems in Business                                | 4            | 4         | 3           | 25    | 75  | 100        |
|              | P1R3BAEDC1            | Entrepreneurship Development                             | 3            | 3         | 3           | 25    | 75  | 100        |
|              | P1R3BAAECC1           | Soft Skill – I Executive Communication                   | 2            | 2         | 3           | 25    | 75  | 100        |
| <b>TOTAL</b> |                       |                                                          | <b>30</b>    | <b>29</b> |             | -     | -   | <b>800</b> |
| II           | P2R3BACC7             | Applied Operations Research                              | 5            | 4         | 3           | 25    | 75  | 100        |
|              | P2R3BACC8             | Human Resource Management                                | 4            | 4         | 3           | 25    | 75  | 100        |
|              | P2R3BACC9             | Marketing Management                                     | 4            | 4         | 3           | 25    | 75  | 100        |
|              | P2R3BACC10            | Operation Management                                     | 4            | 4         | 3           | 25    | 75  | 100        |
|              | P2R3BACC11            | Financial Management                                     | 4            | 4         | 3           | 25    | 75  | 100        |
|              | P2R3BACC12            | Strategic Management                                     | 4            | 4         | 3           | 25    | 75  | 100        |
|              | P2R3BAEDC2            | International Business                                   | 3            | 3         | 3           | 25    | 75  | 100        |
|              | P2R3BAAECC2           | Soft Skill II Business Etiquette                         | 2            | 2         | 3           | 25    | 75  | 100        |
| <b>TOTAL</b> |                       |                                                          | <b>30</b>    | <b>29</b> |             | -     | -   | <b>800</b> |
| III          | P3R3BACC13            | Information Systems for Business                         | 6            | 4         | 3           | 25    | 75  | 100        |
|              | P3R3BADSEM1/F<br>I/H1 | **Elective Course-I                                      | 6            | 4         | 3           | 25    | 75  | 100        |
|              | P3R3BADSEM1/F<br>I/H1 | **Elective Course-II                                     | 6            | 4         | 3           | 25    | 75  | 100        |
|              | P3R3BA<br>DSEM1/F1/H1 | **Elective Course-III                                    | 5            | 4         | 3           | 25    | 75  | 100        |
|              | P3R3BAEDC3            | Employability Skills                                     | 3            | 3         | 3           | 25    | 75  | 100        |
|              | P3R3BAAECC3           | Soft Skill III Computing Skills                          | 2            | 2         | 3           | 25    | 75  | 100        |
|              | P3R3BAAECC4           | Soft Skill IV Leadership and Team Building Skills        | 2            | 2         | 3           | 25    | 75  | 100        |
|              | P3R3BAINT             | Internship                                               | -            | 4         | -           | -     | -   | 100        |
| <b>TOTAL</b> |                       |                                                          | <b>30</b>    | <b>27</b> | -           | -     | -   | <b>800</b> |

\*\*\*Summer Internship will be carried out during the summer vacation after the Second Semester and before the Third Semester. Evaluation is done in the third semester. And Viva Voce will be conducted by the college and marks shall be sent to the University and the same will be included in Third Semester marks Statement.

| Sem | Subject Code          | COURSE TITLE             | Hrs/<br>Week | Credit     | Exam<br>Hrs | Marks |     | Total       |
|-----|-----------------------|--------------------------|--------------|------------|-------------|-------|-----|-------------|
|     |                       |                          |              |            |             | CIA   | ESE |             |
|     | P4R3BACC14            | Training and Development | 5            | 4          | 3           | 25    | 75  | 100         |
| IV  | P4R3BACC15PW          | Project Work             | 10           | 10         | -           | -     | -   | 100         |
|     | P4R3BADSEM2/F<br>2/H2 | **Elective Course –IV    | 5            | 4          | 3           | 25    | 75  | 100         |
|     | P4R3BADSEM2/F<br>2/H2 | **Elective Course-V      | 5            | 4          | 3           | 25    | 75  | 100         |
|     | P4R3BADSEM2/F<br>2/H2 | **Elective Course-VI     | 5            | 4          | 3           | 25    | 75  | 100         |
|     | <b>Total</b>          |                          | <b>30</b>    | <b>26</b>  |             |       |     | <b>500</b>  |
|     | <b>Grand Total</b>    |                          |              | <b>111</b> |             |       |     | <b>2900</b> |
|     |                       |                          |              |            |             |       |     |             |

### ELECTIVE PAPERS

| Sem | Subject Code  | COURSE TITLE                                                                              |
|-----|---------------|-------------------------------------------------------------------------------------------|
| III | P3R3BADSEF1:1 | <b>Finance: Elective course I</b><br>Corporate Finance                                    |
|     | P3R3BADSEF1:2 | Security Analysis and Portfolio Management                                                |
|     | P3R3BADSEF1:3 | Merchant Banking and Financial Services                                                   |
|     | P3R3BADSEF1:4 | Banking and Insurance                                                                     |
|     | P3R3BADSEF1:5 | Behavioural Finance                                                                       |
| IV  | P4R3BADSEF2:1 | <b>Elective course II</b><br>Capital Markets and Financial Services                       |
|     | P4R3BADSEF2:2 | Financial Planning and Wealth Management                                                  |
|     | P4R3BADSEF2:3 | Fixed Income Securities                                                                   |
|     | P4R3BADSEF2:4 | International Financial Management                                                        |
|     | P4R3BADSEF2:5 | Risk Management Banks                                                                     |
| III | P3R3BADSEM1:1 | <b>Marketing: Elective course I</b><br>Advanced Marketing Research and Consumer Behaviour |
|     | P3R3BADSEM1:2 | Advertising Management and Sales Promotion                                                |
|     | P3R3BADSEM1:3 | Sales and Distribution Management                                                         |
|     | P3R3BADSEM1:4 | Brand Management                                                                          |
|     | P3R3BADSEM1:5 | Services Marketing                                                                        |
| IV  | P4R3BADSEM2:1 | <b>Elective course II</b><br>Customer Relations Management                                |
|     | P4R3BADSEM2:2 | Retail Marketing                                                                          |
|     | P4R3BADSEM2:3 | Rural Marketing                                                                           |
|     | P4R3BADSEM2:4 | International Marketing                                                                   |
|     | P4R3BADSEM2:5 | Digital Marketing                                                                         |

| Sem | Subject Code  | COURSE TITLE                                                                       |
|-----|---------------|------------------------------------------------------------------------------------|
| III | P3R3BADSEH1:1 | <b>Human Resource Management: Elective course I</b><br>Human Resources Development |
|     | P3R3BADSEH1:2 | Performance Management                                                             |
|     | P3R3BADSEH1:3 | Organizational Development                                                         |
|     | P3R3BADSEH1:4 | Industrial and Labour Relations                                                    |
|     | P3R3BADSEH1:5 | Career Management                                                                  |
| IV  | P4R3BADSEH2:1 | <b>Elective course II</b><br>Strategic HRM                                         |
|     | P4R3BADSEH2:2 | Workplace Counseling                                                               |
|     | P4R3BADSEH2:3 | Human Resource Information System                                                  |
|     | P4R3BADSEH2:4 | Stress Management                                                                  |
|     | P4R3BADSEH2:5 | Compensation and Rewards Management                                                |

\*\*\*\*\*Extra Credits for the Online Courses like Swayam, Moocs, etc.,\*\*\*\*\*