JJ COLLEGE OF ARTS AND SCIENCE (Autonomous)
PG AND RESEARCH DEPARTMENT OF
BUSINESS ADMINISTRATION
UG PROGRAMME-BBA
Proposed Course Structure based on UGC - LOCF
(Applicable for the candidates admitted from academic year 2022-2023 onwards)

Sem	Part	Course code	Course Title	Hrs/ Week	Credit	Exam Hours	Marks		Total Marks
							Int	Ext	
I	I	U1R2TL1/ HL1/FL1	Language Course – I	6	3	3	25	75	100
	II	U1R2EL1	English Language course – I	6	3	3	25	75	100
	III	U1RBACC1	Core Course -I Management Concepts	6	5	3	25	75	100
		U1RBACC2	Core Course-II Principles of Accountancy	6	5	3	25	75	100
		U1RBAAC1	Allied Course - I Business Economics	6	3	3	25	75	100
Total				**30**	**19**	**-**	**-**	**-**	**500**
II	I	U2R2TL2/ HL2/FL2	Language Course – II	5	3	3	25	75	100
	II	U2R2EL2	English Language course – II	5	3	3	25	75	100
	III	U2R2BACC3	Core Course –III Marketing Management	6	5	3	25	75	100
		U2R2BAAC2	Allied Course - II Business Environment	6	3	3	25	75	100
		U2R2BAAC3	Allied Course - III Business Mathematics& Statistics	5	3	3	25	75	100
		U2R2AECC1	Ability Enhancement Compulsory Course – 1 Environmental Studies	3	2	3	25	75	100
Total				**30**	**19**	**-**	**-**	**-**	**600**
III	I	U3R2TL3/ HL3/FL3	Language Course – III	5	3	3	25	75	100
	II	U3R2EL3	English Language course – III	5	3	3	25	75	100
	III	U3R2BACC4	Core Course –IV Organisational Behaviour	3	4	3	25	75	100
		U3R2BACC5	Core Course-V Cost and Management Accounting	5	5	3	25	75	100
		U3R2BACC6	Core Course –VI Production and Operations Management	3	4	3	25	75	100
	IV	U3R2BAAC5	Allied Course - IV Computer Application in Business	4	3	3	25	75	100
		U3R2BAAC5P	Allied Course - V Computer Application in Business in Practical	3	3	3	40	60	100
		U3R2EACC2	Value Education	2	2	3	25	75	100
Total				**30**	**27**	**-**	**-**	**-**	**800**

IV	I	U4R2TL4/ HL4/FL4	Language Course – IV	6	3	3	25	75	100
	II	U4R2EL4	English Language course – IV	6	3	3	25	75	100
	III	U4R2BACC7	Core Course -VII Human Resource Management	8	5	3	25	75	100
		U4R2BACC8	Core Course –VIII Project Work	-	6	-	-	-	100
		U4R2BAAC6	Allied Course – VI Operation Research	4	3	3	25	75	100
	IV	U4R2BASEC1: 1/1:2	Skill Enhancement Course – 1 (1:1/1:2)	6	2	3	25	75	100
Total				**30**	**22**	**-**	**-**	**-**	**600**
V	III	U5R2BACC9	Core Course – IX Legal Aspects of Business	6	4	3	25	75	100
		U5R2BACC10	Core Course - X Strategic Management	5	5	3	25	75	100
		U5R2BACC11	Core Course –XI Financial Management	6	5	3	25	75	100
		U5R2BACC12	Core Course -XII Entrepreneurial Development	5	5	3	25	75	100
		U5R2BADSE1: 1/1:2/1:3	Discipline Specific Elective – 1 (1:1 or 1:2 or 1:3)	4	3	3	25	75	100
	IV	U5R2BASEC2: 1/2:2	Skill Enhancement Course – 2 (2:1/2:2)	2	2	3	25	75	100
		U5R2BAGEC1	Generic Elective Course - 1 To be chosen from other dept.	2	2	3	25	75	100
Total				**30**	**26**	**-**	**-**	**-**	**700**
VI	III	U6R2BACC13	Core Course - XIII Effective Business Communication	6	5	3	25	75	100
		U6R2BACC14	Core Course – XIV Sales and Distribution Management	6	5	3	25	75	100
		U6R2BACC15	Core Course –XV Enterprise Resource Planning	5	5	3	25	75	100
		U6R2BADSE2: 1/2:2/2:3	Discipline Specific Elective – 2 (2:1 or 2:2 or 2:3)	4	3	3	25	75	100
		U6R2BADSE3: 1/3:2/3:3	Discipline Specific Elective – 3 (3:1 or 3:2 or 3:3)	4	3	3	25	75	100
	IV	U6R2BASEC3: 1/3:2	Skill Enhancement Course – 3 (3:1 o r 3:2)	2	2	3	25	75	100
		U6R2BAGEC2	Generic Elective Course - 2 To be chosen from other dept.	2	2	3	25	75	100
		U6R2AECC3	Ability Enhancement Compulsory Course – 3 Soft Skills or Communicative English	1	1	3	25	75	100
	V		Extension Activities	-	1	-			
Total				**30**	**27**				**800**
Grand Total					**140**				**4000**

CC-Core Course / AC - Allied Course / DSE-Discipline Specific Elective / SEC-Skill Enhancement Course / GEC – Generic Elective Course / AECC – Ability EnhancementCompulsory Course /P – Practical

Total Credit – 140 / Total Marks – 4000

Extension activities shall be outside the instruction hours.

Discipline Specific Elective Courses

Discipline Specific Elective - 1
1:1 Electronic-Customer Relationship Management
1:2.Transportation Management
1:3. Digital Marketing

Discipline Specific Elective – 2
2:1 Financial Services
2:2 Investment Management
2:3 Insurance Management

Discipline Specific Elective – 3
3:1 Knowledge Management
3:2 HRD : Systems and Strategies
3:3 Talent Acquisition and Deployment

Skill Enhancement Courses

Skill Enhancement Course – 1
1;1 E-Governance
1:2 Soft skill for Business

Skill Enhancement Course – 2
2:1 Desk top Publishing –Practical
2:2 Leadership Skills

Skill Enhancement Course – 3
3:1 E-Commerce
3:2 Creativity and Innovation Management

Generic Elective Courses (Offered by the Department)

1:1 Marketing Management
1:2 Management Concepts
1:3 Entrepreneurial Development
2:1 Banking Practices
2:2 Quantitative Aptitude for Competitions
2:3 Event Management

ஜே. ஜே. கலைஅறிவியல்கல்லூரி (தன்னாட்சி)
சிவபுரம்,புதுக்கோட்டை
2022 –2023ஆம் கல்வியாண்டுமுதல் சேர்க்கப்பட்ட இளநிலைபட்டமாணவர்களுக்குரியது

தலைப்பு	: இக்கால இலக்கியம் - இலக்கணம்	வரிசைஎண்: உ1	
பருவம்	: மூன்றாம் பருவம்	நாள் குறியீடு: U1R2TL1	
பிரிவு	: பகுதி I தமிழ்	மதிப்புப் புள்ளி: 5	
மதிப்பெண்	: CIA -25, EA -75	கற்றல் நேரம்	: 6 மணி

நோக்கம்

1. தற்காலதமிழ் இலக்கியத்தின் நவீனத்தன்மையை அறிந்து கொள்ளல்
2. வசனகவிதையின் அமைப்புமுறையைப் புரிந்துகொள்ளல்
3. புதுக்கவிதைக்கும் மரபுக்கவிதைக்கும் உள்ள வேறுபாட்டுத் தன்மையைப் பிரித்துக் காட்டுதல்
4. உரைநடை வாசிப்பின் மூலம் நாநெகிழ்ப் பயிற்சி அளித்தல்
5. சமூகமாற்றத்திற்குச் சிறந்தவாகனம் கதை இலக்கியம் என்பதை ஆய்ந்தறியத் தூண்டுதல்

கூறு: 1 இக்கால இலக்கிய வரலாறு, இலக்கணம் (15hrs)

இக்கால இலக்கியவரலாறு–உரைநடை,சிறுகதை,புதினம், கவிதை,நாட்டுப்புற இலக்கியம் - இலக்கணம் - ஆகுபெயர்கள்

கூறு: 2 வசனகவிதை (15hrs)

பாரதியார் – கண்ணன் பாட்டு - கண்ணன் என் சேவகன், பாரதிதாசன் - வாளினை எடுடா, கவிமணி தேசிக விநாயகம் பிள்ளை – மலரும் மாலையும் - பாரதியும் பட்டிக்காட்டானும், வாணிதாசன் - புதிய ஆத்திசூடி, நாட்டுப்புறப்பாட்டு – நாற்றுநடும் பாட்டு, கதைப்பாடல் - 1980 வைகைவெள்ளத்துயர்

கூறு: 3 புதுக்கவிதை (15hrs)

அப்துல்ரகுமான் - ஆசாபாசம் – ஆறா(த)அறிவு, மீரா - ஊசிகள் - நான் அவன் நண்பன், மு.மேத்தா - ஆகாயத்திற்கு அடுத்தவீடு, வெ.இறையன்பு – பூபாளத்திற்கு ஒரு பஸ்ஸாங்குழல்-நிறவெறிக்குகறுப்பு, சி.சு.செல்லப்பா – தென்னிண்ணம் - புழுதிக்காட்டுப் புலம்பல், ஆங்கரைப் பைரவி – வீரல் தொட்டவானம் - புத்தகம்

கூறு: 4 உரைநடை (15hrs)

பாரதியார் - கொள்கைக்கும் செயலுக்குமுள்ள தூரம்,நா.சஞ்சீவி - மொழிவழிப் பொழுது போக்குகள், மு.வரதராசன் - தங்கைக்கு, பூ.ஆலாலசுந்தரம் - பழந்தமிழர் பண்பு, ரா.பி.சேதுபிள்ளை - கலையும் கற்பனையும், பால் வளன் அரசு – தமிழகக் கோவில்கள், எஸ். வையாபுரிப்பிள்ளை – கம்பனும் தமிழும் (12hrs)

கூறு: 5 சிறுகதை

செம்பைமணவாளன் - நவம், அண்டனூர் சுரா – மிடற்றுத் தாகம்,அரேஷ் மான்யா – உயிர் நிலம், சோலச்சி – கதையல்ல, ந.சோலையப்பன் - பூமராங், புதுகைசஞ்சீவி – திருமதிதலைவர், மிடறுமுருகதாஸ் - தூக்குக் கூடை

பாடநூல்கள்:

இலக்கிய வரலாறு	-	துறை வெளியீடு
செய்யுள் திரட்டு	-	துறை வெளியீடு
நிறப்பிரிகை(சிறுகதைத் தொகுதி)	-	துறை வெளியீடு
உரைமாலை (உரைநடைத் தொகுதி)	-	துறை வெளியீடு

இப்பாடத்தினைக் கற்பதின் மூலம் மாணவர்கள் பெறும் பயன்கள்

SLNo	Course Outcomes	Knowledge Level
CO1	காலந்தோறும் தமிழ் இலக்கியம் கடந்துவந்த காலச்சுவடுகளை அறிந்து கொள்வர்	K2
CO2	கவிதையில் கையாளப்பட்டுள்ளச் சொல்லாடலைக் கண்டுணர்வர்	K2
CO3	புதுக்கவிதையின் வரலாற்றுக்குரியக் கருப்பொருளை மதிப்பிடுவர்	K5
CO³	உரைநடை வாசிப்புத் திறனில் மேன்மை அடைவர்	K2
CO5	சிறுகதைப் படைப்பதில் உள்ள நுணுக்கங்களை வரையறை செய்வர்	K4

இக்கால இலக்கியம், இலக்கணம்						U1R2TL1					
Course Out comes	Programme Outcomes (POs)					Programme Specific Outcomes(PSOs)					Mean Score
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	2	3	3	3	2	2.7
CO2	3	2	3	3	2	2	3	2	3	2	2.5
CO3	3	2	3	3	3	2	3	3	3	2	2.7
CO4	3	2	2	3	2	2	3	2	3	2	2.4
CO5	3	3	3	3	2	3	3	3	3	2	2.8
										Mean Overall Score	2.6
										Result	High

Title of the Course : PROSE AND ENGLISH FOR COMMUNICATION
Category of the Course : PART-II ENGLISH Course Code : U1R2EL1
Nature of the Skill :Communicative Skill Marks: CIA : 25 +Ext: 75 = 100
Hrs / Week : 06 Credits : 03
Total Inst. Hrs :72

OBJECTIVES:

- To expose the learner to modern English prose.
- To extend learners communication skills through suitable tasks.
- To expand the learners passive and active vocabulary and repertoire of structures.
- To develop the ability in independent writing.
- To provide enough practice for real life applications of language (English)

UNIT – 1 **(Inst. Hrs: 09)**
A.P.J Abdul KalamMy vision for India
Jim Corbett A Deed of Bravery
Bertrand Russell Has Man A Future?

UNIT – II **(Inst. Hrs:12)**
Swami VivekanandaThe Secret of Work
C.E.M. Joad Our Civilization
Nirad C. ChaudhuriThe Great City
Rabindranath Tagore The Auspicious Vision

UNIT – III **(Inst. Hrs: 17)**
Synonyms - Antonyms - Homonyms - One Word Substitutes - Idioms and Phrases-Use of Articles,Prepositions,Analysis of Simple Sentences into SVOCA, Tag Questions, Framing questions to suit responses - short form responses both positive and negative to questions.

UNIT - IV **(Inst. Hrs: 17)**
Comprehension Exercises oral and written - 12 passages (multiple choice & Questions and Answers supplemented by listening exercises to be given by the teacher)

UNIT – V **(Inst. Hrs:17)**
Letter Writing - Both formal & Informal, Jumbled words and sentences, Paragraph Writing (Hints Development)
Units III, IV and V from workbook appended to the textbook

Web Resources
https://rufusonline.blogspot.com/2011/10/my-visions-for-india-drapjabdul-kalam.html
https://mastanappa.blogspot.com/2016/03/our-civilization-c-e-m-joad-additional.html
http://xylemofenglish.blogspot.com/2016/05/the-secret-of-work-by-swami-vivekananda.html?m=1
https://peacenews.info/node/5147/bertrand-russell-has-man-future
http://sittingbee.com/the-auspicious-vision-rabindranath-tagore/

OUTCOME:

Course Name -Prose and English for Communication	Course Code - U1R2EL1	Knowledge Level
On completion of the course, students will be able to		
CO1	discover and respond to aspects of language like diction, syntax, and style.	**K3**
CO2	perceive features like tense and time reference, polysemy, ambiguity and paraphrase.	**K5**
CO3	formulate ordinary dialogues and conversations in real life.	**K6**
CO4	appraise communicative acts like narrating an incident, describing a process, etc.	**K5**
CO5	develop skills in speaking and writing.	**K6**

Relationship Matrix for CO, PO, PSO

Course Outcome (CO)	Programme Outcome (PO)					Programme Specific Outcome (PSO)					**Mean Score of COs**
	PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PSO 1**	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**	
CO – 1	3	2	1	3	2	2	2	3	3	1	2.2
CO – 2	2	3	2	2	3	3	2	2	3	3	2.5
CO – 3	3	2	2	3	3	3	3	2	3	2	2.6
CO – 4	2	3	3	2	1	3	2	3	2	2	2.3
CO – 5	3	3	2	2	3	1	2	2	3	1	2.2
									Mean Overall Score		**2.36**

SEMESTER I

CORE COURSE- I

MANAGEMENT CONCEPTS

Course Code: U1R2BACC1	**Credit:5**
Category: Core Course	**Hrs. Week: 6 Total Ins. Hrs.75**
Nature of the Course: Employability	**Marks: CIA:25+Ext :75 =100**

OBJECTIVES

- To develop a basic knowledge about Management Principles
- To define the Levels of Management.
- To analyze the various processes of Management.
- To demonstrate the various functions of management.
- To discuss contemporary management issues and challenges.

UNIT I - INTRODUCTION TO MANAGEMENT **Ins.Hrs-15**

Management- Definition- Importance - Difference between Management and Administration – Nature –functions and functional areas of Management-emergence of management thought-Taylor, Henry Fayol, Elton Mayo.

UNIT II - PLANNING **Ins.Hrs-15**

Planning- Meaning- Definition- features- Objectives- Steps- Types- Advantages- Disadvantages- Decision Making –meaning-Process – MBO- Objectives- Stages of MBO.

UNIT III – ORGANISATION **Ins.Hrs-15**

Organizing- Meaning- Definition- Objectives- Process of Organizing – Departmentalization – meaning-types-Delegation-meaning-obstacles in delegation process-guidelines to make delegation effective-Centralization- Decentralization – distinction between delegation and decentralization.

UNIT IV – STAFFING **Ins.Hrs-15**

Staffing- Meaning- Process of Staffing- Recruitment- Meaning-sources-Selection-meaning-selection procedure- Training and Development-meaning –types.

UNIT V – DIRECTING AND CONTROLLING **Ins.Hrs-15**

Directing –meaning-nature- principles of directing-Controlling- Meaning-nature-importance-Steps in Controlling process – merits and demerits of controlling -Co- Ordination – Meaning, nature and characteristics

TEXT BOOK:

1.Principles of Management - T. Ramasamy – Himalaya Publishing House, Edition2013(Unit I – Chap: 1, 2;Unit II – Chap : 5,7,8; Unit III – Chap : 9,10,11; Unit IV – Chap : 15 , 17 ,19 , 20 ,21; Unit V – Chap : 24,25)

REFERENCE BOOKS:

1. Management – Heinz Weilhrich & Harold Koontz, - Prentice Hall Publishers
2. Business Organization & Management, R.K. Sharma - Kalyani Publishers

E-RESOURCE:

https://www.studyblue.com/notes/b/fundamentals-ofmanagement/10852/0

COURSE OUTCOMES

At the end of the course, the students will be able to

Sl.No	Course Outcomes	Knowledge Outcomes
CO1	apply the management concept in functional areas.	K1
CO2	demonstrate the need for planning and decision making for progressive existence of a firm	K1,K2
CO3	compile the strengths of department t	K1K3
CO4	analyze the different performance appraisal methods.	K1,K2,K3
CO5	compare the difference between tall and flat span of management	K2,K4

sMAPPING OF CO WITH PO AND PSO

Course Outcomes	**Programme outcomes**					**Programme Specific Outcomes**					**Marks score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	3	2	2	2	3	2	3	3	3	2.6
CO2	2	3	3	3	3	3	3	2	2	2	2.6
CO3	3	2	3	2	3	3	2	3	3	3	2.7
CO4	3	3	3	3	2	3	3	3	2	3	2.8
CO5	3	3	3	3	3	2	2	3	2	2	2.6
Mean overall score											2.6

SEMESTER I

CORE COURSE- II

PRINCIPLES OF ACCOUNTANCY

Course Code: U1R2BACC2	**Credit : 5**
Category: Core Course	**Hrs. Week: 6 Total Ins. Hrs.75**
Nature of the Course: Employability	**Marks: CIA:25+Ext :75 =100**

OBJECTIVES:

- To understand the basic accounting concepts and their application in business.
- To apply the dual-entry recording framework to a series of transactions that results in a balance sheet.
- To gain knowledge on the preparation of financial statements.
- To develop the skills needed to analyze financial statements effectively, and
- To take decisions on depreciation method to be adopted

UNIT I - INTRODUCTION **Ins.Hrs-18**

Financial Accounting – Definition - Scope- Objectives- Nature - Accounting Concepts and Conventions- Double entry Vs Single entry System – Journal —Ledger - Balancing of ledgers – Preparation of Trial Balance.

UNIT II - SUBSIDARY BOOKS **Ins.Hrs-15**

Subsidiary Books-Importance – Types - Purchase Book- Sales Book- Purchase Returns Book- Sales Returns Book - Types of cash Book- Simple cash book- Double columnar cash book – Triple columnar cash book – Petty cash book (Simple Problems)

UNIT III - DEPRECIATION ACCOUNTING **Ins.Hrs-14**

Depreciation - Meaning - Need and importance of Depreciation – Causes – Objectives- Methods of charging Depreciation – Straight line method – Diminishing balance method – Annuity method - Difference between straight line and written down value method. (Simple Problems Only)

UNIT IV – ACCOUNTS OF NON – TRADING CONCERNS **Ins.Hrs-13**

Accounts of Non – Trading Concerns – Receipts and Payments Account – Income and Expenditure Account and Balance Sheet, Difference between income and expenditure account and receipts and payments account.

UNIT V – FINAL ACCOUNT WITH ADJUSTMENTS **Ins.Hrs-15**

Trading Profit and Loss Account and Balance Sheet-Closing stock, outstanding expenses, prepaid or unexpired expenses, accrued income, income received in advance, depreciation, bad debts, interest on capital, interest on drawings.

NOTE: Theory: 40% and Problem 60%

TEXT BOOKS:

1. Financial Accounting - -TS Reddy & Moorthy - Margham Publication -2007 Edition.
2. Principles of Accountancy- -SN Maheswari - UTS, New Delhi 2014 Edition .

REFERENCE BOOKS:

1. Financial Accounting - SP.Jain & Narang- Sultan Chand & Sons
2. Financial Accounting- TS.Reddy & Y. Hari Prasad Reddy . -Sultan Chand & Sons
3. Financial Accounting - Dr.SN.Maheswari & Dr.SK.Maheswari . Himalaya Publishing House

E-RESOURCES

1. https://www.taxmann.com/blogpost/2000001622/accounting-principles-and-concepts.aspx
2. https://courses.lumenlearning.com/sac-finaccounting/chapter/ledgers-journals-and-accounts/
3. http://www.accountingnotes.net/management-accounting/management-accounting-meaning-limitations-and-scope/5859
4. https://efinancemanagement.com/financial-accounting/financial-statement-notes

COURSE OUTCOMES

At the end of the course, the students will be able to

Sl.No	Course Outcomes	Knowledge Outcomes
CO1	identify the underlyingprinciples, characteristics and objectives of a set of financial statements	K2
CO2	enable the students to prepare subsidiary books.	K2
CO3	identify the methods of calculating depreciation charges	K3
CO4	have knowledge on nonprofits organisation and able to prepare accounts for such organizations	K4
CO5	enable the students to preparefinal accounts and make them understand the need for making adjustments while preparing final	K4

MAPPING OF CO WITH PO AND PSO

Course Outcomes	Programme outcomes					Programme Specific Outcomes					Marks score of Cos
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	2	2	2	3	2	3	2	3	2.4
CO2	3	2	3	3	3	2	3	2	2	2	2.5
CO3	3	2	3	2	2	3	2	1	3	3	2.4
CO4	3	3	2	3	2	3	3	3	2	3	2.7
CO5	3	3	3	3	3	3	3	3	2	2	2.8
Mean overall score											2.5

SEMESTER – I

CORE COURSE – II

BUSINESS ECONOMICS

Course Code: U1R2BAAC1	**Credit:5**
Category: Core Course	**Hrs. Week: 6 Total Ins. Hrs.75**
Nature of the Course: Employability	**Marks: CIA:25+Ext :75 =100**

OBJECTIVES

- To understand the application of managerial economics in managerial decision making
- To see the relevance of studying Economical analysis at the under graduate level.
- To identify the market structure and price determination in different market conditions.
- To gain knowledge on basic Concepts of National Income.
- To perceive the Indian economic problems, causes and cure .

UNIT - INATURE AND SCOPE OF BUSINESS ECONOMICS Ins.Hrs- 15

Definition- Meaning- Introduction to Business Economics-Scope and Nature – Significance and role-Managerial Decision making- Role of Managerial Economist Fundamental Concepts Objectives of firm.

UNIT II -DEMAND ANALYSIS & COST ANALYSIS Ins.Hrs-12

Demand analysis – Meaning- Definition for Demand- Law of Demand– Determinants of Demand– Types of Demand – Law of diminishing utility-Elasticity of demand – Price – Elasticity of Demand forecasting Methods and techniques – Indifference curve analysis.

UNIT III-PRICING DECISION Ins.Hrs- 15

Introduction to Pricing - Pricing Methods - Market structure – Perfect competition – Meaning- Characteristic Feature, Pure Monopoly- Meaning- Characteristic Feature & Monopolistic competition- Meaning- Characteristic Feature Price determination in perfect competition- Price determination in Monopoly- Price determination in Monopolistic Competition – Production function- Laws of returns to Scale

UNIT IV- NATIONAL INCOME Ins.Hrs- 09

Meaning and Definition of National Income- Basic Concepts of National Income - Methods of Computing National Income - Measurement of National Income in India -The Circular flow of National Income - Concepts of National Income, Measurement of National Income – Difficulties in the measurement of National Income- Factors determining National Income.

UNIT V - INDIAN ECONOMIC PROBLEMS, POLICIES AND DEVELOPMENT

Ins.Hrs-09

Indian Economy - Features - Population Explosion - Causes, consequences and remedies - Development Plans - Five Year Plans of India - Agrarian Reforms and Development - Industrial Policy and Development - Poverty – Inequality and Insecurity - Monetary and Fiscal Policies - Development of Human Resources - India's Development Potentials .

TEXT BOOKS :

1. Managerial Economics –D.N.Dwivedi
2. Evoluuation of Indian Economy –Gopalji

REFERENCE BOOKS :

1. Managerial Economics -S. Sankaran,
2. Indian Economy –Dutt and Sundaram

E-RESOURCES :

www.managementstudyguide.com/managerial-economics.htm,
www.ddegjust.ac.in/studymaterial/bba/bba-103.pdf

COURSE OUTCOMES:

At the end of the course, the students will be able to

Sl.No	Course Outcomes	Knowledge Outcomes
CO1	Understand demand- analysis	K2
CO2	Compare and contrast cost and principal determinants	K2
CO3	Acquire extensive knowledge on market structure	K3
CO4	Comprehend the evaluation of national income	K4
CO5	Understand business policies vis-à-vis economic growth	K4

MAPPING OF CO WITH PO AND PSO

Course Outcomes	Programme outcomes (PO)					Programme Specific Outcomes (PSO)					Marks score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	3	2	2	2	3	2	1	2.2
CO2	2	1	2	3	3	3	2	1	3	3	2.3
CO3	3	3	2	2	2	2	3	2	2	3	2.4
CO4	3	2	3	2	3	3	2	3	2	2	2.3
CO5	2	3	2	3	2	3	2	2	2	3	2.4
Mean overall score											2.32

ஜெ.ஜெ.கலைஅறிவியல் கல்லூரி (தன்னாட்சி)
சிவபுரம்,புதுக்கோட்டை
(2022-2023 முதல் சேர்க்கைபெற்றவர்களுக்குஉரியது)

தலைப்பு	: இடைக்கால இலக்கியம், இலக்கணம்	வரிசைஎண்: உ2	
பருவம்	: இரண்டாம் பருவம்	தாள் குறியீடு	: U1R2TL2
பிரிவு	: பகுதி I தமிழ்	மதிப்புப் புள்ளி: 3	
மதிப்பெண்	: CIA -25, EA -75	கற்றல் நேரம்	: 5 மணி

நோக்கம் :

1. இடைக்கால இலக்கியம் கூறும் தத்துவங்களை மீட்டுரையச் செய்தல்
2. சமயக்கல்வி மூலம் ஏற்படும் நல்லிணக்க நெறிகளைப் புரிந்து கொள்ளச் செய்தல்
3. வைணவ இலக்கியத்தை வாழ்வியலோடு ஒப்பிட்டு அறிய தூண்டுதல்
4. சிற்றிலக்கியத்திலுள்ள இலக்கியச் சுவையை எதார்த்த வாழ்வியலோடு பொருத்திப் பார்க்கச் செய்தல்
5. பதினெண் உண்ர்த்தும் மனித உளவியல் கூறுகளை மதிப்பீடு செய்தல்

அலகு : 1 இலக்கியவரலாறு, இலக்கணம் (13hrs)

பக்தி இலக்கியங்கள் - பன்னிரு திருமுறைகள், நாலாயிர திவ்ய பிரபந்தம், சிற்றிலக்கியங்கள், இலக்கணம் - வழு, வழுநிலை, வழுவமைதி, இரட்டைக்கிளவி.

அலகு : 2 சைவ இலக்கியம் (13hrs)

திருஞானசம்பந்தர் தேவாரம் - திருச்சாய்க்காடு பதிகம் (பாடல் : 100 -110), திருநாவுக்கரசர் - திருமழப்பாடி பதிகம் (பாடல் : 2567 - 2576), திருவாசகம் - அன்னைப்பத்து

அலகு : 3 வைணவ இலக்கியம் (12hrs)

திருமங்கை ஆழ்வார் - பெரிய திருமொழி – பெரிய திருமந்திரத்தின் மகிமை ,(பாடல் :948 – 957) நாச்சியார் திருமொழி – ஐயிரண்டு (பாடல் 545 -556) பூதத்தாழ்வார் - இரண்டாம் திருவந்தாதி (பாடல்: 2182 - 2191)

அலகு : 4 சிற்றிலக்கியங்கள், சித்தர் இலக்கியம் (12hrs)

முத்துக்குமாரசாமி பிள்ளைத் தமிழ் - முத்தப்பருவம் (4ஆவது பாடல்), வருகைப்பருவம் (2ஆவது பாடல்) திரிகூடராசப்பக் கவிராயர் - குறவஞ்சி வசந்தவல்லி பந்தாடியது (முதல் நான்கு பாடல்கள்), தமிழ் விடுதூது – (151-160) கண்ணிகள், பட்டினத்தார் பாடல்கள் - நெஞ்சொடு புலம்பல் (1 – 10 பாடல்கள்)

அலகு : 5 நாவல் (10hrs)

பனையடி–ஆசிரியர் இரா.செல்வம்

பாடநூல்கள் :

பக்தி இலக்கிய வரலாறு	-	துறை வெளியீடு
பனையடி (நாவல்)	-	இரா.செல்வம் NCBH சென்னை.

இப்பாடத்தினைக் கற்பதின் மூலம் மாணவர்கள் பெறும் பயன்கள்

SlNo	Course Outcomes	Knowledge Level
CO1	பக்தி இலக்கியத் தோற்றத்தின் அவசியத்தை மிட்டுணர்வர்	K2
CO2	சைவ இலக்கியங்களில் காணலாகும் உயிர்ப்பரவல் உயிர் தோற்றம் போன்றவற்றை அறிவியல் கருத்துகளோடு பொருத்தி காண்பர்	K4
CO3	வைணவம் கூறும் மனிதத்தைப் போற்றி பின்பற்றுவர்	K3
CO4	சிற்றிலக்கியச் சுவையறிந்து செய்யுள் நலம் பாராட்டுவர்	K6
CO5	புதினம் காட்டும் புனிதத்தை உணர்ந்து பாத்திரப் பண்புகளைத் திறனாய்வு செய்வர்	K4

இடைக்கால இலக்கியம், இலக்கணம்						U1R2TL2					
Course Out comes	Programme Outcomes (POs)					Programme Specific Outcomes(PSOs)					Mean Score
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	3	2	2	3	2	3	1	2.3
CO2	3	3	3	1	2	3	3	3	2	2	2.4
CO3	2	2	2	1	2	2	2	2	1	1	1.7
CO4	3	2	2	3	2	3	3	2	3	2	2.5
CO5	3	3	3	3	2	3	3	2	3	2	2.7
										Mean Overall Score	2.3
										Result	Medium

SEMESTER II

(For the candidates admitted from the academic year 2022-2023)

Title of the Course : POETRY AND ENGLISH FOR COMMUNICATION
Category of the Course : PART-II ENGLISH Course Code :U2R2EL2
Nature of the Skill :Reading and Study Skill Marks : CIA : 25 +Ext: 75 = 100
Hrs / Week : 06 Credits : 03
Total Inst. Hrs :72

OBJECTIVES

1	To give the learner a feel of poetry
2	To promote a perception of the aesthetic use of language
3	To revise a few aspects of grammar from a communicative angle
4	To provide reading and writing practice
5	To give practice in free writing.

UNIT - I **(Inst. Hrs :13)**

Shakespeare	:	All the World's a Stage...(lines 139-166) (The seven stages of Man) As You Like It(Act II Scene VII)
Henry Wordsworth Longfellow	:	A Psalm Of Life
Oliver Goldsmith	:	The Village Schoolmaster
Rabindranath Tagore	:	Where the mind is without Fear
John Masefield		Laugh and Be Merry

UNIT – II **(Inst. Hrs :12)**

Rupert Brooke	The Soldier
P.B. Shelley	Ozymandias
Judith Wright	The Company of Lovers
Sarojini Naidu	The Queen's Rival

UNIT - III **(Inst. Hrs:15)**

Verbs –Infinitives and Gerunds - Modals - Tenses – Active &Passive - Direct and Indirect - Clauses – Analysisand Transformation of sentences – Concord and Governance– Word order.

UNIT - IV **(Inst. Hrs :10)**

Note making – Arguments for and against Issues - Summarizing

UNIT - V **(Inst. Hrs :10)**

Developing outlines into paragraphs - Report Writing – Writing Curriculum Vitae

Web Resources

https://poemanalysis.com/william-shakespeare/all-the-worlds-a-stage/
https://poemanalysis.com/henry-wadsworth-longfellow/a-psalm-of-

life/#:~:text=Henry%20Wadsworth%20Longfellow-,Summary,matter%20of%20number%20and%20figures
https://www.toppr.com/guides/english/english-literature/ozymandias-summary/
https://www.litcharts.com/poetry/rupert-brooke/the-soldier
http://sumanabala.blogspot.com/2012/10/queens-rival-sarojini-naidu.html?m=1

OUTCOME :

Course Name - Poetry and English for Communication	Course Code - U2R2EL2	Knowledge Level
On completion of the course, students will be able to		
CO1	interpret and appreciate simple poems.	**K5**
CO2	categorise and respond to aspects of poetic language like deviance, figures of speech, etc.	**K4**
CO3	perceive features like tense and time reference, polysemy, ambiguity and paraphrase relations.	**K5**
CO4	construct ordinary dialogues , conversations and group discussions to suit real life situations.	**K6**
CO5	design communications in writing on ordinary matters like narrating an incident, describing a process, etc.	**K6**

Relationship Matrix for CO, PO, PSO

Title of the Course : Poetry and English for Communication						**Course code : U2R2EL2**					
Course Outcome (CO)	Programme Outcome (PO)					Programme Specific Outcome (PSO)					**Mean Score of COs**
	PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PSO 1**	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**	
CO – 1	3	2	2	3	1	3	3	3	2	3	2.5
CO – 2	3	1	1	2	3	3	2	2	3	1	2.1
CO – 3	2	3	1	2	2	3	3	2	3	2	2.3
CO – 4	2	1	3	3	2	2	3	2	3	2	2.3
CO – 5	1	3	2	2	3	3	1	2	3	3	2.3
									Mean Overall Score		**2.30**

SEMESTER II

CORE COURSE- III

MARKETING MANAGEMENT

Course Code: U2R2BACC3	**Credit:5**
Category: Core Course	**Hrs. Week: 6 Total Ins. Hrs.75**
Nature of the Course: Employability	**Marks: CIA:25+Ext :75 =100**

OBJECTIVES

- To enable students to understand the basic concepts of marketing
- To understand marketing management functions.
- To acquire knowledge in planning and development of a product.
- To learn about marketing mix
- To compare the effectiveness of place and promotion mix.

UNIT I-INTRODUCTION TO MARKETING MANAGEMENT Ins.Hrs-13

. Marketing – Definition-Importance – Functions – Marketing environment- Factors influencing Marketing Environment– Market Segmentation – Need and basis of market segmentation-Market Mix –Concept and composition.

UNIT II- PRODUCT Ins.Hrs-13

Product –Definition- Product policy - Product Mix- -New Product Development-Product Life Cycle-strategies of PLC-Branding-functions-types-advantages- Characteristics of good brand name-Labeling-Importance of labeling- Packaging –functions -kinds and advantages.

UNIT III- PRICE Ins.Hrs-10

Meaning of Price-Pricing objectives- pricing policies-methods of pricing-Factors influencing Pricing Decisions-procedure for price determination-price administration-types-RPM-concept.

UNIT IV-PLACE Ins.Hrs-12

Place- Definition- Objectives- Components of Physical distribution- Channels of Distribution- Definition-Types of channels- Middleman- meaning- classification- Wholesaler-meaning- classification- Retailing- meaning-classification.

UNIT V-PROMOTION **Ins.Hrs-12**

Promotional Mix – Advertisement-Features – advantages – disadvantages-types– Sales promotion – Forms , Advantages and limitations, – Public Relations – features, tools, advantages, disadvantages – Publicity – features, advantages and disadvantages-Personal selling – Features ,advantages and disadvantages- Direct Marketing – channels of direct marketing, advantages and disadvantages

TEXT BOOKS:

1. Marketing J.Jayashankar, Margham Publications, Second Edition Report,2012 (Unit-I, II,III, IV & V).
2. Marketing Management- S.A.Sherlaker, Himalaya Publishing House, Thirteenth Revised Edition (Unit- I,II &V).-2014.

REFERENCE BOOK:

1. Marketing Management-T.Ramasamy, Himalaya publishing House

E-RESOURCES:

newagepublishers.com/samplechapter/001233.pdfwww.ddegjust.ac.in/studymaterial/pgdapr/pgdapr105.pdf

thedavismarketinggroup.com/MarketingMix.

COURSE OUTCOMES

At the end of the course, the students will be able to

Sl.No	Course Outcomes	Knowledge Outcomes
CO1	Demonstrate the critical thinking skills and analyze Modern marketing in the Indian context	K1
CO2	Ability to communicate the unique marketing mixes and selling propositions for specific product offerings.	K1,K2,
CO3	Understand the procedure for price determination of marketing firms	K1&K3
CO4	Ability to develop marketing strategies based on product ,price, place and promotion objectives	K1,K2,K3&
CO5	Identify core concepts of marketing and the role of marketing in business and society	K2&K4

MAPPING OF CO WITH PO AND PSO

Course Outcomes	**Programme outcomes**					**Programme Specific Outcomes**					**Marks score of COs**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	2	2	3	2	3	3	3	2.6
CO2	3	2	3	3	3	2	3	2	2	2	2.5
CO3	3	2	3	3	2	3	2	3	3	3	2.7
CO4	3	3	2	3	2	3	3	3	3	3	2.8
CO5	3	3	3	3	3	2	2	3	3	2	2.7
Mean overall score											2.6

SEMESTER II

ALLIED COURSE- II

BUSINESS ENVIRONMENT

Course Code: U2R2BAAC2	**Credit: 3**
Category: Core Course	**Hrs. Week: 6 Total Ins. Hrs.75**
Nature of the Course: Employability	**Marks: CIA:25+Ext :75 =100**

OBJECTIVES:

- To understand the basic features of the Business Environment
- To understand identify the determinants of the Business Environment
- To realize the ethical aspects of business
- To analyze impact of culture on business
- To understand the Concept of Economic Environment

UNIT-I -INTRODUCTION TO BUSINESS ENVIRONMENT Ins.Hrs-13

Organization and its environment– Nature- Scope –Objectives -Business goals – Types of Business Environment- Systems approach .

UNIT-II-TECHNICAL ENVIRONMENT Ins.Hrs-13

Technological environment - Management of technology –Foreign Direct Investment- Meaning-advantages and disadvantages Features of Technical environment– Impact of Technical environment on business- Management of technology –Foreign DirectInvestment

UNIT-III-EDUCATIONAL ENVIRONMENT Ins.Hrs-12

Meaning–Features of Educational Environment–Education system– Relationship between Education and Business.

UNIT-IV-SOCIAL & CULTURAL ENVIRONMENT Ins.Hrs-10

Meaning of Social Environment – Meaning-Social responsibility of business-Responsibility to Shareholders, Employees, Consumers, Community - Cultural environment-Nature- Impact of culture on business. Impact of Social factors affecting Business Environment and strategy–Meaning of Cultural environment– Business culture–Key cultural issues.

UNIT-V-ECONOMIC & LEGAL ENVIRONMENT

Ins.Hrs-12

Economic Environment –Definition- Objectives - Nature – Economic Factors – Economic System –Capitalism-Socialism-Mixed economy-Economic Planning –LPG- Merits and demerits – Impact of Macro & Micro environment factors on business– Legal environment of business – Impact of Legal factors on Business.

TEXT BOOKS:

1. herunilam, Francis, Global Economy and Business Environment, -- 3rd ed., Mumbai: Himalaya Publishing House, 2013\

2. Essentials of Business environment-K.Aswathappa (V) Himalaya Publishing House - 2014 Edition

REFERENCE BOOKS:

1. Understanding Environment edited by Kiran B Chhokar,,MamataPandyaandMeenaRaghunathan.,New Delhi: Sage PublicationsIndiaPvt.Ltd.,2005.
2. Adhikary.M.,EconomicEnvironmentofBusiness:TheoryandtheIndianCase.--12th ed.,NewDelhi:SultanChand&Sons,2008.

E-RESOURCE:

https://www.coursehero.com/file/25307452/3-Managerial-Environment-Notes-v2-1pdf/https://edoc.unibas.ch/45633/1/Paper_D126.pdf

COURSE OUTCOMES

At the end of the course, the students will be able to

Sl.No	Course Outcomes	Knowledge Outcomes
CO1	Demonstrate Systems approach to various environments	K2
CO2	Predict technical environment	K2,K3
CO3	Assess educational environment	K3
CO4	Analyze sociological & cultural environment	K4
CO5	Evaluate economic & legal environment	K5

MAPPING OF CO WITH PO AND PSO

Course Outcomes	**Programme outcomes**					**Programme Specific Outcomes**					**Marks score of Cos**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	2	2	3	2	3	2	3	2.6
CO2	3	3	3	3	3	2	3	3	3	2	2.8
CO3	3	3	3	3	3	3	3	2	3	3	2.8
CO4	3	3	3	3	3	3	3	3	2	3	2.9
CO5	3	3	2	3	3	3	2	3	3	3	2.8
Mean overall score											2.78

SEM: II	**B.B.A. BUSINESS ADMINISTRATION**	**Allied Course:3**
Credit:3	**Business Mathematics and Statistics**	**Int.Marks:25**
Hours/Week:5	**CODE:U2R2BAAC3**	**Ext.Marks:75**
Total Hours:75	**Employability**	**Max.Marks:100**

Objectives:

- *To use determinants and matrices to models and to solve problems*
- *To collect and analyze representation ofdata using biological materials*
- *To design data and collection plans*
- *To analyze data by using Measures of central tendency and Measures of Dispersion*
- *To calculate correlation and Regression for the given data*

Unit I - Matrix **(15 hours)**

Introduction - Basic concepts – addition , subtraction and multiplication of matrices – elementary operations – Transpose of Matrix, Minor, cofactor and inverse, Solving equations by Matrix Method.

Unit II: Determinants **(15 hours)**

Determinants; Definitions – Properties – Cramer's Rule for solving simultaneous linear equations.

Unit III – Statistics **(15 hours)**

Definition of statistics – Diagrams – Simple Bar Diagram, Multiple Bar Diagram, Pie Diagram – Graphic representation – Histogram, Frequency polygon, Frequency Curve,Ogives - Histogram and Pie diagram – Classification and Tabulation.

Unit IV – Measures of central Tendency & Measures of dispersion (15 hours)

Mean, Median, Mode – Range, Quartile Deviation, Mean deviation, Standard deviation and Co-efficient of variation.(Simple problems only)

Unit V – Simple Correlation & Simple Regression Analysis (15 hours)

Karl Pearson'scoefficient of correlation and Spearman's rank correlation – Properties of correlation – Scatter Diagram - Properties of Regression –Two Regression lines and estimation – (Simple Problems only)

Text Book:

[1] "Business Mathematics and statistics" PA. Navnitham. JAI Publishers, new No.19, seventh cross, Sundar Nagar, Trichy – 620021.

Unit I: Chapter 4 - Part I- Pg. No. 164 – 180
Unit II: Chapter 4 – Part I – Pg. No. 147 – 163
Unit III: Chapter 1, 5, 6 – Part II – Pg. No. 2, 3, 98-116, 124 - 137
Unit IV: Chapter 7&8 –Part II Pg. no. 159- 337.
Unit V: Chapter 12 and 13- Part II Pg. no. 503 – 578.

Reference Books:

[1] Business Mathematics – Sancheti and Kapoor
[2] Statistics – R.S.N. Pillai and Bagavathi.

e – Resources:

1. https://youtu.be/cjTgyRUaD1s
2. https://www.bmj.com/about-bmj/resources-readers/publications/statistics-square-one/11-correlation-and-regression

Outcomes:

The learners would have the ability to,

CO1	Know about solving system of simultaneous equations by using Cramer's method.	K1
CO2	Understand the basic concepts of Matrix.	K2
CO3	Use basic statistical methods such us Descriptive statistics.	K3
CO4	Acquire the knowledge of Measures of dispersion.	K1
CO5	Test the degree of association between variables using correlation.	K5

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create

PROGRAM SPECIFIC OUTCOMES

Course Outcome (CO)	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**				
CO/PO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**
CO1	3	2	3	3	3	3	2	3	2	3
CO2	3	3	2	3	2	2	1	3	3	3
CO3	3	2	3	2	2	3	1	3	3	2
CO4	3	2	3	3	1	1	3	2	3	2
CO5	1	2	3	3	1	3	3	3	3	3

3-Strong; 2-Medium; 1-Low

Mean Overall Relationship is 2.48which is **HIGH**

Environmental Studies

UGC - Syllabus

Semester - II	
Title of The Course : Environmental Studies	**Category of The Course :** Ability Enhancement Compulsory Course **(AECC)**
Course Code : U2R2AECC1	**Nature of The Skill :** Skill Development
Marks : CIA : 25 + **Ext**: 75 = 100	**Hrs / Week :** 03
Credits : 2	**Total Inst. Hrs :** 24

COURSE OBJECTIVES

- To impart basic knowledge of various natural resources
- To understand the importance of ecosystem and biodiversity in Earth
- To be effective in Pollution & waste water management of our nation.
- To acquire knowledge on environmental issues & social issues.
- To gain the knowledge about population management.

UNIT I **Inst. Hrs: 5**

The Multidisciplinary nature of environmental studies: Definition, scope and importance - Need of public awareness. **Natural Resources:** Renewable and non-renewable resource, Natural resources and associated problems.

a) Forest resources: Use and over-exploitation, Deforestation, Case studies. Timber extraction, mining, Dams and their effects on forests and tribal people.
b) Water resources: use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams - benefits of and related problems.
c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
d) Food resources: World food problems, changes caused by agriculture and overgrazing, Effects of modern agriculture, fertilizer and pesticide problems, Water logging, salinity, case studies.
e) Energy resources: Growing energy needs, Renewable and non-renewable energy resources, use of alternate energy sources,case studies
f) Land resources: land as a resource, land degradation, man induced landslides, soil erosion desertification.

- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyle.

UNIT - II **Inst. Hrs: 5**

Ecosystem: Concept of an ecosystem - Structure and functions of an ecosystem – Producers, Consumers and Decomposers - Energy flow in the ecosystem - Ecological succession - food chains, food webs and ecological pyramids. Types, characteristic feature, structure and functions of the following ecosystem: Forest ecosystems, Grassland ecosystems, Desert ecosystems and Aquatic ecosystems (Ponds, streams, lakes, rivers, oceans, estuaries).

Biodiversity:

Introduction - Definition: Genetic, species and ecosystem diversity. Biogeographical classification of India, Value of biodiversity: Consumptive use, productive use, social, ethical, aesthetic and option values. Biodiversity at global, national and local levels, India as a mega-diversity nation, Hot-spots of biodiversity, Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, Endangered and endemic species of India, Conservation of biodiversity: *In-situ* conservation and *ex-situ* conservation.

UNIT - III **Inst.Hours: 5**

Environmental pollution:

Definition, causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Radioactive pollution.

Solid waste management:

Causes, effects and control measures of urban and industrial waste, Role of an individual in the prevention of pollution - pollution case studies - disaster management: floods, earthquakes, cyclones, landslides.

Effects of Fireworks:

Firework and celebrations, Health Hazards, Types of Fire, Firework and safety.

UNIT - IV **Inst. Hrs: 5 Social issues and Environment:**

From unsustainable to sustainable development, urban problems related to energy,water conservation, rainwater harvesting, watershed management. Resettlement and rehabilitation of people: Its problems and concerns - case studies, Environment ethics; issues and possible solutions. Climate change, Global Warming, Acid Rain, Ozone Layer Depletion, Nuclear Accidents and Holocaust - Case studies.

Wasteland reclamation, Consumerism and waste products, Environment Protection Act - Air (prevention and control of pollution) Act, Water (prevention and control of pollution) Act - Wildlife Protection Act, Forest Conservation AcT, Issues involved in the enforcement of environmental legislation.Public awareness.

UNIT - V **Inst. Hrs: 5**

Human Population and the Environment:

Population growth, variation among nations

Population explosion - Family Welfare Programmes;

Environment and human health

Human Rights and Value Education;

HIV/AIDS , Women and Child Welfare;

Role of Information Technology in Environment and Human Health;

Case Studies

Field work:

- Visit to a local area to document environmental assets: river / forest / grasslands/ hill / mountain.
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc.

REFERENCE:

- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd.,Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)
- Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
- Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
- Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
- Manigandan G . 2020 Environmental Studies, PoGo publications, Trichy ISBN: 978-93-83069-36-1

Relationship matrix for CO, PO and PSO

Course Outcome	Programme Outcome (PO)					Programme Specific Outcome (PSO)					
	PO-1	**PO-2**	**PO-3**	**PO-4**	**PO-5**	**PSO-1**	**PSO-2**	**PSO-3**	**PSO-4**	**PSO5**	**Mean**
CO-1	3	2	2	2	2	3	3	2	2	3	2.4
CO-2	2	3	3	2	2	2	2	2	2	2	2.2
CO-3	2	3	3	1	3	2	3	3	3	3	2.6
CO-4	3	2	3	1	2	2	2	2	2	2	2.1
CO-5	2	2	2	3	3	3	1	3	3	2	2.4
										Mean Overall Score	**2.34**
										Result	**High**

COURSE OUTCOMES

Environmental Studies		Course Code **: U2R2AECC1**
S. No.	Course Outcome	Knowledge Level
Upon completion of course, the students will be able to		
CO - 1	Understand the resources of environment and its importance in detail.	**K2**
CO - 2	Get an in-depth knowledge about the nature of biodiversity.	**K3**
CO - 3	Apply their knowledge about solid waste management.	**K3**
CO - 4	Analyze various social issues & determining the solution from this.	**K4**
CO - 5	acquire knowledge on Human Population from case studies	**K6**

ஜே.ஜே. கலைஅறிவியல் கல்லூரி (தன்னாட்சி)
சிவபுரம், புதுக்கோட்டை

2022 - 2023ஆம் கல்வியாண்டு முதல் சேர்க்கைப்பெற்ற மாணவர்களுக்குரியது

தலைப்பு	: காப்பிய இலக்கியம், இலக்கணம்	வரிசைஎண்	: உ3
பருவம்	: மூன்றாம் பருவம்	தாள் குறியீடு	: U1R2TL3
பிரிவு	: பகுதி I தமிழ்	மதிப்புப் புள்ளி	: 3
மதிப்பெண்	: CIA -25, EA -75	கற்றல் நேரம்	: 5 மணி

நோக்கம்

1. தமிழில் காப்பியங்களை அறிமுகப் படுத்துதல்.
2. காப்பியங்கள் கூறும் வாழ்வியல் அறங்களை உயர்த்துதல் .
3. புராணங்கள் வழி வாழ்வியல் தத்துவத்தை மதிப்பிடு செய்தல்.
4. சமயக் காப்பியத்தின் மூலம் வாழ்வின் பன்முகத் தன்மையை வரையறுத்துக் கூறுதல்.
5. காப்பிய, நாடக இலக்கியங்களுக்கு இடையிலான ஒற்றுமை வேற்றுமைகளைப் பகுப்பாய்வு செய்தல்.

அலகு : 1 இலக்கிய வரலாறு, இலக்கணம் (12hrs)

இலக்கிய வரலாறு - ஐம்பெருங்காப்பியங்கள், ஐஞ்சிறுகாப்பியங்கள் - பிறகாப்பியங்கள் நாடகத்தின் தோற்றமும் வளர்ச்சியும், இன்றைய நிலை. இலக்கணம் – மூவிடப் பெயர்கள் தன்மை, முன்னிலை, படர்க்கை

அலகு : 2காப்பியங்கள் (12hrs)

சிலப்பதிகாரம் - கானாத்திறம் உரைத்தகாதை, மணிமேகலை - சுதந்திர்பாவை வருவது உரைத்த காதை, சீவகசிந்தாமணி - சரமகவியர் இலம்பகம் - 42 பாடல்கள் (1-7, 14, 17 - 36, 44 - 47,57 - 62, 64 - 68).

அலகு -3 இதிகாசம்,புராணம் (12hrs)

கம்பராமாயணம் - குகப்படலம் (1 - 23 பாடல்கள்) பெரியபுராணம் - சண்டேசுவர நாயனார் புராணம் (1, 8 - 12, 30 - 42, 51 - 59) வில்லிபாரதம் - உலூகன் தூது சருக்கம் (1 - 21 பாடல்கள்)

அலகு : 4 பிறகாப்பியங்கள் (12hrs)

இராவண்க காவியம் - விந்தக்காண்டம் - தூசாதுப்படலம் (1-27 பாடல்கள்).
சீறாப்புராணம் - சந்தங்குலை வரவழைத்துப் படலம் (1-17 பாடல்கள்), தேம்பாவணி - நீரவரம் அடைந்தபடலம் (1-19 பாடல்கள்)

அலகு : 5 நாடகம் (12hrs)

பதினெட்டாம் போர் (கூவாகத்தில் கொழுவிருக்கும் அரவான் புகழ் கூறும் நாடகம்), ஆசிரியர் முத்துவேலழகன்.

பாடநூல்கள் :

சிலப்பதிகாரம் மூலமும் உரையும்	-	ச.வே.சுப்பிரமணியன், கங்கைபுத்தகநிலையம்
மணிமேகலை மூலமும் உரையும்	-	ஸ்ரீசந்திரன், வர்த்தமானன்பதிப்பகம், சென்னை
சீவகசிந்தாமணி மூலமும் உரையும்	-	ஔ.மாணிக்கவாசகம், மாணிக்கவாசகர் பதிப்பகம்,
இராவண்காவியம்	-	புலவர் குழந்தை, வேலாபதிப்பகம், ஈரோடு
பதினெட்டாம் போர்	-	முத்துவேலழகன், சீதைபதிப்பகம், சென்னை

இப்பாடத்தினைக் கற்பதின் மூலம் மாணவர்கள் பெறும் பயன்கள்

SLNo	Course Outcomes	Knowledge Level
CO1	காப்பிய இலக்கியத்தின் தலைமைப் பண்புகளை அறிவர்	K2
CO2	காப்பியக் கதைகள் வழி அறச்சிந்தனைகளை உணர்வர்	K2
CO3	பல்வேறு வகையான காப்பிய வடிவங்களில் இடம்பெறும் பொருண்மையைப் பாகுபடுத்தி அறிவர்	K3
CO4	சமூக வளர்ச்சிக்குச் சமயக் காப்பியங்களின் பங்களிப்பை மதிப்பிடு செய்வர்.	K5
CO5	தமிழ்ச் சமூக வளர்ச்சியோடு நாடகக்கலை தொடர்ந்து வரும் காலச்சூழலை ஆராய்ந்துணர்வர்	K6

காப்பிய இலக்கியம், இலக்கணம்						U1R2TL3					
Course Out comes	Programme Outcomes (POs)					Programme Specific Outcomes(PSOs)					Mean Score
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	3	3	3	3	3	3	3	2	2.7
CO2	3	3	3	2	2	3	3	2	2	1	2.4
CO3	3	2	3	2	3	2	3	3	3	1	2.5
CO4	3	3	3	2	3	3	3	3	2	1	2.6
CO5	3	2	3	3	2	3	3	2	2	1	2.4
									Mean Overall Score		2.52
									Result		High

SEMESTER III

(For the candidates admitted from the academic year 2022-2023)

Title of the Course : DRAMA AND ENGLISH FOR COMPETITIVE EXAMINATIONS
Category of the Course : PART-II ENGLISH Course Code : U3R2EL3
Nature of the Skill :Comprehension and Appreciation Marks: CIA : 25 +Ext: 75 = 100
Hrs / Week : 05 Credits : 03
Total Inst. Hrs :60

OBJECTIVES:

1	To introduce the learner to living language in dramatic situations
2	To enable the student to see the special features of dramatic language
3	To give the class practice in proper reading with correct stress and intonation
4	To enable the learner to perceive the structure of paragraphs and passages
5	To promote skills in dialogue writing and precise writing and make them see the elements of sentence and paragraph structure

UNIT I (Inst. Hrs :15)
Shakespeare 1.Trial for a Pound of Flesh
(The Merchant of Venice)
2. Forum scene (Julius Caesar)
Edith M Barling His Majesty Masquerades

UNIT II (Inst. Hrs :15)
Fritz KarinthyThe Refund
Anton Chekov The Bear
Ella Adkins The Expected

UNIT III (Inst. Hrs :14)
Note making - Precis Writing – Rhetorical features – The dynamics of communication – Field – Mode – Interpersonal context – Greetings, Partings, Fillers and Tonal variations

UNIT IV (Inst. Hrs :06)
Dialogue Writing - Writing Interviews -Group Discussions

UNIT V (Inst. Hrs :10)
Writing Speeches – Welcome – Introductory and thanks giving – Constructing arguments for and against propositions for debates.

Web Resources

https://www.literaturewise.in/mdl/mod/page/view.php?id=269

https://www.sparknotes.com/shakespeare/juliuscaesar/section7/
http://sujarithasaravanan.blogspot.com/2019/10/refund-fritz-karinthy-summary.html?m=1
https://educationallodge.com/2021/01/the-bear-by-anton-chekhov-summary-characters-questions-answers.html.

OUTCOME:

Course Name –Dramaand English forCompetitiveExaminations	**Course Code - U3R2EL3**	**Knowledge Level**
On completion of the course, students will be able to		
CO1	analyse the force of dramatic language, improve their histrionic abilities and pronunciation skills.	**K5**
CO2	perceive subtle differences in language use and their tonal implications.	**K5**
CO3	develop skills of logical reasoning and become capable of identifying markers of coherence and concord.	**K6**
CO4	construct ordinary dialogues and conversations in real life.	**K6**
CO5	estimate ideas and situations and ways of expressions to construct written messages.	**K5**

Relationship Matrix for CO, PO, PSO

Title of the Course : DRAMA AND ENGLISH FOR COMPETITIVE EXAMINATIONS						**Course code : U3R2EL3**					
Course Outcome (CO)	Programme Outcome (PO)					Programme Specific Outcome (PSO)					**Mean Score of COs**
	PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PSO 1**	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**	
CO – 1	3	2	1	3	3	2	3	3	3	2	2.5
CO – 2	2	3	1	2	2	2	3	1	2	3	2.1
CO – 3	2	3	1	2	3	3	3	2	3	3	2.5
CO – 4	2	3	3	1	2	3	2	3	3	2	2.4
CO – 5	2	3	2	3	3	2	3	2	2	3	2.5
									Mean Overall Score		**2.30**

SEMESTER III

CORE COURSE- IV

ORGANISATIONAL BEHAVIOUR

Course Code: U3R2BACC4	**Credit: 4**
Category: Core Course	**Hrs. Week: 3 Total Ins. Hrs. 45**
Nature of the Course: Employability	**Marks: CIA:25+Ext :75 =100**

OBJECTIVES

- To impart basic knowledge of organizational Behaviour.
- To help students see the difference between individual behavior and group behavior.
- To develop leadership skills in students.
- To make them skilled in adaptation to organizational changes.
- To Provide knowledge related to power and politics.

UNIT I- INTRODUCTION TO ORGANISATIONAL BEHAVIOUR Ins.Hrs-15

Organizational Behaviour – Meaning – Nature – Objectives-Key elements-Evolution of Organizational Behaviour - Organizational Behaviour Models – Approaches to the study of Organizational Behaviour.

UNIT II - INDIVIDUAL BEHAVIOUR Ins.Hrs-13

Individual Behaviour - Factors influencing Individual Behaviour - Behavioural Models of Man -Personality- Definition- Types of personalities -Importance -Determinants-Theories– Perception-Importance-Perceptual Process-Factors affecting Perception –Learning –Types – Significance-Attitude- characteristics – Importance- Formation of Attitude.

UNIT III - GROUP BEHAVIOUR Ins.Hrs-12

Group-Formal and Informal Groups- Formation of Group -Group Norms- Group Cohesiveness – Determinants of Group Cohesiveness -Group Dynamics –Definition- Nature and Importance- Group Decision making- Meaning – Process of Group Decision making.- Advantages of Group Decision making.

UNIT IV- LEADERSHIP, POLITICS AND POWER Ins.Hrs-10

Leadership – Concept –Qualities of effective Leadership – Leadership Styles.-Autocratic leader – Democratic leader – Laissez faire leader- Power -Meaning and Definition –Sources – Importance- Power Centres- Politics –Meaning –Reasons for Organizational Politics-

Consequences of Political Behaviour -.Techniques of Political Behavior-Motivation and theories of motivation.

UNIT V-ORGANISATIONAL CHANGE AND DEVELOPMENT Ins.Hrs-7

Organizational Change – Nature- Level of Organizational change -Factors affecting Organizational Change - Organizational Culture – Concept –- Elements -Organizational Development – Concept – Characteristics – Objectives- Action Research models of OD

TEXT BOOKS:

Organisational Behavior – L.M. Prasad – Sultan Chand & Sons – New Delhi – Fourth edition (Unit Chapter 1, Unit 2 – Chapter 3, 4, 5, 6 & 7, Unit 3 – Chapter 10 & 13, Unit 4 – Chapter 9, 10, 16 & 15, Unit 5 – Chapter 23, 24, 25.)-2016 Edition.

REFERENCE BOOKS:

1.. Organizational Behaviour - J.S. Chandan, Print Links,Delhi, Third Edition, 2008.

2. Organizational Behaviour - John.W. Newstrom/ Keith Davis, "Tata Mcgraw Hill.

3. Organizational Behaviour - Schermerhorm, Hunt, Osborn, Wilsey, Ninth Edition, 2005.

4. Organizational Behaviour-Dr.M.Latha Natarajan-Thakur Publication Pvt.Ltd.Lucknow2017

COURSE OUTCOMES:

At the end of the course, the students will be able to

Sl.No	Course Outcomes	Knowledge Outcomes
CO1	be conversant with basic concepts of organizational Behavior.	K2
CO2	distinguish between individual and group Behavior in the organization	K2,K3
CO3	work as group- players and group builders/leaders	K3
CO4	take up independent reading on Organisational Behaviour	K4
CO5	take up or administer training programmes in adaptation strategies	K5

E -RESOURCES

1. https://www.tutorialspoint.com/organizational_behavior/organizational_behavior_tutorial.pdf
2. http://www.tmv.edu.in/pdf/Distance_education/BCA%20Books/BCA%20VI%20SEM/BCA-629%20OB.pdf
3. https://www.geektonight.com/organisational-behaviour-notes-pdf/

MAPPING OF COs WITH POs AND PSOs

Course Outcomes	Programme outcomes					Programme Specific Outcomes					Marks score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	1	2	3	2	3	2	3	2.6
CO2	2	3	2	2	2	2	3	1	2	2	2.8
CO3	2	2	3	3	2	2	2	3	2	2	2.8
CO4	2	3	1	3	3	2	2	2	3	2	2.9
CO5	2	2	1	2	3	2	1	2	2	3	2.8
Mean overall score											2.2

SEMESTER III

CORE COURSE- V

COST AND MANAGEMENT ACCOUNTING

Course Code: U3R2BACC5	**Credit:5**
Category: Core Course	**Hrs. Week: 5 Total Ins. Hrs. 75**
Nature of the Course: Employability	**Marks: CIA:25+Ext :75 =100**

OBJECTIVES:

- To understand the principles and procedures of costing and to prepare cost sheet
- To acquire basic knowledge on elements of cost
- To understand the basic concepts of Management Accounting
- To analyse and interpret financial statements of a company.
- To conversant with Marginal costing, Activity Based Costing, Target Costing.

UNIT I- INTRODUCTION TO COST ACCOUNTING AND COST SHEET Ins.Hrs-18

Introduction- Cost - Costing- Cost accounting- Meaning- Definition- Objectives- Advantages-Limitations- Classification of cost- methods of costing- Difference between Cost accounting and financial accounting-Cost sheet- Meaning- Preparation of cost sheet- Tenders and Quotations

UNIT II- MATERIAL COST AND LABOUR COST Ins.Hrs-15

Materials- Materials control- Objectives- Purchase control- Inventory control- Meaning- Techniques- Levels of stock and EOQ- ABC analysis-Bin card- Pricing of material issues- FIFO – LIFO method- Simple average- Weighted average method (simple problems).- Labour cost – meaning and classification- Time rate system- piece rate system- Premium and Bonus plans- -Halsey plan –Halsey wier plan- Rowan plan- Taylor's differential piece rate system

UNIT III- INTRODUCTION TO MANAGEMENT ACCOUNTING Ins.Hrs-15

Management accounting- Definition- Scope- Functions- Merits and Demerits- Difference between Management accounting , Financial accounting and Cost accounting- Financial statement analysis- Meaning- Uses- Limitations of financial statement analysis-Comparative statements- Common size Statements- Trend Analysis

UNIT IV- FUNDS FLOW STATEMENT AND CASH FLOW STATEMENT Ins.Hrs-12

Funds flow statement- Meaning- Uses- Limitations- Preparation of Funds flow statement- Cash flow statement- Difference between Funds flow statement and Cash flow statement.

UNIT V- MARGINAL COSTING, TARGET COSTING AND ACTIVITY BASED COSING Ins.Hrs-12

Marginal costing- Meaning- Definition- Advantages- Limitations- Cost Volume Profit (CVP) analysis - Applications of marginal costing in decision making (Simple problems)- Introduction to Target Costing and Activity Based Costing (Theory only)

TEXT BOOK:

1.Cost and Management Accounting – T.S.Reddy and Y.Hari Prasad Reddy, Margham publications, Chennai, 4th edition, 2011, Reprint 2018.

REFERENCE BOOKS:

1. Cost Accounting – S.P. Jain and L.Narang, Kalyani publishers, New Delhi, 2011

2. Management Accounting-A.Murthy, Gurusamy.S, &Vijay - Nicole Imprints Pvt.Ltd., Chennai, 2013.

3. Financial and Management Accounting-S.N.Maheswari, Sultan Chand and Sons, Delhi, Fifth Edition, 2008.

4. Management Accounting - Principles and Practices – R.K. Sharma &Shashi K. Gupta, Kalyani publishers.

E-resources:

budgeting-
accounting.html
https://www.taxmann.com/blogpost/2000001622/accounting-principles-and-concepts.aspx
https://courses.lumenlearning.com/sac-finaccounting/chapter/ledgers- journals-and-accounts/

COURSE OUTCOMES:

At the end of the course, the students will be able to

Sl.No	Course Outcomes	Knowledge Outcomes
CO1	compile cost sheet to ascertain total cost and cost per unit in order to prepare tenders and quotations	K6
CO2	determine policies for inventory management	K5
CO3	analyse critically financial statements of the enterprise vertically and horizontally for business decision making	K4
CO4	Interpret funds flow and cash flow statements r	K5
CO5	apply CVP analysis for business decisions involving fixation of selling price, maintaining desired level of profit and selection among alternative choices	K3

MAPPING OF COs WITH POs AND PSOs

Course Outcomes	Programme outcomes					Programme Specific Outcomes					Marks score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	2	3	3	3	3	2	3	2.7
CO2	3	3	3	3	3	3	3	2	3	3	2.9
CO3	3	3	2	2	3	3	3	3	2	3	2.7
CO4	3	3	2	3	3	3	3	3	1	3	2.7
CO5	3	3	2	3	3	3	3	3	2	3	2.8
Mean overall score											2.8

SEMESTER III

CORE COURSE- VI

PRODUCTION AND OPERATIONS MANAGEMENT

Course Code: U3R2BACC6	**Credit:4**
Category: Core Course	**Hrs. Week: 3 Total Ins. Hrs. 45**
Nature of the Course: Employability	**Marks: CIA:25+ Ext :75 =100**

OBJECTIVES:

To help students to

- define the production system in an organization.
- understand product development and launching strategies.
- analyze the functions and stages of Production Planning and Control
- develop various models that deal with inventory control
- identify the standard of quality

UNIT I- INTRODUCTION TO PRODUCTION SYSTEM Ins.Hrs-18

An overall view of Production Management – Functions of a production manager – Production procedure - Types of production system – Continuous Production – Intermittent Production – Plant Location – Reasons for relocation – Objectives in Plant location – Relationship of production management with other department.

UNIT II- PLANT LAYOUT AND CAPACITY PLANNING Ins.Hrs-15

Plant Layout – Definition – Types of plant layout – Capacity Planning – Types of Capacity – Measurement of Capacity – Importance of Capacity – Determinants of Effective capacity – process planning – procedure of designing a process – Factors influencing process design – Process chart – Work measurement.

UNIT III- PRODUCTION PLANNING AND CONTROL Ins.Hrs-13

Production Planning and Control – Importance of planning for Production Process – Objectives of Production Control – Functions of Production Planning and Control – Stages of production Planning and Control – Kinds of Production Plans – Plant Maintenance – Definition– Concepts – Areas of maintenance.

UNIT IV- INVENTORY MANANGEMENT **Ins.Hrs-13**

Inventory Management –Meaning–objectives-factors influencing inventory management and control--- process of inventory management-Q system P system-ABC analysis

UNIT V-QUALITY CONTROL AND INSPECTION **Ins.Hrs-13**

Quality Control – Techniques in Quality Control – Importance and advantages of quality control system –ISO 9000 series-process of obtaining ISO certification- Inspection – Definition – Objectives of Inspection

TEXT BOOKS:

1. Production and Materials Management – P.Saravanavel and S.Sumathi. Margham Publications, Chennai. – (Unit I- Chapter 1,2,8; Unit II- Chapter- 5,6,11 ; unit III- Chapter 13,16 ;Unit IV – Chapter – 17,18 ; Unit V – Chapter- 25,39)-2008 Edition.

2. Production and Operations Management – S.A. Chunawala and Patel. Himalaya Publishing House, Mumbai, 6th edition – 2012. (Unit I – Ch 1,11,12,13 unit-II ch5, 7 unit IV-chr-16)-2013 Edition.

REFERENCE BOOKS:

1. Production and Operations Management- Aswathappa.K. and K.Shridharta Bhat – Himalaya Publishing House, Mumbai.

2. Production Management – Pankaj Madan, Kogan Pages Ltd Edition , 2010.

WEB RESOURCES

1. https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf
2. https://ddceutkal.ac.in/Syllabus/MBA-BOOK/Production-Operation- Management.pdf
3. http://www.missouricareereducation.org/doc/entrepreneur/ProdOp Mngnt_InstrActivity2_IntroProdMngmnt.pdf

COURSE OUTCOMES

At the end of the course, the students will be able to

Sl.No	Course Outcomes	Knowledge Outcomes
CO1	gain knowledge about managing production processes.	K1
CO2	understand modern production techniques.	K2
CO3	develop the skills needed for effective operations management	K6
CO4	understand the suitable control techniques in stores, inventory is adopted for the production identified	K2
CO5	understand quality management concepts and practice	K2

Relationship Matrix of CO , PO and PSO

Course outcome	**Programming outcomes**					**Programme Specific Outcomes**					**Marks Score of COs**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO 3	PSO4	PSO5	
CO1	3	2	3	2	1	3	2	2	2	3	2.3
CO2	3	2	3	2	2	3	2	3	3	2	2.5
CO3	2	3	3	3	3	2	2	2	3	3	2.4
CO4	3	3	2	3	3	2	3	3	2	3	3.0
CO5	2	3	2	2	2	2	3	2	2	1	2.1
Mean Score Relationship											2.42

Computer Applications in Business

Allied Course Offered to the UG Programme - Department of Management

SEMESTER	CREDITS	INSTRUCTION HOURS	COURSE CODE	MARKS			NATURE OF THE COURSE
				INT	EXT	TOTAL	
III	3	48	U3R2BAAC4	25	75	100	EMPLOYABILITY

COURSE OBJECTIVES:

- To inculcate the knowledge of MS-Office Package
- To induce critical thinking to independently design and create Spread sheets
- To help the student creating Word documents
- To impart knowledge about Tally
- To teach to create, import and manipulate on Accounting

UNIT – I Introduction to Computers HOURS: 08

Meaning of Computer – Characteristics of Computer – Areas of application – I – P – O cycle – Component of Computer – Memory and control Unit — Input and Output device – Hardware and Software Operation Systems – Introduction to Windows 98 Logging on Desktop & Taskbar Icons on desktop – Start menu options Creation of files and folders. Windows explorer. Find options Shortcuts – Briefcase Running applications and customization.

UNIT – II Introduction to Word 2000 HOURS: 10

Starting word 2000- Creating short cut for word 2000 – creating word documents – creating business letters using wizards – editing word documents – inserting objects formatting documents – spelling and grammar check – word count – thesaurus auto correct working with tables – saving, opening and closing documents – mail merge.

UNIT – III Spread Sheets HOURS: 10

Introduction to spread sheets – spread sheet programmes and applications - - Ms Excel and its features - Building work sheets – entering data in work sheets, editing and formatting work sheets – creating and formatting different types of charts – application of financial and statistical function – creating a – Analyzing and organizing data using Automatic rule total saving, opening and closing work books.

UNIT – IV Tally HOURS: 10

Fundamentals of Computerized accounting – Computerized accounting vs manual accounts. Architecture and customization of tally – Features of tally – Configuration of Tally screens and menus – Creation of company – Creating of groups – Editing and deleting groups - Caution of ledgers - Editing and deleting ledgers – Introduction to vouchers – Vouchers entry payment voucher – Receipt voucher - Sales vouchers – Purchase vouchers – contra voucher - Journal vouchers – Editing and deleting vouchers.

UNIT – V Accounting HOURS: 10

Introduction to Inventories – Creation of stock categories – Creation of Stock groups – Creation of Stock items – Configuration and features of stock item – Editing and deleting stocks – Usage of stocks in Vouchers entry. Purchase orders

– stock vouchers – Sales orders – stock vouchers – Introduction to cost – Creation of cost category – Creation cost centres - Editing and deleting cost centres & categories – Usage of cost category and cost centres in vouchers entry - Budgetary controls – Creation of budgets – Editing and deleting budgets – Generating and printing reports in detailed and condensed format. Day books – Balanced sheets – Trial balance – Profit and Loss Account – Ratio analysis Cash flow statement – Found flow statement - Cost centre report – Inventory report Bank reconciliation statement conclusion.

REFERENCE BOOKS:

1. Microsoft office for Windows 95 Bible Author Ed. Jones and Derek Sulton Publications Comdex Computer Publication TIAL Smart Accountant Book SMW Deva Publication, AVC Deva Publication
2. Computerized Accounting under Tally Publication, Deva Publication
3. Implementing Tally 5-4 Author K.K. Nadhani Publication BPB Publication.

COURSE OUTCOMES

On the successful completion of this course, students would be able to:

	COURSE OUTCOMES	KNOWLEDGE LEVEL
CO: 1	Demonstrate on MS-Office Package efficiently	**K2**
CO: 2	velop letters, e mails for official communication of their own	**K6**
CO: 3	eate and Design Spread sheets	**K6**
CO: 4	Develop required skill and can be employed as tally data entry operator	**K6**
CO: 5	pply and manipulate text and graphics to create attractive, appealing and effect documents	**K2**

RELATIONSHIP MATRIX FOR CO, PO & PSO											
	Program Outcomes					Program Specific Outcomes					Mean Relationship
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO 1	3	3	2	3	3	2	2	3	3	3	**2.7**
CO 2	3	2	2	3	3	2	2	3	3	3	**2.6**
CO 3	3	2	2	3	3	2	3	3	3	3	**2.7**
CO 4	3	3	3	3	3	2	2	3	3	3	**2.8**
CO 5	3	2	2	3	3	3	2	3	3	3	**2.7**

Mean Relationship value is **2.7** which is **HIGH**

Computer Applications in Business Practical

Allied Course offered to the UG Programme - Department of Management

SEMESTER	CREDITS	INSTRUCTION HOURS	COURSE CODE	MARKS			NATURE OF THE COURSE
				INT	EXT	TOTAL	
III	3	48	U3R2BAAC5P	25	75	100	EMPLOYABILITY

COURSE OBJECTIVES:

- To learn MSWord so as to prepare letters, e mails for official communication
- To gain practical experience in excel work sheets and its operations
- To study Scaling of worksheets in excel
- To learn and use accounting pakag
- To practice preparing power point presentation

1. **MS word (Unit –II)**
   a. Creating Business Letters
   b. Creating an application for the job with Bio-data
   c. Creating circular letter with Mail Merge options
   d. Creating a Table by using the split and merge options

2. **MS – Excel (Unit –III)**
   a. Creating a work sheet like Mark Sheet, Pay Slip, PF Contribution list etc.
   b. Creating Charts
   c. Creating a list for the enclosures
   d. Filtering the date using Auto filter custom filters using comparison operations.

3. **Accounting Package (Unit –IV & V)**
   a. Preparing voucher entries for the given transactions
   b. Preparing final accounts from the Trial Balance given with any ten adjustments

COURSE OUTCOMES

On the successful completion of this course, students would be able to:

	COURSE OUTCOMES	KNOWLEDGE LEVEL
CO: 1	Develop letters, e mails for official communication of their own	**K3**
CO: 2	periment on worksheets in excel and can independently design and create Spread sheets	**K3**
CO: 3	Create and design company profile and ledger entries and other transactions in accounting package	**K6**
CO: 4	Develop accounting reports for the requirement	**K6**
CO: 5	Analyze and Interpret on tally	**K4,K6**

RELATIONSHIP MATRIX FOR CO, PO & PSO											
	Program Outcomes					Program Specific Outcomes					Mean Relationship
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO 1	3	3	3	2	3	2	3	3	2	3	**2.7**
CO 2	3	2	3	2	3	2	3	2	3	3	**2.6**
CO 3	3	2	3	2	3	2	3	3	3	3	**2.7**
CO 4	3	2	3	2	3	2	3	3	3	3	**2.7**
CO 5	3	2	3	2	3	2	3	2	3	3	**2.6**

Mean Relationship value is **2.66** which is **HIGH**

ஜே. ஜே. கலை அறிவியல் கல்லூரி (தன்னாட்சி)
சிவபுரம், புதுக்கோட்டை

2022 – 2023ஆம் கல்வியாண்டு முதல் சேர்க்கப்பட்ட இணைவுப்பட்ட மாணவர்களுக்குரியது

தலைப்பு	: சங்க இலக்கியம், இலக்கணம், அறிவியல் தமிழ்	வினாசனண்	: உ4
பருவம்	: நான்காம் பருவம்	தாள் குறியீடு	: U1R2TL4
பிரிவு	: பகுதிIதமிழ்	மதிப்புப் புள்ளி:	3
மதிப்பெண்	: CIA -25, EA -75	கற்றல் நேரம்	: 5 மணி

நோக்கம்

1. சங்க இலக்கியங்களின் பின்னணிச் சூழலை அறியச் செய்தல்
2. தமிழர்களின் வாழ்வியல் கூறுகளைப் புரிந்துகொள்ளல்
3. அகவாழ்வியலில் கடைபிடிக்க வேண்டிய நெறிமுறைகளை வகுத்துக் கொள்ளல்
4. தமிழ் இலக்கியத்தோடு அறிவியல் தமிழை ஒப்பிட்டும் வேறுபடுத்தியும் பார்க்கும் திறன் வளர்த்தல்
5. ஆக்கத்திறனைக் கண்டறியும் வழிமுறைகளை உருவாக்குதல்

கூறு: 1 இலக்கியவரலாறு, இலக்கணம்

சங்க இலக்கிய வரலாறு – பதினெண் மேற்கணக்கு நூல்கள் - செம்மொழி இலக்கிய வரலாறு – செம்மொழிப் பண்புகள், செம்மொழி நூல்கள் இலக்கணம் - வழு, வழுவமைதி, வழாநிலை

கூறு: 2 அகஇலக்கியம்

குறுந்தொகை–ஐந்துபாடல்கள் – (பாடல்-38,54,68,74,82)

நற்றிணை - இரண்டுபாடல்கள் (பாடல் 156, 228)

ஐங்குறுநூறு - இளவேனிற்பத்து

அகநானூறு- இரண்டுபாடல்கள் (23,31) பாலைத்திணைதலைவிக் கூற்று

கலித்தொகை– இரண்டுபாடல்கள்(126,132) தோழிக்கூற்று

கூறு: 3 புறமும் பாட்டும்

பத்துப்பாட்டு–மதுரைக்காஞ்சி58வரிகள் (பாடல் 725 – 782)

புறநானூறு - 10 பாடல்கள் 201, 202,236,237,247,308,373,382,386,400

கூறு: 4 அறிவியல் தமிழ் - செயல்முறை

அறிவியல் தமிழ் - கலைச்சொல்லாக்கம் - ஒலிபெயர்ப்பு–சீராய்வாக்கம் - தரப்படுத்தம்

கூறு: 5 அறிவியல் தமிழ் - பயன்முறை

அறிவியல் கட்டுரைகள் - துறைச் சார்ந்தக் கருத்துகளைத் தமிழில் (கலைச்சொற்களுடன்) உருவாக்கப் பயிற்சியளித்தல்

பாடநூல்கள் :

சங்கத்தமிழ்	-	தஞ்சைதமிழ்ப்பல்கலைக்கழகவெளியீடு
அறிவியல் தமிழ் கலைச்சொல்லாக்கம்	-	முனைவர் இராதாசெல்லப்பன்

பயன்கள்

1. இலக்கியங்களின் மூலம் வாழ்வியல் நெறிமுறைகளைஅறிவர்
2. ஐந்திணையின் பாலுபாட்டுத்தன்மையை இனங்காண்பர்
3. தனிமனிதஒழுக்கம் பண்பாட்டுநெறிமுறைகளைவளர்த்துக்கொள்வர்
4. அறிவியல் தமிழின் அவசியத்தைஉய்த்துணரும் ஆற்றல் பெறுவர்
5. படைப்பாளுக்குரியத்தகுதியைவளர்த்துக்கொள்வதற்கானப் பயிற்சிகளைமேற்கொள்வர்

SEMESTER IV

(For the candidates admitted from the academic year 2022-2023)

Title of the Course : SHORT STORIES ANDENGLISH FOR COMPETITIVE EXAMINATIONS
Category of the Course : PART-II ENGLISH Course Code : U4R2EL4
Nature of the Skill :Reading and Analytical Skills Marks : CIA : 25 +Ext: 75 = 100
Hrs / Week : 06 Credits : 03
Total Inst. Hrs :90

OBJECTIVES

1	To enable the learner to respond to short fiction.
2	To sensitize the learner to identify the elements of fiction.
3	To enable the learner to write short reviews paragraph and essays.
4	To give them practice in contextualized letter writing, making presentations and writing reports.
5	To enable them to identify error zones and correct sentences**.**

UNIT – I **(Inst. Hrs :10)**

Tagore Suba
R.K. Narayan An Astrologer's Day
Anita Desai A Devoted Son

UNIT - II **(Inst. Hrs :10)**

O'Henry A Retrieved Reformation
Arthur Conan Doyle The Blue Carbuncle
Maupassant Simon's Pa

UNIT - III **(Inst. Hrs :10)**

Paragraph Writing - General Essay, Book review , Film review

UNIT – IV **(Inst. Hrs :15)**

Replying to Letters - Letter Chains - Presentations –Visuals and their interpretations - Reports

UNIT - V **(Inst. Hrs :15)**

Error Zone Identification - Correction of Sentences ,Speech Writing – Expository Argumentative, Descriptive and Narrative – Fallacies and their avoidance.

Web Resources

https://bookishloom.wordpress.com/2018/10/01/subha-by-rabindranath-tagore-my-read/#:~:text=Tagore%20portrayed%20the%20everyday%20agonies,central%20character%2C%20%27Subha%2

7
https://smartenglishnotes.com/2019/05/31/the-white-flower-by-r-k-narayan-summary-explanations-and-question-solutions/
https://digestablewords.wordpress.com/short-story-a-devoted-son-by-anita-desai/
https://www.toppr.com/guides/english/english-literature/ozymandias-summary/
https://americanliterature.com/author/guy-de-maupassant/short-story/simons-papa

OUTCOME:

Course Name- Fiction andEnglish for Competitive Examinations.	**Course Code - U4R2EL4**	**Knowledge Level**
On completion of the course, students will be able to		
CO1	adapt study habits to face competitive examinations with confidence.	**K6**
CO2	appraise the themes and structure of fiction through independent reading .	**K5**
CO3	justify their perceptions on characters ,themes and aspects of fiction.	**K5**
CO4	categorize and correct errors in usage.	**K4**
CO5	design the style of communication as needed.	**K6**

Relationship Matrix for CO, PO, PSO

Title of the Course : Fiction andEnglish for Competitive Examinations.						**Course code : U4R2EL4**				
Course Outcome (CO)	Programme Outcome (PO)					Programme Specific Outcome (PSO)					**Mean Score of COs**
	PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PSO 1**	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**	
CO – 1	2	3	3	2	1	2	3	3	3	2	2.4
CO – 2	3	2	1	3	2	3	2	3	2	2	2.3
CO – 3	1	2	2	1	3	3	3	2	3	3	2.3
CO – 4	2	3	3	2	3	2	3	2	2	2	2.4
CO – 5	2	3	3	2	3	2	2	3	2	1	2.3
									Mean Overall Score		**2.34**

SEMESTER IV

CORE COURSE- VII

HUMAN RESOURCE MANAGEMENT

Course Code: U4R2BACC7	**Credit:5**
Category: Core Course	**Hrs. Week: 8 Total Ins. Hrs. 120**
Nature of the Course: Employability	**Marks: CIA:25+Ext :75 =100**

OBJECTIVES:

- To give the learner a basic knowledge of the principles and practice of Human Resource Management.
- To provide knowledge about job analysis and procurement procedures.
- To understand the methods of training and development.
- To develop grievance handling procedure.
- To provide the knowledge related to wage and Administration

UNIT I- INTRODUCTION TO HUMAN RESOURCE MANAGEMENT Ins.Hrs-18

Human Resource - Concepts- Human Resource management – Nature- Significance- Human Resource Management Functions and Objectives-Role of Human Resource Manager- Human Resource Planning – concepts- Needs-Objectives-Steps in Human Resource Planning- Barriers to Effective Human Resource Planning.

UNIT II- JOB ANALYSIS AND PROCUREMENT Ins.Hrs-15

Job Analysis -Meaning – Advantages - Job Description-Specimen of Description-Job Specification - Recruitment- Internal and External Sources- merits and demerits-Factors-Selection Definition -Selection Process- Interview – Types of Interview- Orientation and Placement.

UNIT III-TRAINING AND DEVELOPMENT Ins.Hrs-13

Performance appraisal-Nature-Objectives-Methods-Advantages-Training–Need – Objectives – Benefits-Types of Training -Promotion-Criteria for Promotion-Demotion-Transfer-Need for Transfer- Suspension-Dismissal of services

UNIT IV- COMPENSATION MANAGEMENT **Ins.Hrs-12**

Wages and salary administration –Objectives- Factors influencing Wages Policies – Different Concepts of Wages-Basic wage -Minimum wage -Living wage -Fair wage –Methods of Payment of wages -Time Wages– Piece Wages - Incentives – Financial and Non Financial Incentives- Merits of Incentives-Problems-Fringe Benefits .

UNIT V- HUMAN RELATIONS **Ins.Hrs-10**

Grievance –features of Grievance- Causes of Grievances- Grievance Redressal Methods-Discipline-Positive and Negative aspects of discipline- Objectives of Discipline- Causes of Indiscipline- Procedure for Handling Disciplinary action.

TEXT BOOK:

1. Human resource management" L.M.Prasad .S.Chand publications, First Edition 2007. (Unit I: Chapter 1&7, Unit II: Chapter 8,9,10,11, Unit III: Chapter 14,16, Unit IV: Chapter 17,18

2. Human Resource management Shashi.K.Gupta & Rosy Joshi - Kalyani publishers, Fourth Edition, 2009 (Unit V: Chapter 29,30,26)

REFERENCE BOOKS:

1. Human Resource Management - Gary Dessler PHI Learning private limited, Eleventh Edition, 2009
2 Human Resource Management- .L.M.Prasad ,Sultan Chand and Sons, Second Edition, 2007
3. Human Resource Management - VSP Rao ,Excel Books, Delhi, Second Edition, 2006
4. Essentials of Human Resource Management and Industrial Relations- Subba Rao.P Himalaya Publishing House, Second Enlarged Edition, Jan 1999

COURSE OUTCOMES:

At the end of the course, the students will be able to

Sl.No	Course Outcomes	Knowledge Outcomes
CO1	enhance his knowledge about principles and practice of Human Resource Management by further reading	
CO2	handle recruitment procedures.	
CO3	organize training programmes	
CO4	fit into HRD roles, with a little practical training	
CO5	advise management on wage policies and welfare measures	

E-RESOURCES:

- http://www.opentextbooks.org.hk/system/files/export/32/32088/pdf/Human_Resource_Management_32088.pdf
- https://www.researchgate.net/publication/305954894_Human_Resource_Management_Theory_and_Practice
- https://www.slideshare.net/versatileBschool/human-resource-management-full-notes

Mapping of COs with Pos and PSOs

Course Outcomes	Programme outcomes					Programme Specific Outcomes					Marks score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	1	2	3	2	3	2	3	2.3
CO2	2	3	1	2	2	2	3	1	2	2	2.0
CO3	3	1	3	3	2	2	2	3	2	2	2.3
CO4	2	1	2	3	3	2	2	2	3	2	2.2
CO5	2	2	3	2	3	2	2	1	2	3	2.2
Mean overall score											2.2

SEMESTER IV

CORE COURSE- VIII

PROJECT WORK

Course Code: U4R2BACC8	**Credit: 6**
Category: Core Course	**Hrs. Week: --**
Nature of the Course: Employability	**Marks : 100**

SEM: IV	**B.B.A BUSINESS ADMINISTRATION**	**ALLIED COURSE:6**
Credit:3	**Operations Research**	**Int.Marks:25**
Hours/Week: 4	**CODE:U4R2BAAC6**	**Ext.Marks:75**
Total Hours:60	**Employability**	**Max.Marks:100**

Objectives:

- *To understand the basic concepts of Operation Research, Linear programming formation and role of Computer in OR*
- *To improve the skills of solving very common problems in which Transportation Problem*
- *To understand the rules of Network Construction*
- *To use the assignment technique to special type of transportation problem to get efficient solutions*
- *To concern replacement with the equipment and machinery that deteriorates with time*

Unit I -Operations Research (15 hours)

Nature of OR-Modelling in OR- Scope-Limitations-Decision making-Linear Programming Problem- Formulation of LPP- Solution to an L.P.P-Graphical Method.

Unit II-Transportation Problem (15 hours)

Introduction -Formulation of a Transportation Problem-Solving T.P. by North-West-Corner rule, Least Cost method and Vogel's approximation method and finding the initial basic feasible solution using these methods-Modi Method.

Unit III- Network Analysis (15 hours)

Introduction – Construction of Network diagram – Critical Path method (CPM) – Project Evaluation Review Technique (PERT).

Unit IV-Assignment Problem (15 hours)

Introduction-General Model of the assignment problems -Conversion into an equivalent L.P.P. Solution to Assignment Problem-Travelling salesman problem –Hungarian method.

Unit V-Replacement Models (15 hours)

Introduction-Concepts of Replacement-System failing gradually-Replacement policy with change in Money value system fails suddenly.

Text Books:

1) **Operations Research**, KantiSwarup, P.K.Gupta and Manmohan, Sultan Chand & sons, 2014.
2) **Operation Research Methods and Applications,** P. Mariappan-New Century book House Ltd.

Unit I: Chapter 1 -1.3,1.5,1.6,1.9,1.10. Chapter 2-2.1 to 2.4 and Chapter 3- 3.1to 3.3 [1]

Unit II: Chapter 10- 10.1, 10.2, 10.8, 10.9, 10.13 [1]

Unit III:Chapter 6-6.1 to 6.5 [2]

Unit IV: Chapter 5 - 5.1 to 5.5 [2]

Unit V: Chapter 10-10.1 to 10.4[2]

Reference Books:

1) **Operations Research,** H.A.Taha, Seventh Edition, Prentice Hall of India, 2002.
2) **Theory and Problems ofOperations Research,** Richard Bronson, Tata McGraw Hill Publishing Company Ltd, New Delhi, 1982.

e- Resources:

1.https://youtu.be/nLjopro7H7k

2.https://prolightinggroup.com/wp-content/uploads/2020/08/Operations-Research-and-Management-Science-Handbook.pdf

Outcomes:

The learners would have the ability to,

CO1	Identify and develop OR models from the verbal description of the real system.	K1
CO2	Solve specialized linear programming problems like the transportation problems.	K5
CO3	Develop linear programming (LP) models for shortest path, critical path & minimum cost flow.	K6
CO4	Understand the concepts of Assignment problems.	K2
CO5	Analyze and apply the Replacement Problems.	K4

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create

PROGRAM SPECIFIC OUTCOMES

Course Outcome (CO)	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**				
CO/PO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**
CO1	3	3	3	3	3	3	3	3	3	3
CO2	3	2	2	3	2	2	3	2	2	3
CO3	2	2	2	3	2	3	3	2	3	2
CO4	3	1	3	1	3	2	3	3	3	2
CO5	3	3	3	3	3	2	3	3	3	2

3-Strong; 2-Medium; 1-Low

Mean Overall Relationship is 2.6 which is **HIGH**

SEMESTER – IV

SKILL ENHANCEMENT COURSE-1

E-GOVERNANCE

Course Code:U4R2BASEC1:1	**Credit:2**
Category: Skill Enhancement Course	**Hrs.Week: 2 Total Ins. Hrs.30**
Nature of the Course: Skill Development & Employability	**Marks: CIA: 25+ Ext :75 =100**

Course Objectives:

- To develop knowledge of e-governance and e-government
- To know different e-governance models
- To understand various infrastructure development
- To use data warehousing and mining in e-governance
- To implement e-governance securities

Units 1.Introduction to E-Government and E-Governance. Inst.hours: 5 hrs

Difference between E-Government and E-Governance; E-Government as Information System; Benefits of E-Government; E-Government Life Cycle; Online Service Delivery and Electronic Service Delivery; Evolution, Scope and Content of E-Governance; Present Global Trends of Growth in E-Governance

Unit 2.Models of E-Governance Inst.hours: 5 hrs

Introduction; Model of Digital Governance: Broadcasting / Wider Dissemination Model, Critical Flow Model, Comparative Analysis Model, Mobilization and Lobbying Model, Interactive – Service Model / Government-to-Citizen-to-Government Model (G2C2G); Evolution in E-Governance and Maturity Models: Five Maturity Levels; Characteristics of Maturity Levels; Towards Good Governance through E-Governance Models

Unit 3.E-Government Infrastructure Development. Inst.hours: 10 hrs

Network Infrastructure; Computing Infrastructure; Data centers; E-Government Architecture; Interoperability Framework; Cloud Governance; E-readiness; Data System Infrastructure; Legal Infrastructural Preparedness; Institutional Infrastructural Preparedness; Human Infrastructural Preparedness; Technological Infrastructural Preparedness

Unit 4. Security for e-Government Inst. hours: 5 hrs

Challenges and Approach of E-government Security; Security Management Model; E- Government Security Architecture; Security Standards

Unit5. Applications of Data Warehousing and Data Mining in GoveStandar

Inst. hours: 5 hrs

Introduction; National Data Warehouses: Census Data, Prices of Essential Commodities; Other Areas for Data Warehousing and Data Mining: Agriculture, Rural Development, Health, Planning, Education, Commerce and Trade, Other Sectors

TEXT BOOK

E-governance in India challenges and Strategies, Dr. Devaiah and Keerthiraj

REFERENCE BOOK

Governance in India, Mr.M..Laxmikanth

COURSE OUTCOMES

At the end of the course, the students will be able to

Sl.No	Course Outcomes	Knowledge Outcomes
CO1	Describe concepts of E-governance	K3
CO2	Analyse various models of E-governance	K5
CO3	Design E-governance Architecture	K5
CO4	Obtain knowledge on securities of E-governance	K2
CO5	Acquire Knowledge on data mining and data warehousing	K3

Relationship Matrix of CO , PO and PSO

WEB RESOURCES

https://businessjargons.com/e-governance.html

Course outcomes	Programming outcomes					Programme Specific Outcomes					Marks Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	2	1	3	2	2	2	3	2.3
CO2	3	2	3	2	2	3	2	3	3	2	2.5
CO3	2	3	3	3	3	2	2	2	3	3	2.4
CO4	3	3	2	3	3	2	3	3	2	3	3.0
CO5	2	3	2	2	2	2	3	2	2	1	2.1
Mean Score Relationship											2.42

SKILL ENHANCEMENT COURSE-1

SOFT SKILLS FOR BUSINESS

Course Code:U4R2BASEC1:2	**Credit:2**
Category: Skill Enhancement Course	**Hrs. Week: 2 Total Ins. Hrs.30**
Nature of the Course: Skill Development & Employability	**Marks: CIA: 25+ Ext :75 =100**

OBJECTIVES:

To develop self-discovery relating to organizational and business issues.
To identify the positive attitudes and its power.
To impart the art of listening, writing, speaking and reading.4.To develop self confidence.
To involve in public issues.

UNIT I-INTRODUCTION TO SOFT SKILLS

Introduction to Soft skills - Importance of Soft Skills-SWOT Analysis-Attitudes-Meaning-Positive attitudes -Developing Positive attitude.

UNIT II- BASICS OF SPEECH

Technical speeches for introduction of a speaker – speech for vote of thanks – occasional speech – theme speech, moderating programs – use of technology

UNIT III - PUBLIC SPEAKING

Importance of Public Speaking and Speech Composition – Principles of Effective Speaking and Presentation.

UNIT IV- LISTENING AND READING

Introduction-Listening:-Meaning ,Benefits of Active Listening-Kinds of Listening-Common poor Listening Habits-Reading:-Different types of Reading-Becoming an effective Reader.

UNIT V- MEETINGS

Importance of meetings – opening and closing meetings participating and conducting group discussion, brainstorming , e-meetings, preparing agenda and minutes of the meetings.

TEXT BOOKS:

1. Soft Skill for business - Rai & Rai ,Hindustan Publications.(unit 2,3 & 5).
2. Soft Skills- K.Alex (unit 1 & 4)

REFERENCE BOOKS:

1. Soft skill for business -Santhosh Kumar ,VBHM.

2. Soft skill for personality development- C.G.G.Krishna machanyulu & Lalithat, HPH

COURSE OUTCOMES : At the end of the course, the students will be able to

Number	Course outcome	Knowledge Level (According To Revised Bloom'sTaxonomy)
CO1	constantly gain knowledge and apply it	K2
CO2	develop and exhibit the accurate sense of Self .	K2
CO3	have gained the art of speaking, reading, listening and writing.	K3
CO4	Speak on public issues	K4
CO5	Develop skills such as listening, writing, conducting meetings.	K4

MAPPING OF CO WITH PO AND PSO

Course Outcomes	Programme outcomes					Programme Specific Outcomes					Marks score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	3	2	3	2	3	2.4
CO2	3	2	3	3	3	2	3	2	2	2	2.5
CO3	3	2	3	2	2	3	2	1	3	3	2.4
CO4	3	3	2	3	2	3	3	3	2	3	2.7
CO5	3	3	3	3	3	3	3	3	2	2	2.8
Mean overall score											2.5

SEMESTER V

CORE COURSE-IX

LEGAL ASPECTS OF BUSINESS

Course Code: U5R2BACC9	**Credit:4**
Category: CORE COURSE	**Hrs. Week: 6 Total Ins. Hrs. 90**
Nature of the Course: Employability	**Marks: CIA:25+ Ext :75 =100**

OBJECTIVES:

- To define the latest provisions of law .
- To provide basic knowledge in business laws which are needed for observing the code of conduct in business.
- To impart basic knowledge of the Indian Industrial legislations.
- To enable the students to understand the realities of business and its legal consequences.
- Familiarize them with providentact & pension act.

UNIT 1: INDIAN CONTRACT ACT, 1872 Ins.Hrs-18

Introduction to Law – object of law – Ignorantiajuris not excusat – sources of mercantile law - Nature of contract – The Indian Contract Act, 1872– Definition of contract – Kinds of contracts – Essentials elements of a Contract – Offer and Acceptance – Consideration – Contractual Capacity – Minor – Unsound Mind – Status - Free Consent – Coercion – Undue Influence – Misrepresentation – Mistake - Legality of Object.

UNIT II- PERFORMANCE OF CONTRACT AND SPECIAL CONTRACTS Ins.Hrs-15

Performance of Contract – Discharge of Contract – Breach of Contract - Remedies - Bailment – Features - Rights and duties of Bailor & Bailee. – Indemnity - Rights of Indemnified – Indemnifier – Guarantee - Rights of creditor - Surety- Discharge of surety

UNIT III- LAW OF AGENCY **Ins.Hrs-13**

Law of Agency – Test of Agency - Modes of creation - Agency by Ratification – Mercantile and Non Mercantile Agents - Sub Agent and Substituted Agent - Rights and Duties of Principal – Rights & Duties of Agent -Termination of Agency.

UNIT IV- PARTNERSHIP ACT, 1932 **Ins.Hrs-12**

Partnership – Definition – Test of Partnership - Essentials elements of partnership - Types of partnership – Partnership by Holding out - Rights, duties and Liabilities of partners - Dissolution of partnership – Rights and Liabilities after dissolution of firm.

UNIT V - THE EMPLOYEES PROVIDENT FUND ACT **Ins.Hrs-14**

Definition – Employees Provident Fund Schemes – Employees Pension Scheme and Fund – Employees Deposit Linked Insurance Scheme and Fund-Administration of the Schemes – central board – executive committee state board.

TEXT BOOK:

Business Law N.D. Kapoor Sultan Chand & Sons Educational Publishers, New Delhi.2019

REFERENCE BOOKS:

1. Business Law - Satish.BMathur Tata McGraw Hill - -2013 Edition .

2. Business Law - MC Khuchal - Sultan Chand & sons Ltd.

3.Business Law - RSN Pillai and V. Bhagavathi by Sulthan Chand Publishers,2017

4.Business Law including Company Law by S.S. Gulshan and G K Kapoor , New Age International Publishers New Delhi ,2018

E-RESOURCES :

- https://www.slideshare.net/GEETHASRIRAM/business-law-ppt-12041616
- https://josephscollege.ac.in/lms/Uploads/pdf/material/BLAW.pdf
- http://teamslive.com/DOWNLOADS/Bharathiar%20University%20Study%20Materials/UG/BBA/Third%20Year/Business%20Law.pdf
- https://kulbhaskarpgcollege.com/images/docs/E_lectures_2019/BBA%20II%20SEM%20Business%20Law%20(INDIAN%20CONTRACT%20ACT%201872)%20%20By%20Richa%20Srivastava.pdf
- https://www.taxmann.com/bookstore/bookshop/bookfiles/Industrial%20Laws%20by%20

Sushma%20Arora_chapter1.pdf

COURSE OUTCOMES:

At the end of the course, the students will be able to

Number	Course outcome	Knowledge Level (According To Revised Bloom's Taxonomy)
CO1	Understand the latest provisions of law.	K2
CO2	Understand the primacy of contract, offer and acceptance	K2
CO3	Apply the different types contract in business .	K3
CO4	Application of law – Partnership & Agency	K4
CO5	Application of provident act & pension act.	K4

MAPPING OF CO WITH PO AND PSO

Course Outcomes	Programme outcomes					Programme Specific Outcomes					Marks score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	2	2	3	2	3	2	3	2.6
CO2	3	3	3	3	3	2	3	3	3	2	2.8
CO3	3	3	3	3	3	3	3	2	3	3	2.8
CO4	3	3	3	3	3	3	3	3	2	3	2.9
CO5	3	3	2	3	3	3	2	3	3	3	2.8
Mean overall score											2.78

SEMESTER V

CORE COURSE- X

STRATEGIC MANAGEMENT

Course Code: U5R2BACC10	**Credit:5**
Category: CORE COURSE	**Hrs. Week: 5 Total Ins. Hrs. 75**
Nature of the Course: Employability	**Marks: CIA:25+ Ext :75 =100**

OBJECTIVES: To make students

- Understand the basic aspects of strategic management.
- Identify the components of strategic models.
- Analyze corporate and competitive strategies.
- To identify the various strategies
- Develop strategic plans for implementation

UNIT I-STRATEGIC MANAGEMENT OVERVIEW **Ins.Hrs-15**

Strategic Management – An Introduction – Levels of strategy – Role of different strategies – Strategic Management Process – Mission, Vision, goals and Objectives – Strategic decision – making process.

UNIT II- SWOT ANALYSIS **Ins.Hrs-13**

SWOT Analysis – Tows Matrix –Organizational appraisal - Strategy Implementation – Steps – Strategy & Structure – Evaluation and Control.

UNIT III-PORTFOLIO STRATEGY **Ins.Hrs-12**

Portfolio strategy – BCG Matrix – GE Multifactor Portfolio - Matrix Portfolio change – Hofer's product market Evolution Matrix – DirectionalPolicy Matrix - Factors influencing Portfolio strategy- Strategic planning process.

UNIT IV- STRATEGIES **Ins.Hrs-10**

Competitive Analysis and Strategies- Structural analysis of industries- Generic Competitive Strategies- Overall cost leadership, Focus and Differentiation – Corporate Level Generic Strategies- Stability Strategy, Growth Strategy and Retrenchment strategy.

UNIT V- BUSINESS GROWTH **Ins.Hrs-7**

Business Growth – Reasons – Indicators – Risks – Growth strategies- Intensive growth strategy, Integrative growth strategy and Diversification growth strategy Mergers & Acquisitions – Reasons – Reasons for failure of Mergers and Acquisitions Turn around Management & Restructuring – Strategic audit.

TEXT BOOK:

1.Business Policy& Strategic Management- Azarkasmi- Tata McGraw Hill- Second edition.

REFERENCE BOOKS:

1. Strategic Management - Dr. C. Rajendra Kumar.(Unit-III).
2. Business Policy & Strategic management - Francis Cherunilam, Himalaya publishing. House :IV Unit.

E-RESOURCES:

www.investopedia.com/terms//strategic-management.asp

www.managementstudyguide.com/strategic-management.htm,

COURSE OUTCOMES:

Upon completion of the course students would be able to

no.	course outcomes	bloom's taxonomy
CO 1	Develop an understanding of the concepts, tools and techniques of corporate strategic management	K1
CO 2	Learn the role that various models developed by different thinkers to improve strategic thinking.	K1, K2,
CO 3	Enable students to understand basics of strategies adapted by business firms .	K1 & K3
CO 4	Understand the environmental factors affecting the management of business.	K1, K2, K3 &
CO 5	Familiarize them with the formulation, implementation &evaluation of strategies.	K2 & K4

Mapping of CO with PO and PSO

Course Outcomes	Programme outcomes					Programme Specific Outcomes					Marks score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	3	3	3	3	3.0
CO2	3	2	3	3	1	2	3	3	2	3	2.5
CO3	2	3	2	1	3	3	3	3	3	2	2.5
CO4	3	3	3	3	3	3	3	3	1	3	2.8
CO5	3	3	2	3	2	3	3	2	3	3	2.7
Mean overall score											2.7

SEMESTER V

CORE COURSE- XI

FINANCIAL MANAGEMENT

Course Code: U5R2BACC11	**Credit:5**
Category: CORE COURSE	**Hrs. Week: 6 Total Ins. Hrs. 90S**
Nature of the Course: Employability	**Marks: CIA:25+ Ext :75 =100**

OBJECTIVES:

To enable students

1. to understand the basic concepts of financial management and capital structure
2. to develop decision making abilities in the area of finance
3. To get adequate knowledge on the functions of financial manager
4. To know about leverages and Dividend policy
5. To acquire knowledge about basics in working capital management

UNIT I-INTRODUCTION TO FINANCIAL MANAGEMENT AND CAPITAL STRUCTURE Ins.Hrs-18

Financial management- Meaning and Scope- Definition- Functions of finance- Objectives- Profit maximization- Wealth maximization- Capital Structure- Meaning and Importance – Components- EBIT-EPS Analysis- Determinants of Capital Structure – Long term sources of finance

UNIT II- CAPITAL BUDGETING AND ITS APPRAISAL METHODS Ins.Hrs-13

Capital budgeting- Meaning- Definition- Features- Importance- Methods- Payback period method- Accounting Rate of Return (ARR) method- Net Present Value (NPV) method- Excess Present Value index method- Internal Rate of Return (IRR) method- Factors influencing capital budgeting decisions – Capital Rationing

UNIT III- COST OF CAPITAL Ins.Hrs-12

Cost of capital- Meaning- Importance- Classification- Cost of debt- Cost of equity share capital- Cost of preference share capital- Cost of retained earnings- Weighted average cost of capital- Factors determining cost of capital.

UNIT IV- LEVERAGES AND DIVIDEND POLICY **Ins.Hrs-10**

Leverages- Meaning- Definition- Features of leverages- Types of leverages- Operating leverages- Financial leverages- Combined leverages- Computation of leverages-Dividend policy – Meaning and importance of Dividend decisions– Stability of Dividends – Determinants of Dividend Policy

UNITV: **WORKING CAPITAL** **Ins.Hrs-16**

Working capital – Definition – Trade-off between Profitability and Risk – Need working capital–Types–Determinants Short term Sources of finance.

NOTE : Problem 40% And Theory 60%

TEXT BOOK :

1.Financial management Dr. A.Murthy, Margham publications, Chennai, 1st edition, 2010, Reprint 2019.(Unit I – Chapter - 1 ; Unit II – Chapter - 6; Unit III – Chapter -3 ; Unit IV – Chapter - 4 ;Unit V – Chapter -7.)

REFERENCE BOOKS:

1. Financial Management – V.R.Palanivelu, Sultan Chand & Sons, New Delhi, 2014

2. Financial Management – R.K. Sharma &Shashi K. Gupta, Kalyani publishers, New Delhi.

3. Financial Management – Prasanna Chandra, Tata McGraw Hill Publishing Company Limited, New Delhi, VII edition, 2008.

E-RESOURCES

1. https://www.investopedia.com/terms/w/workingcapitalmanagement.asp
2. https://www.accountingtools.com/articles/what-is-capital-budgeting.html

COURSE OUTCOMES:

At the end of the course students will be able to

Sl.No	Course Outcomes	Knowledge Outcomes
CO1	apply the concepts of financial management in contemporary business and determine capital structure	K3
CO2	apply capital budgeting techniques to take wise investment decision	K3
CO3	Design strategies to arrange for funds at minimum cost	K6
CO4	Evaluate and apply policies for computation of leverages and framingdividend-declaration	K5
CO5	Formulate right methods for working capital management	K6

MAPPING OF COs WITH POs AND PSO s

Course Outcomes	Programme outcomes					Programme Specific Outcomes					Marks score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	3	3	2	3	2.9
CO2	3	3	3	2	3	3	3	2	3	3	2.8
CO3	3	2	2	3	2	3	3	2	2	3	2.5
CO4	3	3	2	3	3	2	3	3	2	3	2.7
CO5	3	3	2	3	3	3	3	3	2	3	2.8
Mean overall score											2.7

SEMESTER – V

CORE COURSE – XII

ENTREPRENEURIAL DEVELOPMENT

Course Code: U5R2BACC12	**Credit:5**
Category: CORE COURSE	**Hrs. Week: 5 Total Ins. Hrs. 75**
Nature of the Course: Employability	**Marks: CIA:25+ Ext :75 =100**

OBJECTIVES

To enable students to

- understand the Growth of entrepreneurship in India
- understand the entrepreneurial motivation and competencies
- identify the basic features of Entrepreneurship Development Programmes
- describe the institutional support to entrepreneurs
- gain knowledge on project reports

UNIT I-INTRODUCTION Ins.Hrs-

Entrepreneurship –Definition &Meaning, Characteristics of Entrepreneurship Entrepreneur- Definition &Meaning –Qualities, functions, types of entrepreneurs, difference between Entrepreneur &Manager.

UNIT II-ENTREPRENEURIAL MOTIVATION AND COMPETENCIES Ins.Hrs-

Motivation - Definition of motivation-Motivation theories-Motivating factors-Meaning of entrepreneurial competency or entrepreneurial trait-Major entrepreneurial competencies-Developing competencies.

UNIT III-ENTREPRENEURSHIP DEVELOPMENT PROGRAMME (EDP) Ins.Hrs-

Need for EDP- Objectives- Course contents & curriculum of EDP-Phases of EDP-Evaluation -Definition of small enterprises-Characteristics-Objectives-Scope-Opportunities for an entrepreneurial career- Problems of small-scale industries.

UNIT IV-INSTITUTIONAL SUPPORT TO ENTREPRENEURS Ins.Hrs-

Need for institutional support-National small industries corporation ltd(NSIC)-Small Industries Development Organization(SIDO)-Small scale Industries Board (SSIB)- State small

Industries Development corporations (SSICS)-Small Industries Service Institutions(SISI)-District Industries Center(DIC)-Industrial Estates-Technical Consultancy Organizations (TCO's)-Concept of industrial sickness-Signals and symptoms of sickness-Causes and consequences of industrial sickness.

UNIT V-PROJECT REPORT, IDENTIFICATION AND APPRAISAL Ins.Hrs-

Project Report- Definition -Components-Importance-Reasons for failure of project report-Project classification-Project life cycle- Project identification-Sources, services, systems of business information-Project appraisal.

TEXT BOOKS

Entrepreneurial Development –S.S Khanka

Enterprenuriship and management of small business –Dr V.Balu

Entrepreneurial Development – C.B. Gupta &Srinivasan.

REFERENCE BOOKS :

Entrepreneurial Development –C.B Guptha

Entrepreneurial Development –E.Gordon, K.Natarajan

Entrepreneurial Development - P. Saravanavel

E-RESOURCES:

https://scholar.google.co.in/scholar?q=entrepreneurial+development+pdf&hl=en&as_sdt=0&as_vis=1&oi=scholart

COURSE OUTCOMES:

Upon completion of the course students would be able to

NO.	COURSE OUTCOMES	BLOOM'S TAXONOMY
CO 1	Develop an understanding of the concepts, tools and techniques of Entrepreneurial development.	K1
CO 2	Learn the role that various models developed by different thinkers to improvestrategic thinking.	K1, K2,
CO 3	Enable students to understand basics of strategies adapted by business firms .	K1 & K3
CO 4	Understand the environmental factors affecting the management of business.	K1, K2, K3 &
CO 5	Familiarize them with the formulation, implementation &evaluation of strategies.	K2 & K4

MAPPING OF COs WITH POs AND PSO s

Course Outcomes	Programme outcomes (PO)					Programme Specific Outcomes (PSO)					Marks score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	1	2	1	3	3	2	3	2.3
CO2	2	2	3	3	3	2	3	1	3	3	2.5
CO3	3	2	2	3	2	2	3	2	2	3	2.4
CO4	3	2	3	2	3	1	2	3	2	2	2.3
CO5	2	1	3	3	2	3	2	3	2	3	2.4
Mean overall score											11.9

DISCIPLINE SPECIFIC ELECTIVE I

ELECTRONIC –CUSTOMER RELATIONSHIP MANAGEMENT

Course Code: U5R2BADSE 1:1	**Credit: 3**
Category: CORE COURSE	**Hrs. Week: 4 Total Ins. Hrs. 60**
Nature of the Course: Employability	**Marks: CIA:25+ Ext :75 =100**

OBJECTIVES:

1. Understand the concepts and tools of E-CRM.
2. Develop CRM skills.
3. Acquire abilities in CRM in the service industry.
4. Disseminate the knowledge regarding concept of E-CRM technologies.
5. Understand the technological and human issue relating to implementation of CRM .

UNIT –I INTRODUCTION Ins.Hrs-12

Significance of customer relationship management – why organizations lose their customers – strategies for building relationship – modules in CRM – customer service and support applications – CRM applications and objectives- key requirements for CRM – marketing dynamics relating to CRM – CRM channels of customer interactions. Electronic CRM, Enterprise CRM, Partner relationship management, collaborative CRM, Supplier Relationship management, Mobile CRM, X-CRM, Operational – Analytical CRM.

UNIT–II BUILDING CUSTOMER RELATIONSHIP MANAGEMENT Ins.Hrs-10

Customer Acquisition -input fort Acquisition – Requisites for Effective acquisition-attention on Adoption process – customer interaction management (CIM) – Routes to CIM-customer retention – stages of retention in the customer life cycle – sequences in retention process – perceptual gaps and relation – retention centered organization – recovery of lapsed customer – customer's defect- strategies to prevent defection and recover lapsed customers.

UNIT –III CRM PROCESS Ins.Hrs-9

Introduction and objectives of a CRM process – CRM business transformation – CRM: A comparison with CMM Levels.

UNIT –IV CRM IMPLEMENTATION **Ins.Hrs-8**

Choosing the right CRM solution – the warning of implementation – implementation CRM: A step-by-step process- best practices – scope

UNIT –V AN INSIGHT INTO E-CRM **Ins.Hrs-6**

Evolution to E-CRM – CRM and E-CRM: the difference – need to adopt E-CRM – basic requirement of E-CRM – three dimensions in E-CRM – key E-CRM features- CRM architecture – Customer interaction – method –problems with E-CRM solutions – E-CRM tools-portals.

TEXT BOOK:

1. Mohamed, H Peeru, Customer Relationship Management: A Step- By-step Approach, New Delhi: Vikas Publishing House Pvt Ltd, 2013.

REFERENCE BOOKS:

1. James G. Barnes, Secrets of Customer Relationship Management: It's all about how you make them feel, McGraw Hill., 2006.
2. Stanley A. Brown and Moosha Culcz, Performance Driven CRM: How to make your CRM vision a reality, Wiley publications, 2006.
3. Cartwright, Roger I., Mastering Customer Relations, Chennai: Macmillan, 2000.

E- RESOURCES:

1. https://www.onebusiness.ca/sites/default/files/MEDI_Booklet_Customer_Relationship_Management_Accessible_E.pdf
2. https://ebooks.lpude.in/management/bba/term_6/DMGT308_CUSTOMER_RELATIONSHIP_MANAGEMENT.pdf

COURSE OUTCOMES

At the end of the course, students will be able to

No.	Course Outcomes	Knowledge Outcomes
CO1	Assess the need for and different mode of CRM.	K2
CO2	Identify various aspects related to CRM.	K2
CO3	Explain customer relationship Management process.	K3
CO4	Analyze the implication of CRM.	K4
CO5	Compile E-CRM with traditional CRM.	K5

MAPPING OF CO WITH PO AND PSO

Course Outcomes	Programme outcomes					Programme Specific Outcomes					Marks score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	2	2	3	2	3	2	3	2.6
CO2	3	3	3	3	3	2	3	3	3	2	2.8
CO3	3	3	3	3	3	3	3	2	3	3	2.8
CO4	3	3	3	3	3	3	3	3	2	3	2.9
CO5	3	3	2	3	3	3	2	3	3	3	2.8
Mean overall score											2.7

DISCIPLINE SPECIFIC ELECTIVE I

TRANSPORTATION MANAGEMENT

Course Code: U5R2BADSE 1:2	**Credit: 3**
Category: CORE COURSE	**Hrs. Week: 4 Total Ins. Hrs. 60**
Nature of the Course: Employability	**Marks: CIA:25+ Ext :75 =100**

OBJECTIVES:

To make students

1. Understand the basics of transportation management
2. Identify the alternatives in transportation
3. Discuss the role of freight and insurance in transportation
4. Realize the importance of transportation procedures and documents
5. Analyse advantages & Dis advantages of air Transport

UNIT I -INTRODUCTION OF LOGISTICS AND TRANSPORTATION Ins.Hrs-12

Logistics –Meaning-Definition-Concept and significance –Transportation:-Meaning-Definition–importance- types of transportation -Integrated Logistics Management

UNIT II- TRANSPORTATION ALTERNATIVES Ins.Hrs-10

Railway, Road, Air, Waterways, Pipelines - Driven Vehicles –Transportation alternatives - Economics of transportation – Applications of Quantitative Techniques – Transportation Models

UNIT III- FREIGHT AND INSURANCE Ins.Hrs-9

Freight:-Meaning -Role of freight-Types of freight -Insurance-Meaning-Definition-Role of Insurance – Types of insurance-Benefits of Insurance in Logistics

UNIT IV -TRANSPORTATION ACTIVITY Ins.Hrs-8

International Transportation –Advantages and disadvantages - Inter State Goods Movement –Intra State goods Movement- Concept of Customer Service – Characteristics, Linear operation- Tramp operation –Difference between Linear and Tramp

UNIT V -AIR TRANSPORT AND OCEAN TRANSPORT Ins.Hrs-6

Air Transportation– Advantages -disadvantages– Containerization: CFS and Inland

Container Depots – Dry Ports: Multi-Model Transportation and Concur.

TEXT BOOKS:

1. Logistics Management -Ailwadi C Sathish & Rakesh Singh, Prentice Hall India, 2005(Unit-1 to 5 covered)
2. Logistics and Supply Chain Management , Agrawal D.K,Macmillan India Limited, 2003

REFERENCE BOOK:

1. Logistics Management -The Integrated Supply Chain Process Bowersox Donald J , Tata McGraw Hill, 2000

COURSE OUTCOMES :

At the end of the course students would be able to

No.	**Course Outcomes**	**Knowledge Outcomes**
CO1	Introduce various significance of logistics and transportation.	K2
CO2	Focus on handling transportation procedures	K2,K3
CO3	Insist an importance of technology -oriented transportation strategies	K3
CO4	Assess the importance of transportation channels	K4
CO5	Emphasis the advanced logistics-based programme of study	K5

MAPPING OF CO WITH PO AND PSO

Course Outcomes	Programme outcomes					Programme Specific Outcomes					Marks score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	3	2	3	1	3	2.2
CO2	3	2	3	3	3	2	3	2	2	2	2.5
CO3	3	2	3	2	3	3	2	2	3	3	2.6
CO4	3	3	2	3	2	3	3	3	2	3	2.7
CO5	2	3	3	3	3	2	2	3	2	2	2.5
Mean overall score											2.5

DISCIPLINE SPECIFIC ELECTIVE- I

DIGITAL MARKETING

Course Code: U5R2BADSE 1:3	**Credit: 3**
Category: CORE COURSE	**Hrs. Week: 4 Total Ins. Hrs. 60**
Nature of the Course: Employability	**Marks: CIA:25+ Ext :75 =100**

OBJECTIVES:

1. To develop a basic knowledge about Digital Marketing.
2. To define the fundamentals of Digital Marketing.
3. To analyze the online consumer behavior.
4. To learn about internet marketing mix..
5. To acquire knowledge in Digital Marketing communication.

UNIT I - FUNDAMENTALS OF DIGITAL MARKETING Ins.Hrs-12

Definition of Digital marketing: origin of Digital Marketing,Traditional Vs. Digital Marketing- Past, present and future scenario of Digital Marketing – fundamentals of Digital Marketing- Benefits of Digital Marketing.

UNIT II : CONSUMER BEHAVIOR Ins.Hrs-12

Introduction – consumers in 21st century - Online consumer behaviour: Hoffman's model – consumer buying process – environmental factors influencing customer choice – types of consumer buying behaviour- online consumer behavioural pattern – online behavioural targeting – web marketing.

UNIT III: THE INTERNET MARKETING MIX Ins.Hrs-12

The Internet Marketing Mix: Product and Branding, Place, Price, Promotions, People, Processes, Physical evidence- Digital Marketing tools/e-tools-the online marketing matrix including business and consumer markets- E-Marketing research – Segmentation – Targeting – Differentiation and positioning strategies for digital marketing

UNIT IV: DIGITAL MARKETING COMMUNICATION Ins.Hrs-12

Search engine Marketing-Definition-Search engine optimization-advantages and disadvantages of SEO-best practices in SEO-paid engine marketing-pay per click advertising-landing pages-long tall concept-geo-targeting-Digital Advertising Market in India.

UNIT V: LEGAL AND ETHICAL ISSUES **Ins.Hrs-12**

Overview – ethics and ethical codes- problem of self regulation – Privacy – Digital property: patents, copyright, trademarks, licenses, trade secrets and data ownership – electronic payment system - emerging issues.

TEXT BOOK :

1. e-Marketing – Judy Strauss and Raymond Frost – Prentice Hall of India,

REFERENCE BOOKS :

1. e- Marketing – Prof. Vinod V.Sople- Dreamtech publications

2. Understanding Digital marketing- Damian Ryan and Calvin Jones – Kogan Page India Pvt Ltd

3. e- Marketing – Malcolm McDonald and Hugh Wilson – Pearson.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.digitalmarketer.com/digitalmarketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf

2. https://netmining.com/wp-content/uploads/2015/09/NetminingMarketing-Big-Book.pdf

COURSE OUTCOMES

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

No.	Course Outcomes	knowledge outcome
CO1	Explain the evolution of digital marketing.	K2
CO2	Revise consumer buying behaviour and process.	K2,
CO3	Analyse segmentation, Targeting and positioning in digital marketing.	K3
CO4	Assess digital marketing communication	K4
CO5	Discuss relevant issues related to digital marketing	K5

MAPPING OF CO WITH PO AND PSO

Course Outcomes	Programme outcomes					Programme Specific Outcomes					Marks score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	2	2	3	2	3	3	3	2.6
CO2	3	2	3	3	3	2	3	2	2	2	2.5
CO3	3	2	3	3	2	3	2	3	3	3	2.7
CO4	3	3	2	3	2	3	3	3	3	3	2.8
CO5	3	3	3	3	3	2	2	3	3	2	2.7
Mean overall score											2.6

SKILL ENHANCEMENT COURSE II

DESK TOP PUBLISHING

Course Code:UU5R2BASEC2:1	**Credit:2**
Category: Skill Enhancement Course	**Hrs. Week: 2 Total Ins. Hrs.30**
Nature of the Course: Skill Development & Employability	**Marks: CIA:25+Ext :75 =100**

Course Objectives:

- To gain knowledge on Word tools and techniques.
- To increase their ability in Excel
- To develop skill on accounting using software
- To impart knowledge of Pagemaker tools
- To understand various graphics software with various text tools and docker tools in CorelDraw.

UNIT- I MS-Word. **Inst. Hrs. 5**

- Creating Business Letters
- Creating an application for the job with Bio-data
- Creating circular letter with Mail Merge options
- Creating a Table by using the split and merge options

UNIT- II MS-Excel. **Inst. Hrs. 5**

- Creating a work sheet like Mark <Sheet, Pay Slip, PF Contribution list etc.
- Creating Charts
- Creating a list for the enclosures
- Filtering the date using Auto filter custom filters using comparison operations

UNIT- III Accounting Package. **Inst. Hrs. 6**

- Preparing voucher entries for the given transactions
- Preparing final accounts from the Trial Balance given with any ten adjustments

UNIT-IV Pagemaker. **Inst. Hrs. 7**

- Create a Document in Page maker using control palette
- Preparing greeting card with 5 different shapes

UNIT- V CorelDraw. **Inst. Hrs. 7**

- Create brochures with various effects on borders to images
- Preparing your logo which is to import a sketch of design and trace it freely, or preparing one from scratch in Corel DRAW.
- Create a design using a free hand tool and its flyouts.

TEXT BOOK

DTP COURSE,-Prof..Sathish Jain and M. Geetha, 2014,BPB publication .

REFERENCE BOOK

Typographic Design: Form and Communication ,-Rob Carter ,6th editionRob Carter

COURSE OUTCOMES

At the end of the course, the students will be able to

Sl.No	Course Outcomes	Knowledge Outcomes
CO1	Acquire knowledge on letters and text tools	K2
CO2	Analyse menus in sheet and evaluate functions	K5
CO3	Evaluate accounting methods	K5
CO4	Design pages for magazines	K3
CO5	Assess the palettes in CorelDraw	K3

Relationship Matrix of CO , PO and PSO

WEB RESOURCES

https://www.studocu.com/row/document/university-of-nairobi/mass-communication/introduction-to-dtp-lecture-notes-9/4292908

Course outcome	**Programming outcomes**					**Programme Specific Outcomes**					**Marks Score of COs**
	PO1	PO2	PO3	PO4	PO 5	PSO1	PSO 2	PSO 3	PSO4	PSO 5	
CO1	3	2	3	2	1	3	2	2	2	3	2.3
CO2	3	2	3	2	2	3	2	3	3	2	2.5
CO3	2	3	3	3	3	2	2	2	3	3	2.4
CO4	3	3	2	3	3	2	3	3	2	3	3.0
CO5	2	3	2	2	2	2	3	2	2	1	2.1
Mean Score Relationship											2.42

SKILL ENHANCEMENT COURSE II

LEADERSHIP SKILL

Course Code: U5R2BADSE 2:2	**Credit: 2**
Category: CORE COURSE	**Hrs. Week: 2 Total Ins. Hrs.**
Nature of the Course: Employability	**Marks: CIA:25+ Ext :75 =100**

OBJECTIVES:

1. To understand Leadership concepts
2. To know the relationship between motivation and performance.
3. To Improve Communication skills.
4. To promote Lateral Thinking.
5. To improve Emotional Intelligence.

UNIT I-INTRODUCTION TO LEADERSHIP CONCEPT

Leadership-Meaning-Definition-Importance-Significance-Leaders Vs Manager-Qualities of Leader-Difference between Leadership and Management .

UNIT II- WOMEN AND LEADERSHIP

Introduction- Significance of Women Leadership- Difference between Male and Female Leader-Barriers to Women Leadership.

UNIT III-INTELLIGENCE SKILLS

Leader Mind:-Independent thinking, Open Mindedness thinking, Personal Mastery`

UNIT IV-COURAGE AND MORAL LEADERSHIP

Moral Leadership-Meaning-Comparing Unethical and Ethical Leadership-Levels of Personal Moral development –Courage –Meaning, Leadership Courage, Needs of Personal Courage

UNIT V-EMOTIONAL INTELLIGENCE

Emotional Intelligence-Meaning-Features-Importance-Qualities Of an Emotionally Intelligent Personal ,Eight families of Emotional Intelligence-Compensation of Emotional Intelligence

TEXT BOOKS:

1. Principles And Practice Of Management-LM Prasad-Margham Publication-2010.
2. Lateral Thinking –Edward De Bono-Penguin Publications-2012.(Unit:4)
3. Working with Emotional Intelligence-Daniel Goleman-Blooms Bury Publication-2009

REFERENCE BOOKS:

1. Leadership, Peter G.North house- Sage Publication.
2. High performance Leadership- G.Vijayaragavan iyengar-Marcus publication-2008

COURSE OUTCOMES: At the end of the course, the students will

Number	Course outcome	Knowledge Level (According To Revised Bloom's Taxonomy)
CO1	turn as a good leader like College representative, Students Spokes person etc.	K3
CO2	identify vital motivators and its impact on performance.	K2,K3
CO3	be a Good Communicator.	K3
CO4	approach things with different perspective.	K4
CO5	be emotionally stable.	K4

MAPPING OF CO WITH PO AND PSO

Course Outcomes	Programme outcomes					Programme Specific Outcomes					Marks score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	2	2	3	2	3	2	3	2.6
CO2	3	3	3	3	3	2	3	3	3	2	2.8
CO3	3	3	3	3	3	3	3	2	3	3	2.8
CO4	3	3	3	3	3	3	3	3	2	3	2.9
CO5	3	3	2	3	3	3	2	3	3	3	2.8
Mean overall score											2.7

SEMESTER VI

CORECOURSE-XIII

EFFECTIVE BUSINESS COMMUNICATION

Course Code: U6R2BACC13	**Credit: 5**
Category: CORE COURSE	**Hrs. Week: 6 Total Ins. Hrs.**
Nature of the Course: Employability	**Marks: CIA:25+ Ext :75 =100**

OBJECTIVES:

To make students

1. understand the techniques and skills of communication.develop the skills of letter writing.
2. analyze the essentials of good report writing.
3. identify the uses of information technology in communication.
4. understand various aspects ofBusinessLetters.
5. helpthemtodraftvariouslettersandreports

UNIT I- INTRODUCTION TO COMMUNICATION Ins.Hrs:15

Communication – Meaning & Definition – importance of effective communication - Objectives – Principles –Types of communication- Importance and Characteristics of Verbal Communication - Characteristics non-verbal communication Various Media of communication – Barriers to communication

UNIT II- LETTER WRITING Ins.Hrs:15

Business Letter – Meaning- Need, functions and kinds of a Business letter– Essentials of an Effective Business letter - Enquiries – types- Replies-Offers and Quotations – Important terms in offers & quotations (Specimen letters)

Orders – Confirmation – Execution – Refusal and Cancellation of an order. (Specimen Letters)

UNIT III- BUSINESS LETTERS Ins.Hrs:15

Complaints and Adjustments- Sources of mistakes giving rise to complaints-Adjustmentpolicy-Collection letters-collection series. Sales letters- Advantages, Objectives, Three p's important for a sales correspondent.

UNIT -4.CORRESPONDENCE WITH PUBLIC AUTHORITIES & OTHER AGENCIES

Ins.Hrs:15

Post Office, Railways, Insurance Correspondence, and Bank correspondence-with customers, with the head office, with other banks.Import-Export correspondence. Letters to Editor

UNIT- 5. REPORT WRITING **Ins.Hrs:15**

Report – meaning, importance- types of business reports – -Patterns of reports-Contents - Parts of a report Oral and written reports- Characteristics of a good report -Drafting of Business Reports – Reports of Individuals – Report by Committees

TEXT BOOK

Essential of Business Communication - Rajendra Pal & T.S. Korlahalli, Sulthan Chand & Sons Publishers, New Delhi.-2018

REFERENCE BOOK

Communication skills by Dr.NageshwarRao&Dr.RajendraP.Das-Himalaya Publishing House-2018

E-RESOURCES:

http://booksgoogle.co.in/businesscommunicationwww.managementstudyguide.com/business_communication.htm,

study.com/academy/lesson/what-is-effective-business-communication

COURSE OUTCOMES

At the end of the Course students will be able to

NO.	COURSE OUTCOMES	KNOWLEDGE OUTCOMES
CO 1	demonstrate the necessary of effective communication.	K1
CO 2	design different kinds of business letters	K1, K2,
CO 3	compile complaints and adjustment letters	K1 & K3
CO 4	prepare letters for public authorities and other agencies.	K1, K2, K3 &
CO 5	analyze and draft the different types of business report.	K2 & K4

MAPPING OF CO WITH PO AND PSO

Course Outcomes	**Programme outcomes**					**Programme Specific Outcomes**					**Marks score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	2	2	2	3	2	3	1	3	2.2
CO2	3	2	3	3	3	2	3	2	2	2	2.5
CO3	3	2	3	2	3	3	2	2	3	3	2.6
CO4	3	3	2	3	2	3	3	3	2	3	2.7
CO5	2	3	3	3	3	2	2	3	2	2	2.5
Mean overall score											2.5

SEMESTER VI

CORE COURSE- XIV

SALES AND DISTRIBUTION MANAGEMENT

Course Code: U6R2BACC14	**Credit: 5**
Category: CORE COURSE	**Hrs. Week: 6 Total Ins. Hrs.**
Nature of the Course: Employability	**Marks: CIA:25+ Ext :75 =100**

OBJECTIVES:

To make students

1 .understand the sales practices in an organization.

2. analyze the processes of sales management.

3. identify the different channels of distribution.

4.Understand concepts, attitudes, techniques and approaches required for effective decision making inthe areas of Sales and Distribution.

5.Understand the physical distribution structure and channel Management

UNIT–I INTRODUCTION TO SDM **Ins.Hrs-18**

Meaning of SDM- overview-Objectives of Sales Management- Functions of SDM –Sales executives as Coordinator-Coordination with the other elements in the Marketing Program-Coordination with the distribution network-Coordination and Implementation of overall Marketing strategy-Sales Management and Control-Sales control.

UNIT–II SALESMANSHIP **Ins.Hrs-15**

Theories of selling-AIDAS theory of selling-Right set of Circumstance theory of selling- Buying Formula theory of selling –Behavioral Equation theory – prospective step sin prospecting-Sales Resistance-Closing sales.

UNIT–III PERSONALSELLING **Ins.Hrs-13**

Objectives- personal selling in the marketing mix-Role of personal selling in pricing strategy-Role of personal selling in Distribution strategy–Role of personal selling in promotional strategy

UNIT–IV SALES FORCE MANAGEMENT **Ins.Hrs-12**

Recruitment-SelectingSalespersonal-PlanningSalestrainingprograms-Executives and evaluating Sales training program – Motivating Sales personal– Controlling sales personal

UNIT–V DISTRIBUTION MANAGEMENT **Ins.Hrs-10**

Fundamentals of distribution management –Factors affecting the selection of Distribution channel. Transportation and physical distribution systems- Warehousing, order processing. Inventory Decisions EOQ, ABC Analysis, and Forecasting as an aid to distribution

TEXT BOOK:

Still, Richard R., Sales Management Decisions, Strategies and Cases Richard Still, Edward W Cundiff and Norman AP., Govoni.-5th Ed. Pearson Education Inc., Delhi 2013.

REFERENCE BOOKS:

Johnson, Eugene M., Sales Management: Concepts, Practices and Cases/EugeneM Johnson, David L Kurtz and Eberhard E Scheuing., New Delhi: Tata McGraw Hill Education Pvt Ltd., 1994.

Futrell,CharlesM.,SalesManagement:Teamwork,Leadership,andTechnology -6th ed., New York: Holt Rinehart and Winston Inf., 2001.

E- RESOURCES:

1. http://www.stet.edu.in/SSR_Report/Study%20Material/PDF//MBA/6-2.pdf

2. http://www.mgcub.ac.in/pdf/material/20200408021448bb3f8e0efa.pdf

COURSE OUTCOMES

At the end of the Course students will be able to

NO.	COURSE OUTCOMES	KNOWLEDGE OUTCOMES
CO 1	Describe and formulate effective strategies ofsales promotion.	K1
CO 2	Perceive the role of the sales manager in recruiting, motivating, managing and leading sales Team.	K1, K2,
CO 3	Understand the pros and cons of different distribution channels and logistics	K1 & K3
CO 4	Address issues of inventory and storage.	K1, K2, K3 &
CO 5	Prepare promotional plans	K2 & K4

MAPPING OF CO WITH PO AND PSO

Course Outcomes	**Programme outcomes**					**Programme Specific Outcomes**					**Marks score of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	3	2	2	2	3	2	3	3	3	2.6
CO2	2	3	3	3	3	3	3	2	2	2	2.6
CO3	3	2	3	2	3	3	2	3	3	3	2.7
CO4	3	3	3	3	2	3	3	3	2	3	2.8
CO5	3	3	3	3	3	2	2	3	2	2	2.6
Mean overall score											2.6

SEMESTER VI

CORE COURSE- XV

ENTRPRISE RESOURCE PLANNING

Course Code: U6R2BACC15	**Credit: 5**
Category: CORE COURSE	**Hrs. Week: 5 Total Ins. Hrs. 75**
Nature of the Course: Employability	**Marks: CIA:25+ Ext :75 =100**

OBJECTIVES:

1. To understand the growth of ERP in market.
2. To know the necessity of ERP in Business functions.
3. To inculcate application of ERP in E-Business.
4. To identify various business Modules of an ERP Package
5. To analyse best practices of ERP .

UNIT – I INTRODUCTION **Ins.Hrs-15**

ERP-An Overview –Business Processes –Meaning, A brief history ERP-Materials requirement planning(MRP),Manufacturing Resource Planning(MRP II)-Reasons for the growth of the market-advantages of ERP

UNIT- II BASIC ERP CONCEPTS **Ins.Hrs-13**

ERP Concepts:-Importance of ERP-ERP Architecture-Main frame architecture, Two-tier client-server architecture, Three –tier architecture

UNIT-III ERP AND TECHNOLOGY **Ins.Hrs-12**

ERP systems:-Business Process Reengineering(BPR)-Business Intelligence, Business Analytics(BA)-Data warehousing-Data mining, Online Analytics Processing.

UNIT-IV THE BUSINESS MODULES **Ins.Hrs-10**

Business Modules of an ERP Package:-Functional modules of ERP Software-Financial module , Manufacturing module, HR module, Marketing module.

UNIT-V ERP –PRESENT AND FUTURE **Ins.Hrs-7**

Enterprise Application Integration (ERI)-ERP and EAI-USES of EAI,Advantages and disadvantages of EAI,ERP and E-business, Best practices of ERP`

TEXT BOOK:

1.**Enterprise Resource Planning-Alexis Leon,6TH Edition,Himalaya Publishing House.(Unit-1,2,3,4,5 covered)**

REFERENCE BOOKS:

1.ERP-Modern ERP-Marianne Bradford,lulu.com

COURSE OUTCOMES

At the end of the course, students will be able to

SL.No.	Course Outcomes	Knowledge Outcomes
CO1	Outline the Concept of ERP	K2
CO2	examine the applications ERP	K2
CO3	Assess the role and technology of ERP	K3
CO4	Discuss ERP software.	K4
CO5	Compare and discuss the ERP practice	K5

MAPPING OF CO WITH PO AND PSO

Course Outcomes	Programme outcomes					Programme Specific Outcomes					Marks score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	2	2	3	2	3	2	3	2.6
CO2	3	3	3	3	3	2	3	3	3	2	2.8
CO3	3	3	3	3	3	3	3	2	3	3	2.8
CO4	3	3	3	3	3	3	3	3	2	3	2.9
CO5	3	3	2	3	3	3	2	3	3	3	2.8
Mean overall score											2.7

DISCIPLINE SPECIFIC ELECTIVE II

FINANCIAL SERVICES

Course Code: U5R2BADSE 2:1	**Credit: 3**
Category: CORE COURSE	**Hrs. Week: 4 Total Ins. Hrs. 60**
Nature of the Course: Employability	**Marks: CIA:25+ Ext :75 =100**

OBJECTIVES:

To give students

- An understanding of the functioning of the Capital market
- Basic knowledge on the functioning of various financial services
- an idea of the way financial services are rendered and availed
- A fair idea of the various kinds of Mutual funds and criteria for investments therein
- A focus on Factoring, bill discounting and such practical services

UNIT I: INTRODUCTION **Ins.Hrs-12**

FinancialServices–Importance–TypesofFinancialServices-Capitalmarket-Importance-PrimaryMarket–Functions–SecondaryMarket–SEBI–Objectives-Functions

UNITII:UNDERWRITING AND VENTURE CAPITAL **Ins.Hrs:15**

Underwriting–Typesofunderwriters–Advantages-MerchantBanking–Classification–Conditions of SEBI for merchant bankers- Functions of a Merchant Banker –Drawbacks -VentureCapital – Features–importance–Stages.

UNIT III: MAJOR FINANCIAL SERVICES **Ins.Hrs-15**

Factoring–Functionsofafactor-Typesoffactoring–Merits–Demerits–difference between Factoring and Bill Discounting – Forfaiting- Merits- Difference between factoringand forfaiting- Leasing – Contents of a lease agreement- Types of lease –Advantages –Drawbacks– DifferencebetweenFinancialLeaseandOperational Lease.

UNIT IV: MUTUAL FUNDS AND CREDIT RATING **Ins.Hrs-15**

MutualFunds–Types–Importance—Facilitiesavailabletotheinvestors–Investorsrights – Regulations ofSEBIon MutualFunds-Credit rating -Merits Basisofcreditrating-Typesofcreditrating.

UNIT V: OTHER FINANCIAL SERVICES **Ins.Hrs-15**

Hire purchase –Features – Contents of HP Agreement –Difference between HP and Leasing – Difference between HP and Instalment sale- Consumer Finance – Significance of consumerfinance –Types of Consumer Loans- Credit cards- Merits-Credit card institutions-Types ofCards-Comparisonbetween creditcardanddebitcard-Useofsmart cards- E-wallet.

TEXT BOOK:

Khan, M Y., Financial Services. --9th ed., New Delhi: Tata Mc-Graw Hill Education Pvt Ltd.

REFERENCE BOOKS :

Gordon, E and Natarajan, K., Financial Markets and Services, --11th Revised ed., Mumbai: Himalaya Publishing House

Desai, Vasant., Indian Financial System: Financial System, Markets, Institutions, Instruments,Services. – 5th ed., New Delhi:Galgotia Publications Ltd.

Bhalla, V K, Management of Financial Services, 3rd Revised & enlarged ed., New Delhi: AnmolPublications Pvt Ltd

COURSEOUTCOMES

no.	Course outcomes	Knowledge level
CO1	predict trends in the financial marke	K2
CO2	Assess the quality of financial services available	K2,
CO3	Choose employment in agencies involved in providing various types of financialservices	K3
CO4	Examine critically the potential of the financial services sector	K4
CO5	Take part in research in the field	K5

MAPPING OF CO WITH PO AND PSO

Course Outcomes	Programme outcomes					Programme Specific Outcomes					Marks score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	2	3	3	3	2	2	3	2.6
CO2	3	3	3	3	2	3	3	2	3	3	2.8
CO3	3	3	2	2	3	3	3	3	2	2	2.6
CO4	3	3	2	3	3	3	3	3	1	3	2.7
CO5	3	3	2	3	3	3	3	3	2	3	2.8
Mean overall score											2.7

DISCIPLINE SPECIFIC ELECTIVE- II

INVESTMENT MANAGEMENT

Course Code: U5R2BADSE 2:2	**Credit: 3**
Category: CORE COURSE	**Hrs. Week: 4 Total Ins. Hrs. 60**
Nature of the Course: Employability	**Marks: CIA:25+ Ext :75 =100**

OBJECTIVES:

To make the students understand the basic Concepts of Investment and various investment avenues
To develop knowledge on various ways of investments.
To understand the significance of investment.
To enable students to plan on investment.
To enhance knowledge on capital markets and stock exchange.

UNIT-I CONCEPT OF INVESTMENT

Nature of investment, definition, need and importance of studying investment, scope of investing , Investment media.

UNIT-II INVESTMENT AVENUES

Investment alternatives, organizing financial assets, non-marketable financial assets, money market securities.

UNIT-III INVESTMENT COMPANIES AND INDIRECT INVESTMENT

Indirect investing, Investment Company, types of investment companies, major types of mutual funds. Investing internationally through investment companies

UNIT-IV CAPITAL MARKET

Securities markets, primary market, secondary market. Structure of capital market and portfolio theory

UNIT-V STOCK EXCHANGE AND TYPES OF STOCK

Stock exchange - definition, functions, membership, Services of stock exchange, common stocks - analysis and strategy.

TEXT BOOK:

1.Investment management - V.Gangadhar,G.Rameshbabu

REFERENCE BOOKS:

1. Investments analysis and management - Charles P. Jones.

2. Investment Management – Dr. L. Natarajan, Margham publication

COURSE OUTCOME : At the end of course the students will

Number	Course outcome	Knowledge Level (According To Revised Bloom's Taxonomy)
CO1	learn the basic Concept of Investment and various investment avenues	K2
CO2	gain knowledge on various ways of investments.	K3
CO3	know the significance of investing .	K3
CO4	Identification of various Investment opportunities.	K4
CO5	Be able to make better financial plans.	K5

MAPPING OF CO WITH PO AND PSO

Course Outcomes	Programme outcomes					Programme Specific Outcomes					Marks score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	3	2	2	3	2.8
CO2	2	2	3	3	3	2	3	3	3	2	2.6
CO3	3	2	3	2	2	3	2	2	3	3	2.5
CO4	3	3	2	3	2	3	3	3	3	3	2.8
CO5	2	3	2	3	3	2	2	3	3	3	2.6
Mean overall score											2.6

DISCIPLINE SPECIFIC ELECTIVE- II

INSURANCE MANAGEMENT

Course Code: U5R2BADSE 2:3	**Credit: 3**
Category: CORE COURSE	**Hrs. Week: 4 Total Ins. Hrs. 60**
Nature of the Course: Employability	**Marks: CIA:25+ Ext :75 =100**

OBJECTIVES:

To make the students understand the basic of Insurance.
To develop various types of Insurance.
To understand the laws of Insurance
To enable the students to become familiar with marine policy
To impart knowledge on fire insurance

UNIT-I PRINCIPLES OFINSURANCE

Principles of Insurance :-Definition of insurance - classification of Contracts of insurance - marine and non-marine - general principles of law as applied to non-marine insurance.

UNIT-II LIFE INSURANCE

Life Assurance - objects of life Assurance - principles of life Assurance - different plans of life Assurance and annuities - policy condition and privilege - assignment and nomination - lapses and revivals - surrender values and loans - claims - double insurance.

UNIT-III MARINE INSURANCE

Marine insurance - principles of marine insurance - functions of marine insurance - proximate clause - subrogation and contribution

UNIT-IV MARINE POLICY

Types of marine policy - clauses in general use - warranties - kinds of marine losses - reinsurance and double insurance.

UNIT-V FIRE INSURANCE

Fire insurance - principles of law as applied to fire insurance - the subject matter of fire insurance - fire waste - hazard types of fire policy - cover notes - surveys and inspection average - re-insurance - renewals.

TEXT BOOKS:

Dr. B. Vardharajan - Insurance Vol 1 and 2. - Tamil Text Book.

R.S. Sharma - Insurance Principle & Practice - Vara Bombay, 2006.

REFERENCE BOOKS

1.A. Murthy - Elements of Insurance Risk management & Insurance - Harrington, 2006 - Tata McGraw Hill pub.

COURSE OUTCOMES : At the end of the course the students will

Number	Course outcome	Knowledge Level (According To Revised Bloom's Taxonomy)
CO1	understand the basics of Insurance.	K2
CO2	gain knowledge on various types of Insurance.	K3
CO3	know the laws of Insurance .	K3
CO4	Possess Knowledge on marine policy	K4
CO5	Application of fire insurance claims.	K4

MAPPING OF CO WITH PO AND PSO

Course Outcomes	Programme outcomes					Programme Specific Outcomes					Marks score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	3	2	3	2	3	2.4
CO2	3	3	3	3	3	2	3	2	2	2	2.6
CO3	3	3	3	3	2	3	2	3	3	3	2.8
CO4	3	3	2	3	2	3	3	3	2	3	2.7
CO5	3	3	2	3	3	2	2	3	2	2	2.5

Mean overall score	2.6

DISCIPLINE SPECIFIC ELECTIVE- III

KNOWLEDGEMANAGEMENT

Course Code: U5R2BADSE 3:1	**Credit: 3**
Category: CORE COURSE	**Hrs. Week: 4 Total Ins. Hrs.**
Nature of the Course: Skill Development	**Marks: CIA:25+ Ext :75 =100**

OBJECTIVES:

1. To introduce the students the concept of knowledgemanagement.
2. To highlight the managerial perspective of knowledgemanagement.
3. To introduce the fundamentals of managing knowledge and intellectual capital.
4. To understand some of the measurement issues, processes and cycles involved in their management.
5. strategic issues of creating value from flows in intangible assets and organisation structures to support knowledge.

Unit1:INTRODUCTION

knowledge management -relevance and significance -need - Organizational knowledgemanagement drivers – knowledge based drivers - technology drivers - human resource drivers, process drivers and economic drivers.

Unit2:KNOWLEDGE MANAGEMENT PROCESS

Organizationalcreation-acquisition–organizing–sharing–renewal–networks-culture.

Unit3:ORGANIZATIONALKNOWLEDGE MANAGEMENTAPPROACHESANDSTRATEGIES

Management structure–funding –organizationa lculture and enablers–technology infrastructure–organizational knowledgemanagement strategies.

Unit4:KNOWLEDGE MANAGEMENTSYSTEM,TOOLS,ARCHITECTUREANDIMPLEMENTATION

Developing a knowledge management frame work - implementation phases architectural components-knowledgemanagement system requirement.

Unit5:KNOWLEDGE BASEDORGANIZATION

Concepts and characteristics of knowledge based organization – Dimensions of HRM inKBO–challengeforHRMinKBO–managingknowledgefororganizationaleffectiveness–rewardingknowledge.

TEXT BOOK:

1. Ganesh Natarajan,Nitin Nohria,Sandhya Shekhar, *Knowledge Management*, TataMcgrawHill Education,2010.

REFERENCES:

1. FrancesHoribe, *Managing KnowledgeWorkers*,JohnWiley&Sons, 2010.

E-RESOURCES:

https://www.bdu.ac.in/cde/docs/ebooks/mba/III/P16MBA15%20%20-%20KNOWLEDGE%20MANAGEMENT.pdf
https://backup.pondiuni.edu.in/sites/default/files/Knowledge%20Managementt200813.pdf
https://www.bimkadapa.in/materials/KM-5-UNITS-PDF.pdf

COURSE OUTCOMES : At the end of the course, the students will be able to

Number	Course outcome	Knowledge Level (According To Revised Bloom's Taxonomy)
CO1	Apply complex theories and practice of knowledge and intellectual capital management	K2
CO2	Apply theories to a wide range of scenarios	K2
CO3	Formulate action plans for knowledge intensive organisations	K3
CO4	Distinguish aspects of industrial era management that may be inappropriate for knowledge intensive organisations and provide alternatives	K4
CO5	Distinguish aspects of industrial era management that may be inappropriate for knowledge intensive organisations and provide alternatives	K4

MAPPING OF CO WITH PO AND PSO

Course Outcomes	Programme outcomes					Programme Specific Outcomes					Marks score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	3	2	3	2	3	2.4
CO2	3	2	3	3	3	2	3	2	2	2	2.5
CO3	3	2	3	2	2	3	2	1	3	3	2.4
CO4	3	3	2	3	2	3	3	3	2	3	2.7
CO5	3	3	3	3	3	3	3	3	2	2	2.8
Mean overall score											2.5

DISCIPLINE SPECIFIC ELECTIVE- III

HRD: SYSTEMS AND STRATEGIES

Course Code: U5R2BADSE 3:2	**Credit: 3**
Category: CORE COURSE	**Hrs. Week: 4 Total Ins. Hrs.**
Nature of the Course: Skill Development	**Marks: CIA:25+ Ext :75 =100**

Objectives:

- To introduce HRD concepts to learners
- To sensitize them to the features of the HRD system
- To enable them to build up careers and advise others on career development
- To make learners aware of the need for work life balance and the factors that determine such balance
- To introduce the concepts of Strategic HRD and Human Resource Accounting to the students

UNIT I - HUMAN RESOURCES DEVELOPMENT- AN OVERVIEW

Introduction to HRD – HRD- Meaning – Definition- Objective of HRD – Goals of HRD – Importance – Principles – Functions – Responsibilities of HRD wing – Essentials of HRD System – Competencies of HRD Manager – Role of HRD Manager – Dimensions of HRD

UNIT II DESIGNING HRD SYSTEM

Contents – Components of HRD plan – HRD philosophy – HRD subsystems – HRD policy – HRD Strategy – Organising HRD System – Introducing or implementing HRD system

UNIT III- CAREER PLANNING AND CAREER DEVELOPMENT

Concept of Career – Multiple meaning – Career Planning – Need for Career Planning – The process of Career Planning - Career Development – Definition- Characteristics – Importance – Stages in Career Development

UNIT IV- EMPLOYEE EMPOWERMENT AND QUALITY OF WORK LIFE

Employee Empowerment - Definition – Pre requisites for Employee Empowerment – The process of Empowerment – Forms of Empowerment – Features of Self Management Teams – Process of Developing Empowered teams – Barriers to Empowerment - Quality of Work Life- Definition – Objectives – Measures to improve Quality of Work Life – Merits of Job Rotation- Benefits of QWL

UNIT V - HUMAN RESOURCE ACCOUNTING AND STRATEGIC HRD

Human Resource Accounting - Introduction – Objectives – Advantages – Limitations – Approaches or methods of Valuation of Human assets – HR reports and Budget- Strategic HRD- Definition – Features –Objectives – Process - Competitive Advantage Through Strategic HRD – Conditions Essential for Strategic HRD

TEXT BOOK:

Human Resource Development – Dr.K.Sundar and Dr.J.Srinivasan – Margham Publications

REFERENCE BOOKS:

HRDintheNewEconomicEnvironment,Rao,T.V.(et.al), TataMcGraw-HillPub.Pvt,Ltd, NewDelhi
Human Resource Development – Dr.Deepak Sharma, APH Publishing Corporation, New Delhi
Human Resource Management and Development – Dr.N.Premavathy – Sri Vishnu Publications, Chennai

E-resources:

https://www.geektonight.com/human-resource-development-pdf/
https://backup.pondiuni.edu.in/sites/default/files/HRDt200813.pdf

COURSE OUTCOME:

On completion of the course students will be able to

- evaluate various HR policies in the light of the basic principles (K5)
- develop suitable HRD systems according to need and perform efficiently in them (K6)
- formulate career development strategies and implement them (K6)
- construct strategies for ensuring work life balance for all cadres (K6)
- compare and contrast different strategies for HRD and Human Resource Accounting and formulate right policies (K2)

Course Outcomes	Programme outcomes					Programme Specific Outcomes					Marks score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	2	3	3	3	2	2	3	2.6
CO2	3	3	3	3	3	3	3	2	3	3	2.9
CO3	3	3	2	2	3	3	3	3	2	3	2.7
CO4	3	3	2	3	3	3	3	3	1	3	2.7
CO5	3	3	2	3	3	3	3	3	2	3	2.8
Mean overall score											2.7

DISCIPLINE SPECIFIC ELECTIVE- III

TALENT ACQUISITION AND DEPLOYMENT

Course Code: U5R2BADSE 3:1	**Credit: 3**
Category: CORE COURSE	**Hrs. Week: 4 Total Ins. Hrs. 60**
Nature of the Course: Skill Development& Employability	**Marks: CIA:25+ Ext :75 =100**

Course Objectives:

- To assess the human resource requirement of an enterprise and human potential at work
- To acquaint students with the development and implementation of Human Resources information Systems for various levels in an organisation
- To familiarize with the application of various Human Resources Information Systems in organisations.
- To acquire skills in imparting developmental training based on training needs identified
- To workout strategies in retaining the human resources in a knowledge- based work environment related to talent management.

UNIT –IINTRODUCTION TO TALENT MANAGEMENT Ins.Hrs:12

Introduction to Talent Management: Objectives - Role of Talent Management in building sustainable competitive advantage - Key Processes of Talent Management – HumanResources Planning – Recruitment - Selection - Performance monitoring - Retention - Talent versus Knowledge people - Sources of Talent - Consequences of Failure in Managing Talent

UNIT – II TALENT ACQUISITION Ins.Hrs:12

Talent Acquisition: Job Analysis - Methods of collecting information, developing questionnaires, interviews - Developing job description and job specification - Developing HR planning process - Strategic Trends in Talent Acquisition - Talent Acquisition management solutions - Preparing Recruitment plan

UNIT – III E-RECRUITMENT Ins.Hrs:12

E-recruitment (using various job portals) - - Preparing Recruitment plan -Searching and downloading applicant profile by using job portals - Selecting of the Recruitment source - Preparing Recruitment Budget - Employer Branding - Formulating a recruitment strategy (specifically for Managerial/Executive jobs) - Selection process - Use of Assessment Centres - Selection errors and minimizing selection errors - Choosing the types

of Interviews.

UNIT - IV ELEMENTS OF TALENT MANAGEMENT Ins.Hrs:12

Elements of Talent Management: Concept - The Resourcing strategy - Attraction and Retention policies and programs - Managing Voluntary Turnover - Dealing with JobWithdrawal - Talent Audit - Role Development - Talent Relationship Management - Performance Management - Defining the Elements of Total Rewards - Integrated Rewards

Philosophy - Designing Integrated Rewards - Sustainable Talent Management and Reward Model.

UNIT - V ESSENTIALS OF TALENT MANAGEMENT Ins.Hrs:12

Talent Management Essentials: Learning and development - Career Management - Talent Management Strategy - Building the Talent pipeline - Employee Engagement - Employee Engagement strategies - Strategic Compensation plan for Talent Engagement – TalentManagement to drive culture of excellence - Leadership Development.

TEXT BOOKS

1. Boudreau, J.W. Retooling HR: Using Proven Business Tools to Make Better Decisions about Talent. Boston, MA: Harvard Business School Press.

REFERENCE BOOKS:

1.Cappelli, P. Talent on Demand: Managing people in an Age of Uncertainty. Boston, MA: Harvard Business School Press.

2. Collings, D.G., Mellahi, K., & Cascio, W.F. The Oxford Handbook of Talent Management. Oxford: Oxford University Press.

COURSE OUTCOMES

At the end of the course, the students will be able to

Sl.No	Course Outcomes	Knowledge Outcomes
CO1	Describe talent management and the process of linking talent management to organizational strategy and other HR practices.	K5
CO2	Summarize talent management practices by using factors of specific environment of the organization.	K5
CO3	Design the process for identifying high potential talent.	K6
CO4	Develop a pipeline of talent to serve the present and future needs of the organization.	K3
CO5	Evaluate the role of leadership related to talent management	K3

Relationship Matrix of CO , PO and PSO

WEB RESOURCES

http://bitly/3fPuRMW

Course outcomes	**Programming outcomes**					**Programme Specific Outcomes**					**Marks Score of COs**
	PO1	PO2	PO3	PO4	PO 5	PSO1	PSO 2	PSO 3	PSO4	PSO 5	
CO1	3	2	3	2	1	3	2	2	2	3	2.3
CO2	3	2	3	2	2	3	2	3	3	2	2.5
CO3	2	3	3	3	3	2	2	2	3	3	2.4
CO4	3	3	2	3	3	2	3	3	2	3	3.0
CO5	2	3	2	2	2	2	3	2	2	1	2.1
Mean Score Relationship											2.42

SKILL ENHANCEMENT COURSE III

E-COMMERCE

Course Code: U5R2BADSE 3:1	**Credit: 2**
Category: CORE COURSE	**Hrs. Week: 2 Total Ins. Hrs.**
Nature of the Course: Employability	**Marks: CIA:25+ Ext :75 =100**

OBJECTIVES:

- To enable the students to know the electronic way of business and trade.
- To know the relevance of e-commerce in IT world.
- To identify and update knowledge on the Electronic media and its growth
- To impart the knowledge of internet infrastructure.
- To understand various application issues of security over net, payment system.

UNIT I- FOUNDATIONS OF E-COMMERCE

Ins.Hrs-6

Meaning and Definition – Benefits of E-Commerce-Impact of E-Commerce-Classifications of E-Commerce-Application of E-Commerce technologies.

UNIT II- STRUCTURE OF E-COMMERCE

Ins.Hrs-5

Architectural Framework;-Network infrastructure-Information and distribution technology-Network multimedia content publishing technology-security and encryption-Payment services-Business services infrastructure-Public policy and legal infrastructure

UNIT III- MARKETING & E-COMMERCE **Ins.Hrs-4**

Product:-Meaning, Definition, Product Mix, Physical distribution:-Meaning, Intermediaries in channel-Price:-Meaning, Definition, Factors of Pricing, Promotion-Marketing communication-common e-marketing tools.

UNIT IV-INTERNET ADVERTISING **Ins.Hrs-3**

Internet Advertising-Models of internet advertising –Banner advertising-sponsoring content –screensaver &Push broadcasting-Corporate web site

UNIT V- RECENT TRENDS IN E – COMMERCE **Ins.Hrs-3**

Mobile commerce-Benefits-Framework-agents in e-Commerce:-Need, Type of Agents-internet Agents- Desktop Agent- Internet Agents- E-commerce in India.

TEXT BOOK:

1. Electronic Commerce – Efraim Turban, David King & others, (unit 1 to 5) Prentice Hall 5th Edition.

REFERENCE BOOK:

1. Electronic Commerce, David Whiteley, McMillan

E-RESOURCES :

- https://www.geektonight.com/e-commerce-notes/
- https://cidco.mit.asia/departments/bca/Downloads/Question-bank/e-business.pdf
- http://www.mbaexamnotes.com/e-commerce-notes.html
- https://www.slideshare.net/kishuvishu/e-commerce-full-notes-for-mba

COURSE OUTCOMES : At the end of the course the students will

Sl.No	Course outcome	Knowledge outcomes
CO1	Understand the recent trends on e- commerce.	K2
CO2	Create an idea about e-market andits opportunities.	K2
CO3	Give a frame work of various modes of e-commerce.	K3
CO4	Emphasize the securities and safety measures for online transactions.	K4
CO5	Sketch out the mode of purchase and cash.	K5

MAPPING OF CO WITH PO AND PSO

Course Outcomes	Programme outcomes					Programme Specific Outcomes					Marks score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	3	2	3	1	3	2.2
CO2	3	2	3	3	3	2	3	2	2	2	2.5
CO3	3	2	3	2	3	3	2	2	3	3	2.6
CO4	3	3	2	3	2	3	3	3	2	3	2.7
CO5	2	3	3	3	3	2	2	3	2	2	2.5
Mean overall score											2.5

SKILL ENHANCEMENT COURSE III

CREATIVITY AND INNOVATION MANAGEMENT

Course Code: U5R2BADSE 3:2	**Credit: 3**
Category: CORE COURSE	**Hrs. Week: 4 Total Ins. Hrs.**
Nature of the Course: Employability	**Marks: CIA:25+ Ext :75 =100**

OBJECTIVES:

To enable the students to learn the various aspects of creativity and innovation
To Learn a range of creative thinking tool and how to apply.
To develop an appreciation of the personal and organizational ideas.
To expose the students to different types of problems and ways to resolve them.
To train them on various mental exercises.

UNIT-I -INTRODUCTION

What is Creativity – Individual and Group Creativity – Convergent Thinking – Divergent Thinking and Generation of Creative Ideas?

UNIT-II -BRAINSTORMING

Thinking Hats Methods – Redefinition Techniques – Random Stimulus – Generation of Creative Ideas in Groups – Brainstorming – Reverse Brainstorming – Synaptic – Morphological Method.

UNIT-III -METHODS OF THINKING

Creativity Exercises – Mental Gym – The Way the Mind Works – Difference Between Lateral and Vertical Thinking – Attitudes Towards Lateral Thinking – Basic Nature of Lateral Thinking – Techniques – The Generation of Alternatives – Challenging Assumptions.

UNIT-IV-PROBLEM SOLVATION

Innovation – Suspended judgment – Analogies – Lateral Thinking – What is a Problem – Defined Problems – Creative Problem Solving – Models of Techniques of Creative Problem Solving

UNIT-V -TECHNIQUES OF CREATIVITY

Comparison of Creativity Techniques – Mental Gym Quiz – Blocks of Creativity – Fears and Disabilities – Energy for your Creativity – Creative – Making Your Environment More Creative-The Creative Life Quiz – Case Study

TEXT BOOKS:

1. Training Creative Thinking – Davis Gary and Scott New York Pub.

2. Lifelong Creativity – Pradip NCTE and Khandwalla Tata Mc Graw Hill.

REFERENCE BOOKS:

1. Managing creativity for Corporate Excellence – NCTE Rastogi Mac Millan
2. Lateral Thinking – Edward de Bono Penguin Pub
3. Innovation and Entrepreneurship – Peter F.Drucker.

COURSE OUTCOMES : At the end of the course the students will

Number	Course outcome	Knowledge Level (According To Revised Bloom'sTaxonomy)
CO1	be able to prepare them to lead teams to achieve breakthrough creativity and problem solving.	K2
CO2	understand the brainstorming and its necessity in business	K2
CO3	be able to articulate the importance of innovation.	K3
CO4	Move out of any tough situations in Business.	K4
CO5	Always thinks out of box for all the problems.	K5

MAPPING OF CO WITH PO AND PSO

Course Outcomes	Programme outcomes					Programme Specific Outcomes					Marks score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	3	2	3	1	3	2.2
CO2	3	2	3	3	3	2	3	2	2	2	2.5
CO3	3	2	3	2	3	3	2	2	3	3	2.6
CO4	3	3	2	3	2	3	3	3	2	3	2.7
CO5	2	3	3	3	3	2	2	3	2	2	2.5
Mean overall score											2.5