

DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE (AUTONOMOUS), CUDDALORE 1
BOARD OF STUDIES MEETING - 2019 -20

The board of studies meeting for **Business Administration (CA)** was held in the Department of **Business Administration (CA)**, St. Joseph's College of Arts & Science (Autonomous) Cuddalore on 11th March, 2019(Monday).

The members present were:

LIST OF MEMBERS		
1	Chairman	Rev.Fr.A.Alex, HOD, Department of BBM & BBA(CA)
2	University Nominee	Dr.V.PrasannaVenkatesan Professor, Department of Banking Technology, Pondicherry University. Pondicherry.
3	Subject Expert	Dr.A.Martin Assistant Professor Department of Computer Science School of Mathematics and Computer Science Central University of Tamil Nadu Thiruvarur Tamilnadu – 610101.
4	Subject Expert (Industry/Corporate Sector)	Mr.C.John Stephen Raj HR DR Enterprise Automotive Pvt.Ltd Thiruvallur District.
5	Internal Members	Mr.R.Punniyaseelan Mr.Z.John Bernard Mr.M.OmPrakash Dr.S.Bharanidharan

MINUTES OF THE MEETING

The board of studies was conducted by Department of Business Administration (CA) on 11th March, 2019.

The following points were discussed in the meeting and subjected to incorporation in the forthcoming Academic Year i.e 2019 -20.

- Discussion regarding the new curriculum template for the academic year 2019 – 20 as par with the UGC format.
- The subjects and labs to be taught for the newly stepping 5th Semester and 6th Semester.
- The subjects to be taught for Ability Enhancement Compulsory Course (AECC), Skill Enhancement Course (SEC) and the Self Study Course (SSC)

Recommendations of Board:

Semester 1:

- Core Theory – 1 Business Organization, the following changes to be incorporated.
 1. To include Liberalization, Privatization and Globalization (LPG) in Unit 1.
 2. To rename the Unit -3 title as Business Location.
 3. To remove the following contents Plant layout, Characteristics of plant layout, Size of the firm in Unit 3.
- Core theory -2 Subject title- Basics of Information technology has to be changed as Fundamentals of Information technology.

Semester 2:

- Core theory – 3 Business Management, the following changes to be incorporated.
 1. To remove organization chart and manual in Unit 3.
 2. To remove use of computers in managing information, Concept of Keisen and Six Sigma in Unit 5.

Semester 3:

- The subject titled “Multimedia” which was earlier an allied subject in old template will be changed to **Skill Enhancement Course – 2** whose title “Multimedia” should be rephrased as “Multimedia and Design”.
- The subject titled “Business Law” which was earlier a skill paper in old template will be changed to allied subject – 4 in new template.

Semester 4:

- Suggested to offer Generic Elective titled “Basic for Digital Banking Operation” to the English department.
- The title of Core theory - 8 “Marketing” has to be rephrased as “Marketing Management”.

Semester 5 :

- The following subjects are recommended by the Board of Studies.

Core Subjects:

1. Financial Management
2. Research Methodology
3. Business Law

Discipline Specific Elective:-1:

1. Investment Management
2. Retail Marketing Management

Discipline Specific Elective:-2:

1. Internet and its applications
2. Information System Design

- Board has recommended offering TALLY preferably as Skill Enhancement Course (SEC) - 4 through MOOC, NPTEL.
- In 5th semester, research methodology subject, need to add the content “Inferential statistics using Excel and report standards” in unit-5.

Semester 6 :

- The following subjects are recommended by the Board of Studies.

Core Subjects:

1. Human Resource Management
2. Programing using Microsoft technology (C#.net)
Programing using Microsoft technology (C#.net) practical.
3. Strategic Management

Discipline Specific Elective:-3:

1. Financial and Capital Markets
2. Industrial Relations

Discipline Specific Elective:-4:

1. Project Work
2. Entrepreneurial Development

- To offer generic elective courses titled Entrepreneurial Development / Investment Management to Department of Commerce.
- To add Self Study Course (SSC) titled Campus Recruitment Training, which will be useful for placement.

BUSINESS ADMINISTRATION (COMPUTER APPLICATIONS)

PROGRAMME OUTCOMES

PO1. The Students find their footings in life through **wholesome and integral education**.

PO2. The Students are encouraged to **climb the academic ladder** by pursuing Post Graduate Education in different domain.

PO3. The Students are **academically and technically equipped** to steer the Nation along the path of progress and peace.

PO4. The Students are trained to **be Employable and Entrepreneurial Citizen** of the Nation.

PO5. The Students are **fortified intellectually, ethically and socially** to face the challenges in life.

PROGRAMME SPECIFIC OUTCOMES

PSO 1 The students will **acquire sufficient subject knowledge** in the various disciplines such as business organization, management, imports and exports, financial management, marketing and human resource management.

PSO 2 The students will **excel in business-related skills** viz., leadership, teamwork, interpersonal relationship, effective communication in both oral and written, innovative thinking, decision-making and problem-solving.

PSO 3 The students will be **employable in the fields of business** firms, export-import units, HR domains, marketing areas, accounting and management.

PSO 4 The students can **develop entrepreneurial skills** to start and manage their own business successfully and can analyses socio-economic, political and legal environment of the business.

PSO 5 The students will go for **self-paced learning** according to the need of the hour and have the capability to use computer programmes and applications.

PSO 6 The students will march to **take on higher education or professional courses** such as MBA, MCA, CA, ICMA, CFA or other Competitive Exams.

PSO 7 The students will **have practical knowledge in business administration** and will be able to apply technologies in research to solve the complex business problems.

PSO 8 The students will show their **care and concern in saving the environment**, adopting business ethics, respecting cultural diversity and **observing moral values** in personal and social life.

CURRICULAM TEMPLATE FOR ACADEMIC YEAR 2019 – 2020

SEMESTER I									
S.No	Part	Study components	Ins. Hrs Weekly	Credit	Sub Code	Title of Paper	Maximum Marks		
							Int.	Ext.	Total
1	I	Language	5	3	LTC101T	Tamil - I	25	75	100
2	II	English	5	3	LEC101T	English -I	25	75	100
3	III	Core Theory-1	6	4	19BB101	Business Organization	25	75	100
4	III	Core Theory-2	6	4	19BB102	Fundamentals of Information Technology	25	75	100
5	III	Allied-1	5	4	17ABE11	Application of Economics in Business	25	75	100
6	IV	AECC -1	1	1	19AEC101	Communicative English - I	-	-	-
	IV	SEC - 1	2	2	VE101T	Value Education	25	75	100
			30	21			150	450	600

SEMESTER II									
S.No	Part	Study components	Ins.Hrs Weekly	Credit	Sub Code	Title of Paper	Maximum Marks		
							Int.	Ext.	Total
7	I	Language	5	3	LTC202T	Tamil –II	25	75	100
8	II	English	5	3	LEC202T	English - II	25	75	100
9	III	Core Theory-3	6	4	19BB203	Business Management	25	75	100
10	III	Core Theory-4	3	2	17BB204	Excel for Business	25	75	100
		Core practical	3	2	17BP201	Excel Lab	40	60	100
11	III	Allied-2	5	4	17ABS22	Business statistics and Operation Research	25	75	100
12	IV	AECC-2	1	1	19AEC202	Communicative English - II	-	-	-
	IV	SEC - 2	2	2	EPD201T	Dynamics of Personality	25	75	100
			30	21			190	510	700

SEMESTER III									
S.No	Part	Study components	Ins.hrs Weekly	Credit	Sub Code	Title of Paper	Maximum Marks		
							Int.	Ext.	Total
13	III	Core Theory -5	6	4	17BB301	Production Management	25	75	100
14	III	Core Theory -6	6	4	17BB303	Management Information System	25	75	100
15	IV	Generic Elective 1	5	4	19GBB35	English for Competitive Exams (Dept. of English)	25	75	100
16	III	Allied – 3	5	4	17ABM33	Resource Management Techniques	25	75	100
17	III	Allied -4	5	4	19ABB302	Financial Accounting	25	75	100
18	IV	SEC -3	3	2	17ABB34	Multimedia & Design	25	75	100
			30	22			150	450	600

SEMESTER IV									
S.No	Part	Study components	Ins.hrs Weekly	Credit	Sub Code	Title of Paper	Maximum Mark		
							Int	Ext	Total
19	III	Core Theory – 7	6	4	19BB401	Marketing Management	25	75	100
20	III	Core Theory - 8	3	2	17BB403	RDBMS	25	75	100
		Core practical	3	2	17BP401	RDBMS LAB	40	60	100
21	IV	Generic Elective-2	6	4	19GBB47	Organizational Behaviour (Dept.of Commerce)	25	75	100
22	III	Allied – 5	5	4	17ABB45	Cost and management Accounting	25	75	100
23	III	Allied - 6	5	4	17ABB46	E-commerce and its Applications	25	75	100
24	IV	AECC-3	3	2	EVS401S	Environmental Science	25	75	100
			30	22			190	510	700

SEMESTER V									
S.No	Part	Study components	Ins.hrs Weekly	Credit	Sub Code	Title of Paper	Maximum Marks		
							Int.	Ext.	Total
25	I	Core Theory – 9	6	5	17BB501	Financial Management	25	75	100
26	II	Core Theory – 10	6	5	17BB502	Research Methodology	25	75	100
27	III	Core Theory- 11	6	5	19BB503	Business Law	25	75	100
28	III	Discipline Specific Elective –1	6	4	19EBB51A	Investment Management*	25	75	100
					17EBB51B	Retail Marketing Management			
29	III	Discipline Specific Elective –2	6	4	17EBB52A	Internet and its Applications*	25	75	100
					17EBB52B	Information System Design			
30	IV	SEC-4		2	19SBBA51	On line course through (NPTEL / MOOCS)	-	-	-
			30	25			125	375	500

SEMESTER VI									
S.No	Part	Study components	Ins.hrs Weekly	Credit	Sub Code	Title of Paper	Maximum Mark		
							Int.	Ext.	Total
31	III	Core Theory -12	6	5	17BB601	Human Resource Management	25	75	100
32	III	Core Theory – 13	3	2	17BB602	Programing using Microsoft technology (C#.net)	25	75	100
33		Core Practical	3	2	17BBP601	Programing using Microsoft technology (C#.net) Lab	40	60	100
34	III	Core Theory – 14	6	4	19BB603	Strategic Management	25	75	100
35	III	Discipline Specific Elective - 3	6	4	19EBB63A	Financial and Capital Markets*	25	75	100
					17EBB63B	Industrial Relations			
36	III	Discipline Specific Elective - 4	6	4	17JBB64A	Project Work	40	60	100
					17EBB64B	Entrepreneurial Development	25	75	100
	V	Extension activities	0	2	EU601				
	VI	SSC-4	0	2	19SSBB61	Campus Recruitment Training	-	-	-
			30	25			165	435	600

QUESTION PAPER PATTERN

A. For theory subjects of management

Time: 3 Hours

Marks: 75

1) Part - A = $10 \times 2 = 20$ Marks – All the Questions are to be Answered.

2) Part – B = $5 \times 5 = 25$ Marks – Five Questions with Internal Choice.

3) Part – C = $3 \times 10 = 30$ Marks – Three Out of Five – Open Choice.

Note: Questions should be asked from all Units. Equal importance should be given to all Units.

B. For problem oriented subjects of management

Time: 3 Hours

Marks: 75

1. Part-A: $10 \times 2 = 20$ marks. All the questions to be answered.

2. Part-B : $5 \times 5 = 25$ marks. Five out of seven. [open choice]

3. Part-C : $3 \times 10 = 30$ marks. Three out of Five. [open choice]

C. For Theory subjects of computer application

Time: 3 Hours

Marks: 75

1) Part - A = $5 \times 5 = 25$ Marks – All the Questions are to be Answered.

2) Part – B = $5 \times 10 = 50$ Marks – Five Questions with Open Choice.

Note: Questions should be asked from all Units. Equal importance should be given to all Units.

D. For practical subjects of computer application

Lab:Internal - 40 Marks

External – 60 Marks

YEAR - I	BUSINESS ORGANISATION	CODE- 19BB101
SEMESTER - I		HRS/WK - 6
CORE - 1		CREDIT - 4

On successful completion of the course students will be able to

CO1: Understand the basic concepts in business organization and operations of MNC's in India.

CO2: To comprehend different forms of business organisation, its merits, demerits and applications

CO3: Acquainted with business location, various theories of location, size and measures of location size.

CO4: Cognise and interpret various combination of business, their features, functions and advantages.

CO5: Equip with ethical issues in business, ethical codes and social responsibility of business.

Semester	Course Code	Title of the paper												Hours	Credit
I	19BB101	Business Organisation												6	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	2	4	5	4	3	2	4	2	3	4	5	6	3.61	
CO3	4	4	4	4	4	5	5	5	4	4	4	4	3	4.15	
CO4	5	5	5	5	5	3	4	5	5	3	2	2	2	3.92	
CO5	3	3	4	5	5	4	4	5	5	4	5	4	5	4.30	
Mean Overall Scores												4.07			

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR - I	BUSINESS ORGANISATION	CODE- 19BB101
SEMESTER - I		HRS/WK - 6
CORE - 1		CREDIT - 4

Unit-1-INTRODUCTION (20 Hrs)

Business - Meaning – Definition - Characteristics - Objectives - Criteria For Success In Modern Business- Classification Of Business. Meaning and Evolution of Commerce & Industry - Industrial Revolution- Its Effects. – Liberalisation, Privatisation & Globalisation - Emergence of Indian MNCs & Transnational Corporations --Advantages and Disadvantages Of MNC’s.

Unit - 2- FORMS OF BUSINESS ORGANISATION (15 Hrs)

Sole Tradership –Partnership -Cooperative Societies - Joint Stock Company-Public Utilities and Public Enterprises - Definition, Characteristics, relative Advantages and Limitations.

Unit - 3- BUSINESS LOCATION (20 Hrs)

Location -Meaning Of Location – Theories Of Location – Weber’s Theory And Sargent Florence’s Theory of location - Factors Influencing Location.

Unit - 4- BUSINESS COMBINATION (20 Hrs)

Definition And Objectives Of Business Combination - Advantages And Limitations - Types Of Combination - Chamber Of Commerce - Meaning - Advantages And Function - Trade Associations - Features And Functions.-Trade Unions - Features And Functions.

Unit -5 -ETHICS AND SOCIAL RESPONSIBILITY OF BUSINESS (15 Hrs)

Business ethics- Definition and characteristics of ethics-Code of ethics- practice and conduct-Unethical practices in business.Social Responsibility of Business- Definition- Need- Social Responsibility of Various Stakeholders.

Textbook:

1.Dr.P.SubbaRao, International Business - text and cases - Himalaya publishing house

Reference Books:

1. O.P. Khanna, “Industrial Engineering and Management”, DhanpatRai& sons,1999.
2. Prof. C.D.Balaji and Dr.G.Prasad, 2007. Business organization, (1st Ed.)Margham Publications.

YEAR – I	FUNDAMENTALS OF INFORMATION TECHNOLOGY	CODE-19BB102
SEMESTER – I		HRS/WK – 6
CORE – 2		CREDIT – 4

Course Outcomes:

At the end of the Course the students should be able to exhibit

CO1: Knowledge pertaining to Fundamentals of Computer Model.

CO2: Knowledge pertaining to Data Storage.

CO3: Basics knowledge of CPU.

CO4: Knowledge pertaining to Fundamentals of Computer Networking.

CO5: Fundamentals of output devices and programming Languages.

SEMESTER	COURSE CODE					TITLE OF THE PAPER								HOURS:	CREDITS:
I	19BB102					FUNDAMENTALS OF INFORMATION TECHNOLOGY								6	4
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	4	4	3	4	4	4	4	3	2	3	2	4	3.50	
CO2	4	4	4	3	4	4	4	4	3	2	3	2	4	3.50	
CO3	5	4	4	3	4	5	5	4	3	2	4	2	4	3.80	
CO4	5	4	4	3	4	5	5	4	3	2	4	2	4	3.80	
CO5	5	4	4	3	4	5	5	4	3	2	4	2	4	3.80	
Mean Overall Score													3.68		

This Course is having **HIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	$0 \leq \text{rating} \leq 1$	$1.1 \leq \text{rating} \leq 2$	$2.1 \leq \text{rating} \leq 3$	$3.1 \leq \text{rating} \leq 4$	$4.1 \leq \text{rating} \leq 5$
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR – I	FUNDAMENTALS OF INFORMATION TECHNOLOGY	CODE-19BB102
SEMESTER – I		HRS/WK – 6
CORE – 2		CREDIT – 4

Objective:

To enable the students understand the basic concepts of information technology.

Unit-I Data and Information(20 Hrs)

Data and Information- Introduction-Types of Data-Simple Model of a Computer-Data Processing using a Computer-Desktop Computer. Acquiring Text data-Acquiring Image Data-Acquiring Audio Data-Acquiring video Data.

Unit-II Data Storage(15 Hrs)

Data Storage - Introduction-Storage Cell-Physical Device used as Storage Cells-Random Access Memory-read Only Memory-Secondary Storage-CDROM-Archival store.

Unit-III Central Processing Unit(15 Hrs)

Central Processing Unit - Introduction-Structure of a CPU-Specifications of CPU-Interconnections of CPU with memory and I/O Unit-Embedded Processors.

Unit-IV Computer Networks(20 Hrs)

Computer Networks - Introduction- Local Area Network-Applications of LAN-Wide Area Network-Internet-Naming Computers Connected to Internet-Future of Internet Technology.

Unit-V Output Devices(20 Hrs)

Output Devices - Introduction-Video display Devices-Touch Screen Display-E-Ink Display-Printers-Audio Output. Computer Software - Introduction-Operating system-Programming Languages-Classification of Programming Languages-Classification of Programming Languages based on applications

Text Book

V.Rajaraman-*Introduction to Information Technology*-Second Edition-PHI Learning Private Limited-Delhi-2013.

Reference Books

1. James A. Senn -*Information Technology: Principles, Practices, and Opportunities* - Prentice Hall publication - January 2004.
2. Alexis Leon, Mathews Leon - *Fundamentals Of Information Technology* -LeonVikas Publishing house pvt ltd – 1999

YEAR – I	BUSINESS MANAGEMENT	CODE-19BB203
SEMESTER - II		HRS/WK – 6
CORE - 3		CREDIT – 4

On successful completion of the course students will be able to

CO1: Providing conceptual understanding of management concepts and familiarizing the students with the contemporary management practices enabling them to apply the process of management's four functions: planning, organizing, leading, and controlling.

CO2: To familiarise the function of planning, different types of planning, decision making abilities and managing by objectives.

CO3: To enable the students with organising functions like delegation, decentralisation, departmentation and management spans.

CO4: To interpret the concepts of directing leadership styles to anticipate the consequences of each leadership style. To cognise the process of communication and barriers to effective communication.

CO5: To understand the nature of control function, application of various traditional and modern control techniques.

Semester	Course Code	Title of the paper												Hours	Credit
I	19BB203	Business Management												6	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	4	5	4	5	4	4	4	4	3	4	3	5	4	4.08	
CO3	3	4	3	4	5	4	4	3	4	4	5	5	5	4.08	
CO4	5	5	5	5	5	3	4	5	5	3	4	2	4	4.23	
CO5	5	5	5	4	4	5	3	3	3	4	2	4	4	3.92	
Mean Overall Scores												4.14			

This Course is having **VERYHIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR – I	BUSINESS MANAGEMENT	CODE-19BB203
SEMESTER –II		HRS/WK – 6
CORE – 3		CREDIT – 4

UNIT –I INTRODUCTION (17 Hrs)

Management- Definition- Functions of Management- Management and Administration-Art or Science- Henry Fayol’s Principles of Management – F.W. Taylor’s Scientific Management

UNIT-II – PLANNING (20 Hrs)

Planning - importance - Process of planning - types of planning - planning methods (Objectives-Policies- Procedures - Strategies & Programmes - Obstacles to effective planning. Decision making - Steps - Types - MBO

UNIT – III - ORGANISING (20 Hrs)

Organization - Importance - Principles of Organizing. Organizational structure - line & staff, functional, divisional Organisation structure - Delegation and Decentralization – Departmentation - Span of Management

UNIT-IV - DIRECTING (15 Hrs)

Directing –Meaning- Importance- principle. Leadership-Definition—Qualities of a leader styles of leadership. Communication - Definition - Process - Barriers to effective communication.

UNIT –V -CO-ORDINATION AND CONTROL (18Hrs)

Nature - Problems of effective coordination. Control - Nature - process - control techniques (traditional and non-traditional).

Text books:

1. Gupta C. B, Business Management, Sultan Chand & Sons, New Delhi, 2011
2. J. Jayasankar - Principles of Management - Margham Pub.

Reference books:

1. Koontz, O'Donnell, Weirich, Essentials of Management, Tata McGraw Hill Publishing Company Ltd., New Delhi, 5th Edition, 1998
2. Pagare Dinkar, Principles of Management, Sultan Chand & Sons, New Delhi, 2003.
3. Sherlekar & Sherlekar, Principles of Business Management, Himalaya Publishing House, New Delhi, 2000
4. Prasad L.M. - Principles and Practice of Management
5. Peter F. Drucker - Practice of Management

YEAR – I	EXCEL FOR BUSINESS	CODE-17BB204
SEMESTER - II		HRS/WK – 3
CORE - 4		CREDIT – 2

Course Outcomes:At the end of the Course the students should be able to exhibit

- CO1: Basics of Excel.
- CO2: Knowledge pertaining to spread sheet.
- CO3: Basics knowledge of data handling in Excel.
- CO4: Knowledge pertaining to Pivot tables.
- CO5: knowledge pertaining to formatting in Excel.

SEMESTER	COURSE CODE:	TITLE OF THE PAPER												HOURS	CREDITS
II	17BB204	Excel For Business												3	2
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	P O 1	P O 2	P O 3	P O 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	4	5	4	4	4	4	4	4	3	2	3	2	4	3.50	
CO2	4	4	4	3	4	5	4	3	3	2	3	2	4	3.50	
CO3	5	3	4	4	4	5	4	5	3	2	4	2	4	3.80	
CO4	5	3	4	4	4	5	5	3	4	2	4	2	4	3.80	
CO5	5	3	4	3	5	5	5	4	3	2	4	2	4	3.80	
Mean Overall Score													3.68		

This Course is having **HIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR – I	EXCEL FOR BUSINESS	CODE-17BB204
SEMESTER - II		HRS/WK – 3
CORE - 4		CREDIT – 2

OBJECTIVE:To enable the students to obtain the practical knowledge on Excel for Business.

UNIT – I: Foundation (6hrs)

Foundation- Excel Introduction – The Excel Interface Basic Navigation and Editing – Getting Going

Unit-II: Orientation and Efficiency (12hrs)

Orientation and Efficiency- Editing – Viewing- Spreadsheet Structure- Cell References - Named Range - Basic Macros – Design- Administration- Customising Excel – Housekeeping- Connecting Workbooks - Documentation - Protecting and Sharing-Google Sheets- Excel Troubleshooting

Unit-III: Data Handling (9hrs)

Data Handling- Sorting and Filtering - Controlling User Input - Working with Dates and Times- Working with Text - Lookup and Reference - Logical Functions

Unit-IV: Data Analysis (12hrs)

Data Analysis- Working with Numbers- Summarizing Data - PivotTables 1 – Simple Summaries - PivotTables 2 – Manipulating Data - PivotTables 3 – Interpreting Data. - Power Pivot: Handling Big Data- Formula Auditing - Advanced Macros and VBA – Modelling Presentation

Unit-V: Cell Formatting (6hrs)

Cell Formatting - Number Formatting - Conditional Formatting - Charts and Graphs-Page and Print Setup

Text book:

Paul Buggs, *Teach Yourself Excel 2016 Advanced*, CreateSpace Independent Publishing Platform, 27-Feb-2016

Reference Book:

John Walkenbach, *Excel 2016 Bible*, John Wiley & sons Publications

YEAR – I	EXCEL FOR BUSINESS (PRACTICAL)	17BP201
SEMESTER - II		HRS/WK – 3
CORE PRACTICAL		CREDIT – 2

OBJECTIVE: To enable the students to obtain the practical knowledge on Excel for Business.

Course Outcomes: At the end of the Course the students should be able to exhibit

CO1: Skills using editing, formatting in Excel.

CO2: Skills using filtering and sorting in Excel.

CO3: Skills using different functions in Excel.

CO4: Programming Skills in Macros.

CO5: Skills using Pivot Tables in Excel.

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HO URS	CRE DITS
II	17BP201	Excel for Business (Practical)												3	2
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME OUTCOMES(SPO)								MEAN SCORE OF CO'S	
	P O 1	P O 2	P O 3	P O 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	4	5	4	4	4	4	5	4	5	4	4	4	4	4.2	
CO2	5	4	4	5	5	4	4	4	4	4	4	4	5	4.3	
CO3	4	5	5	5	5	5	5	5	5	4	4	4	5	4.7	
CO4	5	4	4	5	5	5	5	5	5	4	4	4	5	4.6	
CO5	4	5	4	5	5	5	5	5	5	4	4	4	5	4.6	
Mean Overall Score													4.48		

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes.

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	$0 \leq \text{rating} \leq 1$	$1.1 \leq \text{rating} \leq 2$	$2.1 \leq \text{rating} \leq 3$	$3.1 \leq \text{rating} \leq 4$	$4.1 \leq \text{rating} \leq 5$
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR – I	EXCEL FOR BUSINESS (PRACTICAL)	17BP201
SEMESTER - II		HRS/WK – 3
CORE PRACTICAL		CREDIT – 2

1. Editing and Cell References
2. Named Range
3. Protecting and Sharing
4. Sorting and Filtering
5. Working with Dates and Times
6. Lookup and Reference
7. Logical Functions
8. Pivot Tables
9. Formula Auditing
10. Macros
11. VBA – Modelling Presentation
12. Number Formatting
13. Conditional Formatting
14. Charts and Graphs

YEAR - II	PRODUCTION MANAGEMENT	CODE - 17BB301
SEMESTER - III		HRS/WK - 6
CORE - 5		CREDIT - 4

Course outcomes: students will be able

CO1: To understand the core features, scope and significance of production management and overall idea about Plant location and plant layout.

CO2: To enlighten the ideas about work, time and motion study, types of plant and how to maintain a plant.

CO3: To understand about production planning control, its elements and to have an insight into routing and scheduling.

CO4: To explore about different quality certification marks, quality control and inspection, maintenance, maintenance cost preventive and predictive maintenance.

CO5: To acquire knowledge about managing materials, purchasing procedure, store keeping objectives and the modern methods of material handling.

Semester	Course Code	Title of the paper												Hours	Credit
III	17BB301	Production Management												6	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	4	4	4	5	4	5	4	3	3	2	4	5	5	4.08	
CO3	5	5	3	4	5	5	3	5	2	5	4	5	3	4.15	
CO4	3	4	3	4	5	4	4	3	4	4	5	5	5	4.08	
CO5	3	3	4	5	5	4	4	5	5	4	5	4	5	4.31	
Mean Overall Scores													4.20		

This Course is having **VERYHIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR - II	PRODUCTION MANAGEMENT	CODE – 17BB301
SEMESTER - III		HRS/WK – 6
CORE - 5		CREDIT - 4

Objective: To give basic knowledge on production management and its related process

UNIT - I Scope and Significance **[15 Hours]**

Production Management – Scope and Significance – Production System – Functions and Types- Factors influencing Plant Location – Plant Layout and its kinds.

UNIT –II Work Study **[16 Hours]**

Work Study – Time Study – Motion Study –Work Measurement – Principles and factors-

UNIT- III Production Planning **[15 Hours]**

Production Planning and Control – Definition – Objectives and Importance – Elements of Production Planning – Routing and Scheduling.

UNIT-IV Quality Control **[14 Hours]**

Quality Control and Inspection - Objectives and Significance - SQC- AGMARK, ISI and ISO - Certification Marks.

UNIT –V Material Management **[15 Hours]**

Material Management – Objectives and importance – Purchasing – Procedure –Store Maintenance of Plant – Types.

Text books:

1. Production and Operations Management – K.ASWATHAPPA, Himalaya Publishing House.
2. Production and Operations Management – O.PANNERSELVAM, Prentice Hall of India

Reference Books:

1. Production and Operations Management- B.S. GOYEL.
2. Material Management – M.M. VARMA.

YEAR – II	MANAGEMENT INFORMATION SYSTEM	CODE – 17BB303
SEMESTER – III		HRS/WK – 6
CORE – 6		CREDIT – 4

Course Outcomes:At the end of the Course the students should possess

- CO1: Knowledge on information systems.
- CO2: Knowledge on information systems for business operations.
- CO3: Capability to manage information Technology.
- CO4: Knowledge in ERP
- CO5: Capability to implement ERP.

SEMESTER	COURSE CODE:	TITLE OF THE PAPER												HOURS	CREDITS
III	17BB303	MANAGEMENT INFORMATION SYSTEM												6	4
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	4	5	5	4	4	4	3	2	2	3	3	4	3.60	
CO2	4	4	5	5	4	4	4	3	2	2	3	3	4	3.60	
CO3	4	5	5	5	4	5	5	3	2	2	3	4	4	3.90	
CO4	4	5	5	5	4	5	5	3	2	2	3	4	4	3.90	
CO5	4	5	5	5	4	5	5	3	2	2	3	4	4	3.90	
Mean Overall Score													3.8		

This Course is having **HIGH** association with Programme Outcomes and Programme Specific Outcomes.

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR – II	MANAGEMENT INFORMATION SYSTEM	CODE – 17BB303
SEMESTER – III		HRS/WK – 6
CORE – 6		CREDIT –4

Objective: To enable the students to acquire knowledge on Management information system.

UNIT I: Introduction to information systems (15hrs)

Introduction to information systems (IS): why study IS- why business need information technology (IT) – fundamentals of IS a concept – overview of IS – solving business problems with IS – developing IS solutions.

UNIT II: Information systems for business operations (15hrs)

Information systems for business operations: Business IS – marketing, manufacturing, human resource, accounting and financial information systems – transaction processing system – management information and decision support systems.

UNIT III: Managing information technology (15hrs)

Managing information technology: Managing information resource and technologies – global IT management – planning and implementing business change with IT.

UNIT IV: Enterprise Resource Planning - Overview (15hrs)

Enterprise Resource Planning (ERP): an overview – benefits of ERP – ERP and related technologies – business process reengineering – data warehousing – data mining – online analytical processing – supply chain management.

UNIT V: Enterprise Resource Planning - Applications(15hrs)

ERP implementation: ERP implementation life cycle – implementation methodology – hidden cost – organizing the implementation – vendors, consultants and users contracts with vendors, consultants and employees project management and monitoring – ERP present and future – turbo change the ERP systems – enterprise integration applications ERP and E-commerce – ERP and Internet.

Text Books:

1. James A O'Brien – Management Information Systems for managing IT in the internetworked Enterprise – 4th Edition, Tata McGraw Hill, New Delhi, 1999.

Reference Books:

1. Alexis Leon – ERP Demystified – Tata McGraw Hill, New Delhi, 2000.
2. W.S. Jaswadekar – Management Information Systems – Tat McGraw Hill, New Delhi, 1998

YEAR – II	ENGLISH FOR COMPETITIVE EXAMS <i>Offered to BBM& BBA (CA) Departments</i>	CODE:19GBB35
SEMESTER - III		Hours: 5
GENERIC ELECTIVE - 1		Credit: 4

Course Outcome: At the end of the course Students should exhibit

CO1. Creative thinking, decision making, communication, and understanding of operations and change

CO2 .verbal ability and quantitative ability

CO3 .individual presentations and interview skills

CO4 .The skills and self-confidence to assist in effective career

CO5. Acquire professional life to work as a business manager and entrepreneur.

SEMESTER	COURSE CODE	TITLE OF THE PAPER	HOURS	CREDIT										
III	19GBB35	English for Competitive Exams	5	4										
COURSE OUTCOME S	PROGRAMME OUTCOMES(P O)	PROGRAMME SPECIFIC OUTCOMES (PSO)											MEAN SCORE OF CO'S	
CO	Po 1	Po 2	Po 3	Po 4	Po 5	PSo 1	PSo 2	PSo 3	PSo 4	PSo 5	PSo 6	PSo 7	PSo 8	Mean score
CO1	5	4	4	5	5	4	5	5	5	4	5	4	5	4.6
CO2	5	4	3	5	4	3	4	5	4	5	5	3	5	4.2
CO3	5	5	4	3	3	4	3	4	5	5	5	3	5	4.1
CO4	5	5	4	4	5	5	5	3	5	4	4	5	5	4.5
CO5	5	5	4	5	3	4	4	5	4	5	5	4	5	4.4
Mean Overall Score													4.3	

This Course is having **HIGH** association with Programme Outcome and Programme Specific Outcome

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR – II	ENGLISH FOR COMPETITIVE EXAMS <i>Offered to BBM& BBA (CA) Departments</i>	CODE 19GBB35
SEMESTER - III		Hours: 5
GENERIC ELECTIVE - 1		Credit: 4

Unit – I Knowledge [15 HRS]

1. Parts of Speech
2. Sentence Structure
3. Answering a Passage
4. Fill In the Blanks (American Words, Grammar, Homophones)

Unit – II Understanding [15 HRS]

1. Error Spot
2. Odd One Out
3. Phrase Replacement
4. Sentence Connector

Unit – III Skill/ Ability [15 HRS]

1. Cloze Test
2. Sentence Rearrangement
3. Double Filters
4. Reading Comprehension

Unit – IV Writing [15 HRS]

1. Word Association
2. One Word Substitution
3. Verbal Ability
4. Writing Skill with Expressions.

Unit – V Creative Technique [15 HRS]

1. Multiple Meaning
2. Miscellaneous
3. Sentence Improvement
4. Mock Interview

Text & Reference

1. R.S.Agarwal, *Objective English*. Chennai.
2. Lewis, Norman. *Word Power Made Easy*.
3. S.P.Bakshi and Richa Sharma. *Descriptive General English*.

**QUESTION PAPER PATTERN - (FROM BATCH 2019)
OBJECTIVE TYPE**

Section-A I. Reading (Knowledge, Understanding, Ability) 80x½=40 (Answer all)

Section-B: II. Skill Based (Writing, Creative Technique) 70x½=35 (Answer all)

Total Objective Questions 150

NOTE: Questions must be taken covering all units

YEAR – II	FINANCIAL ACCOUNTING	CODE– 19ABB302
SEMESTER - III		HRS/WK – 5
ALLIED-4		CREDIT - 4

Course outcomes: Students will be able to

Co1. Acquire knowledge of double entry system, keeping accounting records and able to prepare profit and loss account and balance sheet of a business entity

Co2. Understand the procedure and principles of single entry system and able to assess the results of business entity under single entry system

Co3. Maintain the accounting books and records of non -profit organisation and to able to Prepare its final accounts and statements.

Co4. Familiar with the practices of consignment and acquire knowledge to pass journal entries, value the stock at end and calculate profit and loss of each consignment

Co5. Know the joint venture system and gain knowledge to prepare joint venture accounts, assessing the results and determine the settlement amount.

Semester	Course Code	Title of the paper												Hours	Credit
III	19ABB302	FINANCIAL ACCOUNTING												5	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	4	4	3	4	2	5	4	4	3	2	4	2	2	3.3	
CO2	4	4	4	4	5	5	4	5	4	3	5	3	4	4.1	
CO3	4	5	4	4	5	5	4	4	3	3	4	3	3	3.9	
CO4	4	4	5	4	4	5	4	4	4	3	5	2	2	3.8	
CO5	4	4	5	4	4	5	4	4	4	3	5	3	2	3.9	
												Mean Overall Scores	3.8		

This Course is having **HIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR – II	FINANCIAL ACCOUNTING	CODE– 19ABB302
SEMESTER - III		HRS/WK – 5
ALLIED - 4		CREDIT - 4

Objective: To enable the students to acquire knowledge of accountancy and their use in business decision making.

UNIT – I INTRODUCTION (15 Hrs)

Meaning - Accounting concepts – IFRS - conventions - objectives of accounting - Merits and Demerits of accounting - rules - principles of double entry system - journal - ledger - subsidiary books - purchases book, sales book, returns book and cash books.

UNIT – II FINAL ACCOUNTS (14 Hrs)

Trial balance - Preparation of trading, profit and loss account and balance sheet – Adjusting entries

UNIT - III SINGLE ENTRY SYSTEM (12 Hrs)

Meaning - Difference between Single and double Entry system – Net worth Method – Conversion Method

UNIT – IV AVERAGE DUE DATE AND CURRENT ACCOUNT (14 Hrs)

Average Due Date - meaning of Average due date - Uses of Average due date - basic problems in average due date - calculation of interests - current account – Product method, Red ink Method, Daily Balance method - counting of days -methods of calculating interests - simple problems.

UNIT – V DEPRECIATION (20 Hrs)

Depreciation - need for depreciation - straight line and WDV methods of charging depreciation only.

Text Books:

1. Financial Accounting by Reddy and Murthy - Margham Publications.
2. Advanced Accounting by RL Gupta and Radhasamy - Sultan chand& sons Publications.

Reference Books:

1. Advanced Accounting by MC Sukkla - Sultan chand& sons publications.
2. Introduction to Financial Accounting by Jain. S. P -
3. Financial and Management Accounting by Maheswari.S.N -

YEAR – II	MULTIMEDIA & DESIGN	CODE – 17ABB34
SEMESTER – III		HRS/WK – 3
SKILL ENHANCEMENT COURSE - 3		CREDIT –2

Course Outcomes:

At the end of the Course the students should be able to

- CO1: Inhibit basic Knowledge about Multimedia.
- CO2: Basic knowledge about software, hardware and multimedia tools.
- CO3: Fundamentals of peripheral devices.
- CO4: Fundamentals of Photoshop.
- CO5: Explore Photoshop features.

SEMESTER	COURSE CODE:					TITLE OF THE PAPER								HOURS	CREDITS
III	17ABB34					MULTIMEDIA AND DESIGN								3	2
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8		
CO1	4	4	5	5	4	4	4	4	4	2	3	2	4	3.75	
CO2	4	4	5	5	4	4	4	4	5	2	3	2	4	3.85	
CO3	4	5	5	5	4	5	5	4	5	2	3	2	4	4	
CO4	4	5	5	5	4	5	5	4	5	2	3	2	4	4	
CO5	4	5	5	5	4	5	5	4	5	2	3	2	4	4	
Mean Overall Score												3.9			

This Course is having **HIGH** association with Programme Outcomes and Programme Specific Outcomes.

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR – II	MULTIMEDIA & DESIGN	CODE – 17ABB34
SEMESTER – III		HRS/WK – 3
SKILL ENHANCEMENT COURSE - 3		CREDIT –2

Objective:

-To enable the students to acquire knowledge on Multimedia and Photoshop.

UNIT I: INTRODUCTION TO MULTIMEDIA Introduction to making Multimedia-
Multimedia Skills and training- Text: Using text in Multimedia .Computer and Text- Font Editing
and Design Tools- Hypermedia and Hypertext.

UNIT II: HARDWARE, SOFTWARE AND MULTIMEDIA AUTHORIZING TOOLS
Multimedia Hardware: Macintosh and Windows production platforms.

UNIT-III: Hardware Peripherals: Memory and Storage Devices, Input Devices, Output Devices,
Communication Devices .Basic Software Tools.

UNIT-IV: PHOTOSHOP

Create animated buttons which is used for web design using Adobe Photoshop-Create image
morphing using adobe Photoshop.

UNIT-V: PHOTOSHOP

To perform image editing using basic tool, masking effect and rendering effects using Photoshop.
Create image morphing using adobe Photoshop.

Text Book:

1. Multimedia Making it Work – TayVaughan,McGrawHill Publication
2. Adobe Photoshop- Eileen Mullin -Muska&Lipman/Premier-Trade; 1 edition (April 1, 2002)

Reference Book:

1. John F.Koegel Buford, Multimedia systems,Pearson Education

YEAR – II	MARKETING MANAGEMENT	19BB401
SEMESTER - IV		Hrs/Wk-6
CORE - 7		CREDIT - 4

Course outcomes: students will be able

CO1: To understand about marketing management concepts and frameworks, marketing mix , market segmentation and apply these to a new or existing business.

CO2: To cognise and able to differentiate industrial and consumer goods, the concepts of new product development and product life cycle.

CO3: To have an overview of pricing, pricing objectives and to develop skills to analyse, determine price for various products and methods of pricing.

CO4: To demonstrate various distribution channel, channel partners, importance and services offered by various middlemen.

CO5: To synthesise information and derive insights related to sales promotion and advertising, various modes of advertising, its merits and demerits.

Semester	Course Code	Title of the paper												Hours	Credit
IV	17BB401	Marketing Management												6	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	P O 1	P O 2	P O 3	P O 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	5	4	5	4	3	4	4	5	3	4	5	6	4.23	
CO3	4	4	5	5	4	5	5	5	4	4	4	4	3	4.31	
CO4	5	5	5	5	5	3	4	5	5	3	3	3	2	4.08	
CO5	4	3	4	5	5	4	4	5	5	4	5	4	5	4.38	
Mean Overall Scores													4.28		

This Course is having **VERYHIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR – II	MARKETING MANAGEMENT	19BB401
SEMESTER - IV		Hrs/Wk-6
CORE - 7		CREDIT - 4

Objective

To enable the students in familiarise with principles of marketing and process of marketing in a business firm

UNIT I Marketing 15 Hours

Marketing - Meaning, Definition and importance of marketing- Approaches of marketing - Functions- Marketing environment – Internal and External factors- Marketing mix – 7 elements of marketing mix- Market segmentation- Definition - bases for market segmentation

UNIT II Consumer and industrial goods 14 Hours Meaning and definition - Consumer and industrial goods – New product development – Meaning- Steps in New Product Development- Product life cycle – Reasons for product failure.

UNIT III Pricing 14 Hours

Price – Definition – Objectives of pricing – Factors affecting pricing decision- Pricing policies – Procedure for price determination – Methods of pricing.

UNIT IV Channels of Distribution 16 Hours

Definition and importance - types of channels; factors affecting choice of a particular channel – Kinds of middlemen – Agent and Merchant Middlemen – Wholesalers –Types- Services rendered by wholesalers: Retailers –Requisites –Types- Services rendered by retailers.

UNIT V Sales promotion 16 Hours

Sales promotion- Meaning - Purpose–Types-Advantages and limitations of sales promotion Advertising - Meaning –Definition- Medias and its relative merits and demerits. Social Media Advertising,- Web Advertising, and Mobile Advertising.

Text Book

1. R.S.N.Pillai&Bagavathi, , Modern Marketing – principles and practices, S.Chand& sons, New Delhi.4th Edition 2009

Reference Books

1. Dr.C.B. Gupta and Dr. N. Rajan Nair. Marketing Management , S. Chand & sons, New Delhi.7th Edition,2005
2. PhilipKotler and Gary Armstrong, 11th Edition, Principles of Marketing, Pearson Prentice Hall of India Ltd, New delhi.12th Edition – 2005

YEAR – II	RDBMS (Relational Database Management System)	17BB403
SEMESTER - IV		HRS/WK - 3
CORE - 8		CREDIT -2

Course Outcomes:

At the end of the Course the students should possess

CO1: Knowledge in Basic Database Concepts.

CO2: Knowledge in Different Function concepts.

CO3: Knowledge in basic SQL commands.

CO4: Programming Skill set in database integrity

CO5: Programming Skill set in SQL.

SEMESTER	COURSE CODE:	TITLE OF THE PAPER	HOURS	CREDITS										
IV	17BB403	RDBMS(RELATIONAL DATABASE MANAGEMENT SYSTEMS)	3	2										
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S
	P O1	P O2	P O3	P O4	P O5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8	
CO1	5	4	4	5	4	4	4	4	4	2	3	2	4	3.75
CO2	5	4	4	5	4	4	4	4	5	2	3	2	4	3.85
CO3	5	5	5	5	4	5	5	4	5	2	4	2	4	4
CO4	5	5	5	5	4	5	5	4	5	2	4	2	4	4
CO5	5	5	5	5	4	5	5	4	5	2	4	2	4	4
Mean Overall Score													4.1	

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes.

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR – II	RDBMS (Relational Database Management System)	17BB403
SEMESTER - IV		HRS/WK - 3
CORE - 8		CREDIT -2

Objectives:

To enable the students to acquire the knowledge on RDBMS (Relational Database Management System)

UNIT-I Introduction (9 hrs)

Introduction - Relational Database - Using SQL*plus - Understanding the Common Oracle Data types -Structured Query Language(SQL):Data Query Language (DQL) Statements-Data Manipulation Language(DML)Statements-Data Definition Language(DDL) Statements-Data Transaction Language(DTL)Statements-Data Control Language(DCL)statements-Filtering and Ordering rows.

UNIT-II Overview of Operators and Functions (9 hrs)

Overview of Operators and Functions: Comparison or Relational operators-Arithmetic operators-Logical operators-Special operators-String operators-SET operators Built-in SQL functions: Character functions-Numeric functions-Date functions-Conversion functions-Aggregate functions-using Grouping rows and filter Group of Rows.

UNIT-III SQL*Plus Reports and Commands (9 hrs)

SQL*Plus Reports and Commands - Viewing the Structure of a table-Editing SQL statements-Saving, Retrieving and Running Files-Formatting Columns-Setting the Page Size-Setting the Line Size-Clear Column Formatting-Using Variables-Creating Simple Reports.

UNIT-IV Database Integrity (9 hrs)

Database Integrity - Primary key-Unique-Not null-Check-Foreign key. Database Security-Users-Grant and Revoke-System privileges-Object privileges- Synonyms- Roles, Creating table from another table- Sequences-Indexes-Views.

UNIT-V SUBQUERIES (9 hrs)

SUBQUERIES - Single Rowsub queries-Multiple Row sub queries-Multiple Column sub queries-Inline sub queries-Scalar sub queries-Nested Sub queries. JOINS - Cartesian products-Equi joins-Non-equi joins-Outer joins-Self joins.

Text Book:

1. **ORACLE DATABASE 10g SQL-JASON PRICE-ORACLE PRESS-EXCLUSIVELY FROMMCGRAW-HILL/OSBRONE**

Reference Book:

1. **ORACLE DATABASE 10g-The complete reference- KEVIN LONELY, Tata McGraw-HillPublishing Company Ltd 2004**

YEAR – II	RDBMS (Relational Database Management System)	17BP401
SEMESTER - IV		HRS/WK - 3
CORE PRACTICAL		CREDIT -2

Course Outcomes:

At the end of the Course the students should possess

CO1: Knowledge in Basic Database Concepts.

CO2: Knowledge in Entity Relationship Model.

CO3: Knowledge in Normalization Techniques.

CO4: Programming Skill set in SQL

CO5: Programming Skill set in PL/SQL

SEMESTER	COURSE CODE:					TITLE OF THE PAPER								HOURS:	CREDITS:
IV	17BP401					:RDBMS –Practical								3	2
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	4	4	5	4	4	4	4	4	2	3	2	4	3.75	
CO2	5	4	4	5	4	4	4	4	5	2	3	2	4	3.85	
CO3	5	5	5	5	4	5	5	4	5	2	4	2	4	4	
CO4	5	5	5	5	4	5	5	4	5	2	4	2	4	4	
CO5	5	5	5	5	4	5	5	4	5	2	4	2	4	4	
Mean Overall Score												4.1			

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes.

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR – II	RDBMS (Relational Database Management System)	CODE – 17BP401
SEMESTER - IV		HRS/WK - 3
CORE PRACTICAL		CREDIT - 2

Objective:

To enable the students to obtain the knowledge on **RDBMSPRACTICAL**

1. Simple Queries using DML, DDL, DCL commands.
2. Writing Queries using Operators.
3. Built-In SQL functions.
4. Generating Reports using SQL*PLUS Commands.
5. Working with Constraints.
 6. Creating VIEWS.
 7. SUB-QUERIS.
 8. JOINS

QUESTION PAPER PATTERN

Lab: Internal - 40 Marks External – 60 Marks

YEAR - II	ORGANISATIONAL BEHAVIOUR <i>(For the students admitted from the year 2019 onwards)</i>	19GBB47
SEMESTER - IV		HRS/WK – 6
GENERIC ELECTIVE- 2		CREDIT - 4

Course outcomes: the students will be able to

Co1. Understand the fundamental concepts of OB and its challenges and career opportunity in OB fields.

Co2. Know the individual and group behaviour and factors influencing their behaviour .

Co3. Understand the theories of motivation and factors affecting morale.

Co4. Acquire knowledge on power politics and managing the power behaviour

Co5. Know the conflicts arise in the organisation and managing skill to overcome the conflicts

Semester	Course Code	Title of the paper												Hours	Credit
IV	19GBB47	Organisation Behaviour												6	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	4	4	3	4	2	5	4	4	3	2	4	2	2	3.3	
CO2	4	4	4	4	5	5	4	5	4	3	5	3	4	4.1	
CO3	4	5	4	4	5	5	4	4	3	3	4	3	3	3.9	
CO4	4	4	5	4	4	5	4	4	4	3	5	2	2	3.8	
CO5	4	4	5	4	4	5	4	4	4	3	5	3	2	3.9	
Mean Overall Scores												3.8			

This Course is having **HIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR - II	ORGANISATIONAL BEHAVIOUR <i>(For the students admitted from the year 2019 onwards)</i>	19GBB47
SEMESTER IV		HRS/WK – 6
GENERIC ELECTIVE- 2		CREDIT - 4

Objective:To familiarize the students with the concepts and dimensions of Organization Theory.

Unit 1 : INTRODUCTION: (15 Hrs)

Organizational behavior (OB) – Features – Scope – Fundamental Concepts of OB – Challenges and Career Development for OB – Contributing disciplines to the OB.

UNIT II : INDIVIDUAL AND GROUP BEHAVIOUR: (15 Hrs)

Individual Behavior – Personality Determinants – Big five Personality factors – Learning Theories. The Perpetual Process – Factors influencing perception – Internal & External Attitudes and Behavior – Attitude Formation and Attitude Change.

Group Behavior – Fundamentals of Groups – Stages of Development – Important Factors influencing Team Effectiveness – Cohesiveness – Norms – Decision Making.

UNIT III : MOTIVATION AND MORALE (15 Hrs)

Motivation – Motivational Processes – Theories of Motivation (Maslow, Herzberg, McClelland and Vroom) – Learning and Reinforcement Theory. Morale – Factors influencing Morale.

UNIT IV: ORGANISATIONAL POWER AND POLITICS (15 Hrs)

Power and Politics: Power bases – dependency – Individual versus Organizational Power – political process in Organization – factors contributing – techniques of organizational politics - managing political behavior.

UNIT V: ORGANISATIONAL CULTURE AND CONFLICT (15 Hrs)

Organizational Culture – Concepts – Forming a Culture – Sustaining a Culture- Changing a Culture – Conflict – Transition in Conflict Thought – Functional and Dysfunctional Conflict – Process of Conflict – Managing Conflict.

TEXT BOOK

1. Aswathappa: Organizational behavior, Himalaya publisher

REFERENCE BOOKS:

1. Hellriegel: Organizational behavior, 10e, Thomson 2006
2. Robins P. Stephen & Judge: Organizational Behavior, 12/e PHI, New Delhi 2007
3. Daft: Organizational theory and design, Thomson 2005

YEAR – II	COST AND MANAGEMENT ACCOUNTING	17ABB45
SEMESTER - IV		HRS/WK - 5
ALLIED - 5		CREDIT - 4

Course outcomes: Students will be able to

Co1. Understand the procedure to calculate average due date and able to determine the interest and instalment amount.

Co2. Acquire basic knowledge of different methods adopted to find profit and loss of a branch.

Co3. Accumulate the knowledge of distributing common expenditures among the departments and able to Prepare of trading and Profit & Loss account of the department.

Co4. Know the changes take place when a new partner is admitted or retired or died and acquire knowledge to incorporate these changes in partnership books of accounts and final statements

Co5. Familiar with dissolution procedures of the partnership and able to prepare a statements of distribution of cash from sale of assets and close the books of accounts of partnership business.

Semester	Course Code	Title of the paper												Hours	Credit
IV	17ABB45	Cost and Management Accounting												5	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOs)								Mean Score Of COS	
	P O 1	P O 2	P O 3	P O 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	3	3	5	5	3	3	4	5	5	3	4.1	
CO2	4	5	5	4	3	5	5	3	3	4	5	5	2	4.1	
CO3	4	5	4	4	3	5	4	4	4	3	5	4	3	4.0	
CO4	5	5	4	4	4	5	4	3	3	3	5	2	2	3.7	
CO5	4	4	4	4	4	5	4	4	3	3	5	2	2	3.6	
Mean Overall Scores													3.9		

This Course is having **HIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR – II	COST AND MANAGEMENT ACCOUNTING	17ABB45
SEMESTER - IV		HRS/WK - 5
ALLIED - 5		CREDIT - 4

Objectives:To enable the students to acquire the knowledge on cost and management Accounting

UNIT I: Introduction (15 hrs)

Cost accounting – introduction – definition – objectives – advantages – limitations – methods of costing – types of costing – differences between cost account and management account – differences between cost accounting and financial accounting – installation of costing system - Cost sheet – meaning – definition – elements of cost – purpose – cost sheet – valuation of finished stock – production statement – tenders and quotation.

UNIT II: Materials control (15 hrs)

Materials control – meaning – objectives – need – advantages. Inventory control and its techniques – objectives – stock levels and EOQ – perpetual inventory system — methods of pricing material issues – FIFO – LIFO – Standard price – simple average – weighted average.

UNIT III Capital budgeting (15hrs)

Capital budgeting – meaning – definition – importance – steps – methods of capital budgeting – pay back period – accounting rate of return – net present value method – internal rate of return method.

UNIT IV Budget (15hrs)

Meaning and definition of Budget – Meaning and definition of Budgeting – Meaning of Budgetary control – Objectives – Merits and demerits – Types of budget – Preparation of sales, Production, materials, flexible, cash and overhead budget.

UNIT V Marginal costing (15hrs)

Marginal costing – definition – features – advantages – limitations – breakeven analysis –PV ratio - margin of safety.

TEXT BOOKS:

1. TS Reddy and Y. Hariprasad Reddy – Cost and Management accounting – Margam publication, Chennai.
2. Dr. S. N. Maheswari, principles of cost and management accounting – S. Chand & Sons, New Delhi.

REFERENCE BOOKS:

1. KL Narang, PK Jain – cost accounting – TATA McGraw Hill Co. Ltd, New Delhi.
2. SP Iyengar, cost and management accounting – S. Chand & Co. Ltd, New Delhi
2. MC Shukla & TS Grewal, Cost Accounting – S. Shand & Co Ltd. New Delhi.
3. Guruprasad Murthy – management accounting – Himalaya publishing house, New Delhi.

YEAR – II	E-COMMERCE AND ITS APPLICATIONS	17ABB46
SEMESTER - IV		HRS/WK - 5
ALLIED - 6		CREDIT - 4

Course Outcomes:

At the end of the Course the students should be able to exhibit

CO1: Basic Knowledge pertaining to E-Commerce

CO2: Basic Knowledge pertaining to HTML Language.

CO3: Skills in Marketing on the web.

CO4: E-Commerce Web site, Security Services.

CO5: E-Commerce Payment Models.

SEMESTER	COURSE CODE:	TITLE OF THE PAPER												HOURS	CREDITS
IV	17ABB46	E-Commerce and its applications												5	4
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	P1	P2	P3	P4	P5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	4	4	4	3	4	4	4	4	2	3	4	5	4	3.75	
CO2	4	3	4	3	4	3	3	4	2	3	4	4	4	3.5	
CO3	4	3	5	3	4	4	4	4	2	3	3	5	4	3.7	
CO4	5	4	4	4	4	4	4	4	2	4	4	4	4	3.9	
CO5	5	5	5	4	4	4	4	4	2	5	5	5	4	4.3	
Mean Overall Score												3.8			

This Course is having **HIGH** association with Programme Outcomes and Programme Specific Outcomes.

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR – II	E-COMMERCE AND ITS APPLICATIONS	17ABB46
SEMESTER - IV		HRS/WK - 5
ALLIED - 6		CREDIT - 4

Objective:

To enable the students to acquire the knowledge on E-Commerce and its Applications

Unit I: Introduction to E-Commerce

(15 hrs)

Introduction to E-Commerce - Categories of E-Commerce, the Development and Growth of Electronic Commerce, Advantages and Disadvantages of E-Commerce. Technology Infrastructure - The Internet and the World Wide Web-Origins of the Internet-Growth of the Internet. Packet Switched Networks - Routing Packets. Internet Protocols -TCP/IP, IP Addressing, Domain Names, Electronic Mail Protocols.

Unit II: Mark-up Languages and The web

(15 hrs)

Mark-up Languages and The web - Mark-up Languages, Hypertext Mark-up Language, Html Tags and Links. Intranets and Extranets - Public and Private Networks, Virtual Private Network (VPN) - Internet Connection Options - Connectivity Overview, Voice Grade Telephone Connections, Broadband Connections, Leased Line Connections, Wireless Connections

Unit III: Marketing on the Web

(15 hrs)

Marketing on the Web - Web marketing Strategies-Product Based Marketing Strategies, Customer Based Marketing Strategies. **Advertising On the Web**-Banner Ads, Text Ads and other web Ads.

Unit IV: Electronic Commerce Security

(15 hrs)

Electronic Commerce Security - Security for Client Computers, Communication Channel Security, Security for Server Computers, Organization that promote Computer Security.

Unit V: Payment System for E Commerce

(15 hrs)

Payment System for E Commerce - online payment Basics-Payment Cards, E-Cash, E-Wallets, Stored Value Cards, Internet Technologies and the Banking Industry, Criminal Activity And the payment Systems - Phishing and Identity Theft.

Text Book:

1. Gary P. Schneider, Ph.D., CPA, Electronic Commerce, Joe Sabatino Publications, 9th Edition.

Reference book:

1. Ravi Kalakota, Andrew B. Whinston—Electronic Commerce: A Manager's Guide, Addison-Wesley

YEAR – III	FINANCIAL MANAGEMENT	17BB501
SEMESTER - V		HRS/WK – 6
CORE- 09		CREDIT - 5

Course Outcomes

CO1 Understand the different financing decision and estimate the value of different financial instruments.

CO2 Decide the source of finance for an organisation and formulate the optimum Capital Structure

CO3 Estimate cash flows and make capital budgeting decisions under both certainty and uncertainty.

CO4 Analyse the factors influencing the dividend decision and formulate the dividend policy of the firm

CO5 Describe and assess how companies manage the components of working capital to minimize the cost of carrying current assets and the cost of short-term borrowing.

Semester	Course Code	Title of the paper												Hours	Credit
V	17BB501	Financial Management												6	5
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	5	4	4	5	5	3	5	5	4	3	4	5	4.4	
CO2	4	5	5	5	5	4	5	4	3	5	5	4	3	4.4	
CO3	5	5	5	4	5	3	5	4	3	4	5	4	4	4.3	
CO4	5	5	5	5	5	5	4	5	5	3	3	4	3	4.4	
CO5	5	4	5	5	5	3	5	3	5	3	4	5	3	4.2	
Mean Overall Scores												4.3			

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR – III	FINANCIAL MANAGEMENT	17BB501
SEMESTER - V		HRS/WK – 6
CORE- 09		CREDIT - 5

UNIT-I-FINANCE FUNCTIONS (Theory Question) (20 HRS)

Finance functions: Meaning- Definition and scope of Financial functions- Objectives of Financial Management- Profit maximization and Wealth maximization. Sources of Finance-Short term-Long term – Shares- equity Shares- Preference Shares- Debentures- Debt.

UNIT- IIFINANCING DECISIONS (Problem and Theory Questions)(17 Hrs)

Financing Decisions: Cost of Capital - Cost of specific Sources of Capital- Equity- preferred stock – debt- Reserves- Weighted average cost of Capital, Operating Leverage and Financial Leverage.

UNIT- IIICAPITAL STRUCTURE (Problem and Theory Questions) (14Hrs)

Capital Structure- Factors influencing Capital Structure- Optimal Capital Structure-Capital Structure Theory- Dividend and Dividend policy: Meaning, classification – sources available for dividends – Dividend policy general, determinants of dividend policy.

UNIT- IVWORKING CAPITAL MANAGEMENT (Problem and Theory Questions) (20 Hrs)

Working Capital management: Concepts – Importance- Determinants of Working Capital-Working Capital management- Problems - Cash management: Motives for holding cash- Objectives and strategies of cash management Receivables Management: Objectives- Cost of credit Extension, benefit – credit policies- credit terms- Collection Policies

UNIT- V CAPITAL BUDGETING (Problem and Theory Questions) (12 Hrs)

Capital Budgeting – meaning – Objectives- Preparation of various types of capital budgeting

(Theory carries 70% and problems carry 30 %)

Textbooks:

1.Financial Management (TEXT, PROBLEMS AND CASES) **M.Y.KHAN and P.K.JAIN**- Published by TataMcGraw-Hill Education Private Limited-New Delhi-10th Edition.

2.Financial Management-**I.M.Pandey**-Published by Vikas Publishing house Pvt. Ltd.-Noida-19th Edition.

Reference books:

1. Financial Management (Text and Cases)-**Eugene F. Brigham and Michael C. Ehrhardt**- Published by Cengage Learning India Pvt. Ltd.- 8th Edition.

YEAR – III	RESEARCH METHODOLOGY	17BB502
SEMESTER –V		HRS/WK – 6
CORE – 10		CREDIT – 5

Course Outcomes:

On successful completion of the course students will be able

CO1: To impart the students with knowledge in the field of research and to enhance them to utilise various methods of research.

CO2: To enrich the students to identify appropriate research topics, select and define appropriate research problem and parameters, develop a better research design and to synchronise with the research problem to fill the research gap.

CO3: To familiarise with preparing a project proposal (to undertake a project), sampling design, different types of data, data collection methods and various sources of primary and secondary data.

CO4: To enable the students to perform data processing, editing, coding of data, tabulation, data analysis using various tools.

CO5: To enhance the skills of writing a research report and thesis report writing, referencing and to explore to various reporting standards.

Semester	Course Code	Title of the paper												Hours	Credit
V	17BB502	Research Methodology												6	5
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	P O 1	P O 2	P O 3	P O 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	3	3	3	4	4	5	4	5	4	5	3	3	3.92	
CO2	5	4	5	4	5	3	5	3	3	3	4	3	2	3.77	
CO3	4	5	4	3	5	4	3	4	5	3	4	3	3	3.85	
CO4	3	4	3	5	3	4	3	4	4	5	4	3	2	3.62	
CO5	4	4	4	5	3	5	3	5	4	3	5	3	4	4.00	
Mean Overall Scores													3.83		

This Course is having **HIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR – III	RESEARCH METHODOLOGY	17BB502
SEMESTER –V		HRS/WK – 6
CORE – 10		CREDIT – 5

Unit – I Introduction to Research and Methods (15Hrs)

Research –Meaning and Definition- Types of Research – Research Methods – Problems faced by Researcher – Research Process _ Various Steps in Research Process. Review of literature – Identification Research Gap – social relevance of research - Research Problem – Sources, Identification and Developing Research Problem – Construction of Research Questions – Framing Objectives and hypotheses.

Unit –II Research Design (18 Hrs)

Concepts– Meaning, Definition and types - Variables – Meaning & Definition – Types of Variables. Research Design - Meaning, Definition - types of Research Design – Experimental and non-Experimental Research Design – Characteristic of good Research Design – Relationship between Research Problem and Research Design.

Unit –III Sampling Design and Data Collection (17Hrs)

Sample – meaning and definition- sample size- sampling design – meaning and definition-essentials of good sampling design- methods of sampling- random and non- random sampling-sampling and non-sampling error- reduction of sampling errors. Data- types of data- primary data- different methods of collecting primary data- measurement of scale and scaling techniques-construction of questionnaire-secondary data- various sources of secondary data

Unit –IV Data analysis (15Hrs)

Steps in processing the data – editing- coding- classification- content analysis- tabulation-methods of tabulation. Application of statistics in data analysis- descriptive statistics- mean, median, mode, standard deviation- correlation and regression- inferential statistics using Excel- chi-square test- ANNOVA, T- test-,F-Test- tools for testing hypothesis. Application of computer in modern research.

Unit –V Report writing (10Hrs)

Research report- meaning-, types of research report- essential of good research report- stages in preparing research report- structure of research report- preliminary pages, main body of the report and reference material- guidelines and mechanics for preparing research report.Reporting standards.

Text book: 1.Kothari.C.R. – —Research Methodology – methods and technology||New age international publisher, New Delhi

YEAR – III	BUSINESS LAW	CODE – 19BB503
SEMESTER – V		HRS/WK – 6
CORE – 11		CREDIT – 5

Course Outcomes

CO1 Demonstrate an understanding of the nature of the contractual relationship and list the elements required to create a contract..

CO2 Construct the sale of contract and formulate the terms and conditions in sale of goods and services

CO3 Understand the concept of partnership and formalities in creation, admission and dissolution of partnership firm

CO4 Demonstrate the conceptual and practical knowledge in Companies Act 2013 and new partnership model.

CO5 Elaborate the rights of consumers and identify the common unfair and deceptive practices by gaining an insight into Consumer Protection Act

Semester	Course Code	Title of the paper												Hours	Credit
V	19BB503	Business Law												6	5
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score of COS	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	4	3	5	3	5	4	5	3	4	5	4	3	4.1	
CO2	5	4	5	3	5	5	3	4	5	3	5	4	5	4.3	
CO3	5	3	5	5	4	4	3	5	4	3	4	5	4	4.2	
CO4	5	5	4	5	4	4	5	5	4	3	3	3	4	4.2	
CO5	4	5	5	4	5	4	3	3	4	5	4	5	4	4.2	
Mean Overall Scores													4.2		

This Course is having **VERYHIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR – III	BUSINESS LAW	CODE – 19BB503
SEMESTER – V		HRS/WK – 6
CORE – 11		CREDIT –5

UNIT-I CONTRACT ACT

Law –meaning and definition-need- Indian contract act1872-meaning and nature of contract-essential classification of contracts- offer and acceptance- capacities of contract.

UNIT II: FREE CONSENT

Free Consent – Consideration – Lawful Object - Agreement declared void - Performance of Contract – Quasi Contract -

UNIT –III Discharge of Contract (05 hrs)

-Discharge of Contracts– Remedies for Breach of Contract.

UNIT IV Special Contract (10hrs)

An Overview of Special Contract – Indemnity & Guarantee – Meaning & Definitions – Essentials – Rights of indemnity holder and indemnifier – Differences between Contract of Indemnity & Guarantee- Rights of surety – Surety’s liability-

UNIT –IV Bailment & Pledge (10hrs)

Bailment - Meaning & Definitions–Essentials–Rights and duties of bailor&bailee– **Pledge** - Meaning & Definitions–Essentials–Rights and duties of pawnor and pawnee.

Text Books:

1. Business Law ,N.D.kapoor, Sultan Chand, 3rd edition, New Delhi,1999.
2. Business Law,R.S.N.PillaiBagavathi,Chand& co, 1st edition,New Delhi,2000.
3. Business Law,P.C.Tulsian, Tata MCGrawell Hill, 2nd edition, New Delhi, 2002.

Reference Books:

1. Legal Aspects of Business , P.saravanavel& S. sumathi, Himalaya publication,1st edition,New Delhi,2005.
2. Business Law ,M.R.Sreenivasan,Margham publication ,1st edition, Chennai,2006.
3. Legal Aspects of Business,AkhilashwarePathek, Tata MCGrawell Hill,3rd edition,New Delhi 2005.
4. Business Law –Bulchandhani K.P, HPH, 2nd edition,New Delhi,2001.
5. Business Law ,M.C. Kuchal, Vikas Publication, 4th edition, New Delhi, 2005.

YEAR - III	INVESTMENT MANAGEMENT	19EBB51A
SEMESTER -V		HRS/WK - 6
DISCIPLINE SPECIFIC ELECTIVE – 1		CREDIT - 4

Course Outcomes

CO1. Students will understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.

CO2. Students will understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.

CO3 Students will know how to apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks.

CO4 Students will have the knowledge and skills to select and employ base level tools for financial analysis.

CO5 Students will have the knowledge and skills to develop portfolio strategies for individual and institutional investors.

Semester	Course Code	Title of the paper												Hours	Credit
V	19EBB51A	Investment Management												6	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	P O 1	P O 2	P O 3	P O 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	2	4	5	4	3	2	4	2	3	4	5	6	3.61	
CO3	4	4	4	4	4	5	5	5	4	4	4	4	3	4.15	
CO4	5	5	5	5	5	3	4	5	5	3	2	2	2	3.92	
CO5	3	3	4	5	5	4	4	5	5	4	5	4	5	4.30	
Mean Overall Scores												4.07			

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	$0 \leq \text{rating} \leq 1$	$1.1 \leq \text{rating} \leq 2$	$2.1 \leq \text{rating} \leq 3$	$3.1 \leq \text{rating} \leq 4$	$4.1 \leq \text{rating} \leq 5$
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR - III	INVESTMENT MANAGEMENT	19EBB51A
SEMESTER -V		HRS/WK - 6
DISCIPLINE SPECIFIC ELECTIVE – 1		CREDIT - 4

Objectives: To enable the students to apply various tools and techniques of Investment and risk management. And to provide knowledge on various investment avenues that benefits the individual and nation.

UNIT-I Introduction to Investment (15 Hrs.)

Investment Meaning- Investment Vs. Speculation- Investment Vs Gambling- Important factors favorable for Investment Program- Stages in Investment - Investors Classification

UNIT - II.Security Investment (15 Hrs.)

Meaning- Bonds- Preference Shares- Equity shares- Derivatives- Options- Swaps- Futures- Mutual funds

UNIT - III Non Security Investment (15 Hrs.)

Meaning- Government Securities- Life Insurance- UTI- Commercial banks- Provident fund- Post office schemes- National Savings Schemes- Fixed Deposit Schemes.

UNIT -IV Risk and Return (15 Hrs.)

Meaning- Historical and Expected return- Types of risk- Measurement of risk

UNIT -V Fundamental and Technical Analysis (15 Hrs.)

Meaning- Economy, Industry and Company Specific analysis- Tools for technical analysis- Charts, Support and Resistant level analysis.

TEXT BOOKS

1. Investment Management - Preeti Singh, Himalaya Publishing House. New Delhi. 2014
2. Prasanna Chandra, (2009), Investment Analysis and Portfolio Management, Tata McGraw – Hill Publishing Company Limited, New Delhi.

REFERENCE BOOKS

1. Natarajan L, (2009), Investment Management Security Analysis and Portfolio Management, Margham Publication, Chennai.
2. Avadhani VA, (2008), Investment and Securities Market in India, Himalaya Publishing House, Mumbai.
3. Bhalla VK, (2009), Investment Management, Security Analysis and Portfolio Management, S.Chand and Company Ltd, New Delhi.

YEAR - III	RETAIL MARKETING MANAGEMENT <i>(For the Students Admitted from the year 2019 onwards)</i>	17EBB51B
SEMESTER -V		HRS/WK –6
DISCIPLINE SPECIFIC ELECTIVE - 1		CREDIT - 5

On successful completion of the course students will be able

CO1: To understand about marketing management concepts and frameworks, marketing mix , market segmentation and apply these to a new or existing business.

CO2: To cognise and able to differentiate industrial and consumer goods, the concepts of new product development and product life cycle.

CO3: To have an overview of pricing, pricing objectives and to develop skills to analyse, determine price for various products and methods of pricing.

CO4: To demonstrate various distribution channel, channel partners, importance and services offered by various middlemen.

CO5: To synthesise information and derive insights related to sales promotion and advertising, various modes of advertising, its merits and demerits.

Semester	Course Code	Title of the paper												Hours	Credit
V	17EBB51B	Retail Marketing Management												6	5
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	P O 1	P O 2	P O 3	P O 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	5	4	5	4	3	4	4	5	3	4	5	6	4.23	
CO3	4	4	5	5	4	5	5	5	4	4	4	4	3	4.31	
CO4	5	5	5	5	5	3	4	5	5	3	3	3	2	4.08	
CO5	4	3	4	5	5	4	4	5	5	4	5	4	5	4.38	
Mean Overall Scores												4.28			

This Course is having **VERYHIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR - III	RETAIL MARKETING MANAGEMENT <i>(For the Students Admitted from the year 2019 onwards)</i>	17EBB51B
SEMESTER -V		HRS/WK – 6
DISCIPLINE SPECIFIC ELECTIVE - 1		CREDIT - 5

UNIT-I Introduction to Retailing

[14 Hrs.]

Retailing – meaning, definition, characteristics, importance and functions – types of retailers – types of retailing formats – Product Retailing Vs service Retailing – Retailing environment.

UNIT-II Merchandise Management

[18 Hrs.]

Merchandise Management – Definition, key areas – phases in developing Merchandise plan – Methods of planning and calculating inventory level – basic stock method, percentage variation method, week’s supply method and stock to sales method – merchandiser’s skill and profile.

UNIT – III Location of Retail Units

[20 Hrs.]

Retail location - factors affecting Retail location decision – site location and lay out - factors affecting site location and lay out – steps in selecting site. Store design – interiors and exteriors. Retailing strategies – differentiation strategies – growth strategies – expansion strategies – pricing strategies. Meaning of logistic and supply chain management- issues of storage and warehouse facility.

UNIT – IV Promotion of Retail Outlets

[18Hrs.]

Retailing promotion – definition – promotional objectives – SMARTT objectives – approaches to promotional budget – promotional advertising – sales promotion - objectives and types- personal selling.

UNIT – V Information Technology in Retailing

[20 Hrs.]

Meaning and definition of IT – advantages and limitations of IT in Retail trade – competitive advantage of using IT – capturing and transmitting data at point of sale – systems for business communication and exchanging data – merchandise reordering system – E - Retailing – merits – systems of E - Retailing – kinds of retailers engaged in E - commerce – Future trends – smart cards – E-cash - Multimedia Kiosk – Customer-specific offers – Electronic body scanners – E-Tailing in India.

TEXT BOOKS

1. Retail Marketing - Dr.L.Natarajan, ,Margam Publications, Chennai.
2. Retail Marketing – Gilbert Pearson, Education Asia publication, New Delhi.

REFERENCE BOOKS

1. Channel Management & Retail Marketing – MeenalDhotre, (E- book).
2. Retail Marketing Management – David Gilbert, Pearson Education, India.
3. Retail Marketing Management – SwapnaPradhan, (E- book).
4. Retail Management - Micheal Levy & Barton Aweitz, Tata McGrew Hill Publishing Company Ltd, New Delhi.

YEAR – III	INTERNET AND ITS APPLICATIONS	17EBB52A
SEMESTER –V		HRS/WK – 6
DISCIPLINE SPECIFIC ELECTIVE - 2		CREDIT – 4

Course Outcomes:At the end of the Course the students should be able to Exhibit

CO1: Knowledge in Internet Connection Technologies.

CO2: Basics of HTML.

CO3: Programming Skills using Basic HTML Tags

CO4: Programming Skills to create tables in HTML tags.

CO5: Programming Skills to create forms in HTML

SEMESTER	COURSE CODE:	TITLE OF THE PAPER:INTERNET AND ITS APPLICATIONS	HO URS	CRE DITS										
V	17EBB52A	INTERNET AND ITS APPLICATIONS	6	4										
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME OUTCOMES(SPO)								MEAN SCORE OF CO'S
	P O 1	P O 2	P O 3	P O 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8	
CO1	5	4	4	3	4	4	4	4	4	2	3	2	4	3.60
CO2	5	4	4	3	4	4	4	4	5	2	3	2	4	3.70
CO3	5	5	5	3	4	5	5	4	5	2	4	2	4	4.0
CO4	5	5	5	3	4	5	5	4	5	2	4	2	4	4.0
CO5	5	5	5	3	4	5	5	4	5	2	4	2	4	4.0
Mean Overall Score													3.91	

This Course is having **HIGH** association with Programme Outcomes and Programme Specific Outcomes.

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR – III	INTERNET AND ITS APPLICATIONS	17EBB52A
SEMESTER –V		HRS/WK – 6
DISCIPLINE SPECIFIC ELECTIVE - 2		CREDIT – 4

Unit – I Web Design Principles: [15 Hrs]

Basic principles involved in developing a web site - Planning process - Five Golden rules of web designing - Designing navigation bar - Page design - Home Page Layout - Design Concept. Brief History of Internet - What is World Wide Web - Why create a web site - Web Standards.

Unit – II Introduction to HTML: [15 Hrs]

What is HTML - HTML Documents - Basic structure of an HTML document - Creating an HTML document - Mark up Tags - Heading-Paragraphs - Line Breaks - HTML Tags.

Unit - III Elements of HTML: [15 Hrs]

Text level tags: Bold - Italic - Underlined - Strike-through - superscript - subscript. Horizontal Rules
Colors' in web page: Background color - Text color - Link color. Lists: Ordered Lists - Unordered Lists - Definition List - Nesting lists - **Images:** Image formats.

Unit - IV Using Tables in HTML: [15 Hrs]

Creating Tables - Editing of rows and columns of table - rowspan - colspan - **formatting tables using** attributes border - Border colour - back ground - align - width - cell spacing - cell height.

Unit – V Creating Forms: [15 Hrs]

Forms controls: text controls - Password fields - Radio Buttons - Check boxes - Reset and Submit buttons. Introduction to frames - Advantages and disadvantages of frames - creating basic frames Frame targeting.

Text Book: 1. Castro, HTML 4 for World Wide Web, 3rd ed. Pearson education.

Reference Books:

1. HTML 5 in simple steps Dreamtech Press, Kogent Learning Solutions Inc.
2. A beginner's guide to HTML, NCSA,14th May,2003.

YEAR – III	INFORMATION SYSTEM DESIGN	17EBB52B
SEMESTER –V		HRS/WK – 6
DISCIPLINE SPECIFIC ELECTIVE - 2		CREDIT – 4

Objective:

To make the students understand technological impact on organizations and the interplay between technology and the organization.

Course Outcomes:

At the end of the Course the students should possess

CO1: Knowledge on information systems.

CO2: Basic Knowledge on Computers.

CO3: Knowledge on System Analysis.

CO4: Capability to manage information Technology.

CO5: Skill set in Decision support system.

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HO URS	CRE DITS
V	17EBB52B	INFORMATION SYSTEM DESIGN												6	4
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	P O 1	P O 2	P O 3	P O 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	4	4	5	5	4	4	4	3	2	2	3	3	4	3.60	
CO2	4	4	5	5	4	4	4	3	2	2	3	3	4	3.60	
CO3	4	5	5	5	4	5	5	3	2	2	3	4	4	3.90	
CO4	4	5	5	5	4	5	5	3	2	2	3	4	4	3.90	
CO5	4	5	5	5	4	5	5	3	2	2	3	4	4	3.90	
Mean Overall Score													3.8		

This Course is having **HIGH** association with Programme Outcomes and Programme Specific Outcomes.

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR – III	INFORMATION SYSTEM DESIGN	17EBB52B
SEMESTER –V		HRS/WK – 6
DISCIPLINE SPECIFIC ELECTIVE - 2		CREDIT – 4

UNIT – I **[15 Hrs]**
Definition of Management Information System - Structure of MIS - Information system for decision making - The role of system analyst - Data base management system.

UNIT - II **[15 Hrs]**
Computes and Information Processing - Classification of computers - Main frames – Mini Computers - workstations - micro computers - super computers - Personal Computers -Input Devices - Computer mouse - touch screen - MICA - OCR - pen based input – digital scanners - voice input devices - sensors - Output devices - video display terminals - printers- plotters - voice output devices - Secondary storage - magnetic disk storage – magnetic tape storage - optical disk storage.

UNIT - III **[15 Hrs]**
System Analysis - System Planning and the mutual investigation - Information gathering MIS Organization - Top management - Data processing group’s responsibility

UNIT - IV **[15 Hrs]**
Management and MIS - MIS as competitive advantage – MIS support for planning, organizing, operating, controlling an knowledge work - specific function - finance - personnel - production - materials –marketing -Data representation in computers – Batch Processing Vs online processing.

UNIT – V **[15 Hrs]**
Decision Support System - definition - examples of DSS - components - building DSS –Group Decision Support System - GDSS tools - role of GDSS - Executive System– role developing DSS - benefits – examples.

TEXT BOOK:

1. Gordon Bitter Davis, Margrethe H. Olson, Management Information System: conceptual foundations, structure, and development, McGraw Hill, 2nd Reprint.

REFERENCE BOOKS:

1. S. Sadagopan, Management Information Systems, Prentice Hall of India, Eastern Economy Edition.
2. Robert G. Murdick, Joel E. Ross, Introduction to Management Information Systems, Prentice-Hall of India.
3. S. P. Rajagopalan, Management Information System, Margham Publications.

YEAR - III	HUMAN RESOURCE MANAGEMENT	17BB601
SEMESTER -VI		HRS/WK – 6
CORE - 12		CREDIT - 5

Course Outcomes

- **CO1:** To understand fundamentals about human resource management, qualities of a HR manager problems and challenges faced by a HR manager.
- **CO2:** To understand the human resource planning process, analysis of job and various methods of job analysis.
- **CO3:** Will know the methods of recruitment and selection process.
- **CO4:** Will have the knowledge about the need for training, training and evaluation methods.
- **CO5:** Will have the knowledge about performance and potential appraisal, grievance handling and disciplinary procedures.

Semester	Course Code	Title of the paper												Hours	Credit
VI	17BB601	Human Resource Management												6	5
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	P O 1	P O 2	P O 3	P O 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	3	5	3	5	4	5	3	4	5	4	3	4.1	
CO2	5	4	5	3	5	5	3	4	5	3	5	4	5	4.3	
CO3	5	3	5	5	4	4	3	5	4	3	4	5	4	4.2	
CO4	5	5	4	5	4	4	5	5	4	3	3	3	4	4.2	
CO5	4	5	5	4	5	4	3	3	4	5	4	5	4	4.2	
Mean Overall Scores												4.2			

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR - III	HUMAN RESOURCE MANAGEMENT	17BB601
SEMESTER -VI		HRS/WK – 6
CORE - 12		CREDIT - 5

Objectives:To enable the students to understand the Human resource management concepts and principles and to create awareness about the existing HR practices of the companies in India

UNIT- I: **[15 Hrs]**

Human Resources Management – definition, meaning and function of HRM -qualities and roles of HR manager - problems and challenges of a HR manager.

UNIT -II: **[15 Hrs]**

Human Resource Planning – definition – importance - HRP process - Job analysis – nature, process, concept of job design, methods- techniques– Job description- job specification

UNIT -III: **[15Hrs]**

Recruitment and selection – meaning and definition, objectives - sources of recruitment, process, methods, and recruitment practice in India- interviews.

UNIT- IV: **[15 Hrs]**

Training and Methods : Meaning – nature, principles, assessing the needs of training, training and development as source of competitive advantage – methods of training, evaluation of effectiveness of training programme

UNIT- V: **[15 Hrs]**

Performance And Potential Appraisal - meaning, purpose-process - methods, problem - managing grievances and discipline.

Text books:

- 1.Human resource management S. S. Khanka
2. Human resource management K. A. Aswathappa

Reference books::

- 1.Personnel Management and Industrial Relations- P.C. Tripathi -Sultan Chand & sons- 19th Edition- 2006
- 2.Personnel& Human Resource Management- P.SubbaRao, Himalaya Publishing House,,Mumbai, 3rd Edition, 2003
- 3.Human Resource management- M.S. Saiydyan, Tata Mcgraw Hill Publishing, New Delhi, 1st Edition.

YEAR – III	PROGRAMMING USING MICROSOFT TECHNOLOGY (C#.NET)	17BB602
SEMESTER –VI		HRS/WK – 3
CORE – 13		CREDIT – 2

Course Outcomes:At the end of the Course the students should possess

CO1: Knowledge in Dot Net Framework.

CO2: Programming Skill set in C#.Net

CO3: Programming Skill set in windows forms using C#.

CO4: Programming Skill set in different controls using C#.

CO5: Programming Skill set in ADO.Net

SEMESTER	COURSE CODE	TITLE OF THE PAPER												HO URS	CRE DITS
VI	17BB602	PROGRAMMING USING MICROSOFT TECHNOLOGY(C#.NET)												3	2
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME SPECIFIC OUTCOMES(PSO)								MEAN SCORE OF CO'S	
	P O 1	P O 2	P O 3	P O 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	5	4	4	4	4	4	2	3	2	4	3.85	
CO2	5	4	5	5	4	4	4	4	5	2	3	2	4	3.90	
CO3	5	5	5	5	5	5	5	4	5	2	4	2	4	4.30	
CO4	5	5	5	5	5	5	5	4	5	2	4	2	4	4.30	
CO5	5	5	5	5	5	5	5	4	5	2	4	2	4	4.30	
Mean Overall Score													4.14		

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes.

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR – III	PROGRAMMING USING MICROSOFT TECHNOLOGY (C#.NET)	17BB602
SEMESTER –VI		HRS/WK – 3
CORE – 13		CREDIT – 2

UNIT-I (15 Hrs)

Introduction to Dot Net- Introducing C# and its features- Variables-data types and Operators.

UNIT -II: (15 Hrs)

Control Structures-Array-Classes-Methods-Namespace-Interface-Simple example using Console Application.

UNIT-III: (15 Hrs)

Introduction to C# Window Forms-Standard Controls:Label,Button,Textbox,RadioButton,Combo Box.

UNIT-IV: (15 Hrs)

pictureBox,Timer Control, Richtext Box, Progress Bar, Datetime Picker, MenuStrip.

UNIT –V: (15 Hrs)

Introduction to ADO .Net Objects – Creating new data Connection – Accessing data using Connection class, Command Class and Data Reader Class.

Text books:

- 1.YashavantKanetkar, 2004 *C#.Net*.Motilal Books of India.
- 2.Peter Drayton , Ben Albahari, Ted Neward. *C# in a nutshell*. O'Reilley Publication
- 3.E.Balaguruswamy. *Programming with C#* - 1- Edition. Tata McGraw – Hill Publication.

Reference books:

1. Herbert Schlitz. 2002 *C# - A Beginner's Guide*.Osborne/ McGraw – Hill Publication.
2. Burton Harvey, Simon Robinson, julianTempleman and KarliWaston, '*C# Programming with the Public Bata*', Shroff Publishers & Distributors Pvt.Ltd(SPD) Mumbai, April 2001.
3. Ben Albahart, Peter Drayton and Brad Merrill, '*C# Essentials*', SPD, Mumbai March 2001.
4. ThamariSelvei, *A text Book on C#: A Systematic Approa*

YEAR – III	PROGRAMMING USING MICROSOFT TECHNOLOGY (C#.NET) (PRACTICAL)	17BBP601
SEMESTER –VI		HRS/WK – 3
CORE PRACTICAL		CREDIT – 2

Course Outcomes:

At the end of the Course the students should possess

CO1: Basic Programming skill set in C#.

CO2: Object Oriented Programming Skill set in C#

CO3: Programming Skill set in windows forms using C#.

CO4: Programming Skill set in different controls using C#.

CO5: Programming Skill set in ADO.Net

SEMESTER	COURSE CODE	TITLE OF THE PAPER	HOURS	CREDITS										
VI	17BBP601	PROGRAMMING USING MICROSOFT TECHNOLOGY(C#.NET)(PRACTICAL)	3	2										
COURSE OUTCOMES	PROGRAMME OUTCOMES(PO)					PROGRAMME OUTCOMES(PSO)								MEAN SCORE OF CO'S
	P O 1	P O 2	P O 3	P O 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8	
CO1	5	4	5	5	4	4	4	4	4	2	3	2	4	3.85
CO2	5	4	5	5	4	4	4	4	5	2	3	2	4	3.90
CO3	5	5	5	5	5	5	5	4	5	2	4	2	4	4.30
CO4	5	5	5	5	5	5	5	4	5	2	4	2	4	4.30
CO5	5	5	5	5	5	5	5	4	5	2	4	2	4	4.30
Mean Overall Score													4.14	

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes.

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR – III	PROGRAMMING USING MICROSOFT TECHNOLOGY (C#.NET)PRACTICAL	17BBP601
SEMESTER –VI		HRS/WK – 3
CORE PRACTICAL		CREDIT – 2

Objective:

To improve the programming skills of the students with respect to C# and to make the students to know the latest programming concepts.

Console Application:

1. Factorial Number using methods.
2. Implement Arithmetic Manipulation using Namespace.
3. Prime number using Interface.

Windows Application:

4. Create a simple Window Forms in c#.
5. Create a simple Bio data.
6. Login Form Creation using Ms Access
7. Database Application to store phone numbers along with your name.
8. Database Application for Student mark list processing.

YEAR - III	STRATEGIC MANAGEMENT	19BB603
SEMESTER -VI		HRS/WK - 6
CORE - 14		CREDIT - 4

Course Outcomes:

On successful completion of the course students will be able to

- **CO1:** Understand the basic concepts about strategic management and strategic decision making process.
- **CO2:** Characterize and differentiate mission, vision, goals, objectives, policies and strategies.
- **CO3:** Analyze the business environmental variables.
- **CO4:** Cognize and interpret about various business and corporate level strategies
- **CO5:** Understand about strategic alliances, collaborative partnerships, merger, acquisition and diversifications.

Semester	Course Code	Title of the paper												Hours	Credit
VI	19BB603	STRATEGIC MANAGEMENT												6	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	P O 1	P O 2	P O 3	P O 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	5	4	5	4	3	4	4	5	3	4	5	6	4.23	
CO3	4	4	5	5	4	5	5	5	4	4	4	4	3	4.31	
CO4	5	5	5	5	5	3	4	5	5	3	3	3	2	4.08	
CO5	4	3	4	5	5	4	4	5	5	4	5	4	5	4.38	
Mean Overall Scores													4.28		

This Course is having **VERYHIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR - III	STRATEGIC MANAGEMENT	19BB603
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SEMESTER -VI		HRS/WK - 6
CORE - 14		CREDIT - 4

OBJECTIVES:

To enable the students to apply the specific strategic knowledge in different functional areas. This course will enable the students to devise, execute and evaluate different strategies in their everyday work-life.

UNIT-I: [15 Hrs]

Introduction :Strategic management – definition - Conceptual evolution of strategies – need, importance, scope of strategic management –risks of strategic management – Strategicdecision making process.

UNIT-II: [15 Hrs]

Mission – Vision – Goals – Objectives - Policies and Strategies – Characteristics –Strategic Planning – meaning, definition and process.

UNIT-III: [15 Hrs]

Environmental scanning and analysis - international, external, internal analysis – Michael Porter’s Five Forces Model - SWOC analysis.

UNIT-IV: [15 Hrs]

Generic competitive strategies – integration strategies – outsourcing strategies – offensive and defensive strategies.

UNIT-V: [15 Hrs]

Strategic alliances - collaborative partnerships – merger - acquisition – diversifications.

TEXT BOOK:

1. UpendraKachru, Strategic Management : Concepts and Cases, Excel Books, New Delhi.

REFERENCE BOOKS:

1. Vipin Gupta, Kamala Gollakota, R. Srinivasan, Business policy and strategic management concept and application, Oxford University Press, Chennai.
2. SukulLomesh, P.K.P.K. Mishra, Business policy and Strategic Management, Tata McGraw Hill, New Delhi.

YEAR - III	FINANCIAL AND CAPITAL MARKET'S	19EBB63A
SEMESTER -VI		HRS/WK - 6
DISCIPLINE SPECIFIC ELECTIVE - 3		CREDIT - 4

Course Outcomes:

On successful completion of the course students will be able to

- **CO1:** Understand the basic concepts about Indian financial systems, primary and secondary markets
- **CO2:** To comprehend about capital markets and various capital market instruments.
- **CO3:** Acquainted with knowledge about secondary market, its functions and instruments.
- **CO4:** Cognize and interpret about money market and money market instruments.
- **CO5:** Understand about SEBI, its regulations, powers and guidelines.

Semester	Course Code	Title of the paper												Hours	Credit
VI	19EBB63A	Financial and Capital Markets												6	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	P O 1	P O 2	P O 3	P O 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	2	4	5	4	3	2	4	2	3	4	5	6	3.61	
CO3	4	4	4	4	4	5	5	5	4	4	4	4	3	4.15	
CO4	5	5	5	5	5	3	4	5	5	3	2	2	2	3.92	
CO5	3	3	4	5	5	4	4	5	5	4	5	4	5	4.30	
Mean Overall Scores													4.07		

This Course is having **VERYHIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR - III	FINANCIAL AND CAPITAL MARKET'S	19EBB63A
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SEMESTER -VI		HRS/WK - 6
DISCIPLINE SPECIFIC ELECTIVE - 3		CREDIT - 4

OBJECTIVES: To provide an exposure of theories and approaches to financial and capital markets.

Unit: 1 Introduction Indian Financial Market

Indian Financial System – Significance - Financial Market And International Financial Market – Financial Institution – Financial Services – Meaning - Functions - Primary Market – Secondary Market – Difference Between Primary Market And Secondary Market .

Unit: 2 Capital Market

Capital Market – Importance – Classification – Primary Market (New Issue Market) – IPO - Advantages – Capital Market Instrument - Equity Shares – Preference Share – Debentures – Derivatives - Functions Of New Issue Market – Offer For Sale – Private Placement – Rights Issue – Bonus Issue.

Unit: 3 Secondary Market

Secondary Market – Importance of Secondary Market – Factors Influence Of Secondary Market – Stock Exchange – Need And Function Of Stock Exchanges –OTCE - Broker – Sub Broker – Trading And Clear Members - Foreign Brokers – Jobbers – Market Makers.

Unit 4: Money Market

Money Market – Concepts –Features of Money Market - Structure of Money Market - Difference between Capital And Money Market - Money Market Instruments – Participant In Money Market.

Unit 5: SEBI

Securities Exchange Board Of India – Importance of SEBI – Regulations - SEBI Power and Guidelines – Securities Contract Regulation Act.

TEXT BOOK:

1. Chandler M.V. and goldfield S.M. Economics of money and Banking; Harper and Row, New York
2. Gupta, Suraj b: Monetary Economics; S. Chand and Co.

REFERENCE BOOKS:

1. TapashRanjanSaha; Capital Market and SEBI; Excel Books, New Delhi.

YEAR - III	INDUSTRIAL RELATIONS	17EBB63B
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SEMESTER -VI		HRS/WK - 6
DISCIPLINE SPECIFIC ELECTIVE - 3		CREDIT - 4

Course Outcomes:

On successful completion of the course students will be able to

- **CO1:** Understand the basic concepts about industrial relations, relationship among. IR, technology, productivity, Indian culture and IR.
- **CO2:** To comprehend about trade union, legislations about trade union, social responsibility of trade unions, welfare and productivity.
- **CO3:** Acquainted with knowledge about employee counselling, methods, problems and workers development.
- **CO4:** Cognise and interpret about grievance procedures and grievance redressal machinery and various redressal procedures.
- **CO5:** Equip with ethical issues in collective bargaining, process , skills and strength.

Semester	Course Code	Title of the paper												Hours	Credit
VI	17EBB63B	Industrial Relations												6	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	P O 1	P O 2	P O 3	P O 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	4	4	4	5	4	5	4	3	3	2	4	5	5	4.08	
CO3	5	5	3	4	5	5	3	5	2	5	4	5	3	4.15	
CO4	3	4	3	4	5	4	4	3	4	4	5	5	5	4.08	
CO5	3	3	4	5	5	4	4	5	5	4	5	4	5	4.31	
Mean Overall Scores													4.20		

This Course is having **VERYHIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR - III	INDUSTRIAL RELATIONS	17EBB63B
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SEMESTER -VI		HRS/WK - 6
DISCIPLINE SPECIFIC ELECTIVE - 3		CREDIT - 4

OBJECTIVES: To provide an exposure of theories, techniques and approaches to manage industrial relations.

UNIT-I: [15 Hrs]

Introduction - Concept and Determinants of Industrial Relations – Industrial Relations in India – Managing IR Changes – IR and Productivity – Technology and IR –Indian Culture & IR.

UNIT-II: [15 Hrs]

Trade Unions – Purpose, Functions and Structure of Trade Unions – Trade Union Legislation – Multiplicity of Trade Unions – Social Responsibility of Trade Unions - Welfare and Productivity

UNIT-III: [15 Hrs]

Employee Counselling – Types, Methods, Content, Problems, Consultative Bodies (Bipartite, Tripartite) and IR Strategies – A Discussion – Worker Development & Worker participation.

UNIT-IV: [15 Hrs]

Discipline and Grievance Redressal Machinery – Purposes and Procedures of Disciplinary Action – Grievance Redressal Procedures – Conciliation – Arbitration and Adjudication .

UNIT-V: [15 Hrs]

Collective Bargaining (Perspective, Bargaining Structure, Procedure and Machinery for Collective Bargaining) – The Bargaining Process – Strengths and Skills.

TEXT BOOKS:

1. ArunMonappa: Industrial Relations; Tata Mcgraw Hill Publishing Company Ltd.
2. PramodVerma: Management Of Industrial Relations – Reading And Cases; Oxford And Ibh Publication.

REFERENCE BOOKS:

1. T.N. Bhagoliwala: Economic Of LaborAnd Social Welfare.
2. Relevant Reports Of Government Of India Such As Report Of National Commission Labor – Five Year Plans.
3. B.O. Sharma: Art Of Conciliation And Industrial Unrest; Labor Consultancy Bureau, Bombay, 1985.
4. Journals: Indian Labor Journal And Indian Journal Of Industrial Relations.

YEAR – III	PROJECT WORK	17JBB64A
SEMESTER –VI		HRS/WK – 6
DISCIPLINE SPECIFIC ELECTIVE - 4		CREDIT – 4

Course outcomes: the students will be able to

C01. Know the technique how to write the introduction, familiar with research methodology and the contents are included in the introduction part.

C02. Acquire knowledge to write review of literature and organise them to suit with objectives

C03. Know how to write and organise the profile of study area and study population.

C04. Acquire knowledge to choose and apply various statistical tools and how to write interpretation.

C05. Obtain a skill to prepare a project report and organise of the contents of the project reports

Semester	Course Code	Title of the paper												Hours	Credit
VI	17JBB64A	Project work												6	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	P O 1	P O 2	P O 3	P O 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	5	4	5	4	3	4	4	5	3	4	5	6	4.23	
CO3	4	4	5	5	4	5	5	5	4	4	4	4	3	4.31	
CO4	5	5	5	5	5	3	4	5	5	3	3	3	2	4.08	
CO5	4	3	4	5	5	4	4	5	5	4	5	4	5	4.38	
Mean Overall Scores													4.28		

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes.

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR – III	PROJECT WORK	17JBB64A
SEMESTER –VI		HRS/WK – 6
DISCIPLINE SPECIFIC ELECTIVE - 4		CREDIT – 4

PROJECT TEMPLATE

- Introduction
 1. Industry profile
 2. Company Profile
- Review of Literature
- Design of the study
 1. Statement of the problem
 2. Need for the study
 3. Objectives of the study
 4. Hypothesis of the study
 5. Methodology of the study
 6. Limitations of the study
- Analysis and Interpretation
- Findings , Suggestions and Conclusion
- Bibliography

EXAMINATION PATTERN

Internal Examination – 40 Marks

External Examination - 60 Marks

Mode of Examination : Viva -Voce

YEAR - III	ENTREPRENEURIAL DEVELOPMENT <i>(For the Students Admitted in the year 2019 onwards)</i>	17EBB64B
SEMESTER VI		HRS/WK – 6
DISCIPLINE SPECIFIC ELECTIVE - 4		CREDIT - 4

Course outcome: students will be able to

Co1. Familiarise with the concepts of entrepreneurs, factors promoting entrepreneurship and role of women entrepreneurs

CO2. Understand the problems and constraint and know the institutions providing entrepreneurship training.

CO3. Acquire knowledge to promoting new project, procedure to start the project and prepare project report.

CO4. Acquaint with the institutions providing various source of finance

CO5. Know the provisions of MSME act 2016 and facilities available to start MSME units.

Semester	Course Code	Title of the paper												Hours	Credit
VI	17EBB64B	Entrepreneurial Development												6	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of COS	
	P O 1	P O 2	P O 3	P O 4	P O 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	2	4	5	4	3	2	4	2	3	4	5	6	3.61	
CO3	4	4	4	4	4	5	5	5	4	4	4	4	3	4.15	
CO4	5	5	5	5	5	3	4	5	5	3	2	2	2	3.92	
CO5	3	3	4	5	5	4	4	5	5	4	5	4	5	4.30	
Mean Overall Scores												4.07			

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

YEAR - III	ENTREPRENEURIAL DEVELOPMENT <i>(For the Students Admitted in the year 2019 onwards)</i>	17EBB64B
SEMESTER VI		HRS/WK – 6
DISCIPLINE SPECIFIC ELECTIVE - 4		CREDIT - 4

Objectives: To make and create interest among the students to become an Entrepreneur AND To facilitates the students to avail the incentives and schemes available for MSME

UNIT-I Introduction(20 Hrs.)

Entrepreneurship: Meaning- Nature-Importance-Theories- Entrepreneur: Meaning-Definition-Characteristics-Qualities-Types and Roles of an Entrepreneur-Entrepreneur vs.Intrapreneur-Factors Promoting an Entrepreneur - Women Entrepreneur: Concept and Definition - Problems of Women Entrepreneurs - Role of entrepreneurs in India's Economic Development

UNIT-II Entrepreneurship Development Programmes (15 Hrs.)

Meaning-Needs-Objectives –Course Contents and Curriculum-Phases of EDP-Problems and Constraints of EDP- Organisations providing Entrepreneurship Development Programmes.

UNIT-III New Venture (20 Hrs.)

Meaning – Promoting New Venture –Sources of Business Ideas - Idea Generation Techniques-Project Identification-Project Selection.- Procedures to Start a New Venture- Project : Meaning-Types-formulation of Project report -Project Appraisal- Network Analysis.

UNIT-IV Institutional Support and Subsidies (20 Hrs.)

Sources of Raising Funds for an Entrepreneur- Need for Institutional Finance- Various Institutions supporting Entrepreneurial growth - Incentives and Subsidies: Meaning-Needs-Incentives and Subsidies available to Entrepreneurs0– DIC- Industrial Estates

UNIT V MSMED Act 2006 (15Hrs.)

Introduction- Classification of Enterprises- Memorandum of MSMEs-Registration of MSMEs-MUDRA Scheme, Prime Minister's Employment Generation Programme (PMEGP), STAND-UP INDIA and START-UP INDIA: Objectives-Purpose-Loan facilities available-Applying Procedures.

TEXT BOOKS

1. Dr.S.S Khanka, Entrepreneurial Development, Sultan chand company Ltd.
2. AbhaJaiswal Micro, Small & Medium Enterprises Development Act, (Law, Policies & Incentives), Bharat Law House Pvt. Ltd.

REFERENCE BOOKS

1. Vasant Desai, Small-Scale Industries and Entrepreneurship, Himalaya Publishing House, 2017
2. Prasanna Chandra- Project Preparation , Appraisal, Implementation, Tata McgrawHill, New Delhi.