

ST.JOSEPH'S COLLEGE OF ARTS AND SCIENCE

(AUTONOMOUS)

CUDDALORE – 607001



DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

BOARD OF STUDIES - II

a. B.B.A (CA)

SYLLABUS

2021 - 2022

DEPARTMENT OF BUSINESS ADMINISTRATION (CA)**CURRICULUM TEMPLATE (2021 – 2024 BATCH)****a. B.B.A (CA)****SEMESTER I**

S.No	Part		Hours/ Week	Credit	Course Code	Course Title	Maximum Marks		
							CIA	ESE	Total
1	I	Language - 1	5	3	21LTC01	Tamil – I	25	75	100
2	II	Language - 2	5	3	20LEC101	Communicative English –I	25	75	100
3	III	Core Theory-1	5	4	21BB101	Business Organization and Management	25	75	100
4	III	Core Theory-2	5	3	19BB102	Fundamentals of Information Technology	25	75	100
5	III	Allied-1	5	3	17ABE11	Application of Economics in Business	25	75	100
6	IV	Core Theory	3	3	20PECM01	Professional English For Commerce and Management	25	75	100
7	IV	SEC - 1	2	2	VE101A	Value Education	25	75	100
Semester Total			30	21			175	525	700

EMESTER II

S.No	Part		Hours/ Week	Credit	Course Code	Course Title	Maximum Marks		
							CIA	ESE	Total
8	I	Language	5	3	21LTC02	Tamil –II	25	75	100
9	II	Language	5	3	20LEC202	Communicative English – II	25	75	100
10	III	Core Theory-3	5	3	21BB203	Entrepreneurial Development	25	75	100
11	III	Core Theory-4	2	2	17BB204	Excel for Business	25	75	100
12		Core practical	3	2	17BP201	Excel - Lab	40	60	100
13	III	Allied-2	5	3	21ABS22	Business Statistical Methods	25	75	100
14	IV	Core Theory	3	3	20PECM02	Professional English For Commerce and Management	25	75	100
15	IV	SEC - 2	2	2	EPD201A	Dynamics of Personality	25	75	100
Semester Total			30	21			215	585	800

SEMESTER III

S.No	Part		Hours/ Week	Credit	Course Code	Course Title	Maximum Marks		
							CIA	ESE	Total
16	III	Core Theory -5	6	5	19BB301	Production Management	25	75	100
17	III	Core Theory -6	6	5	19BB302	Management Information System	25	75	100
18	IV	Generic Elective 1	5	4	19GBB31	English for Competitive Exams (Dept. of English)	25	75	100
19	III	Allied- 3	5	4	20ABM33	Resource Management Techniques (Dept. of Mathematics)	25	75	100
20	III	Allied -4	5	4	21ABB34	Financial Accounting and Analysis (Dept. of BBM)	25	75	100
21	IV	NME	3	2	19AOMD31	Multimedia and Design	25	75	100
Semester Total			30	24			150	450	600

SEMESTER IV									
S.No	Part		Hours/ Week	Credit	Course Code	Course Title	Maximum Marks		
							CIA	ESE	Total
22	III	Core Theory – 7	6	5	19BB401	Marketing Management	25	75	100
23	III	Core Theory- 8	3	3	19BB402	RDBMS	25	75	100
24	III	Core practical	3	2	19BP402	RDBMS Lab	40	60	100
25	IV	Generic Elective-2	5	4	19GBB42	Organizational Behaviour (Dept. of Commerce)	25	75	100
26	III	Allied – 5	5	4	21ABB45	Financial Software -Tally (Dept. of BBM)	25	75	100
27	III	Allied - 6	5	4	19ABB46	E-commerce and its Applications	25	75	100
28	IV	AECC-1	3	2	EVS401S	Environmental Science	25	75	100
Semester Total			30	24			190	510	700

SEMESTER V									
S.No	Part		Hours/ Week	Credit	Course Code	Course Title	Maximum Marks		
							CIA	ESE	Total
29	I	Core Theory – 9	6	5	17BB501	Financial Management	25	75	100
30	II	Core Theory – 10	6	5	17BB502	Research Methodology	25	75	100
31	III	Core Theory- 11	5	5	19BB503	Legal Aspects of Business	25	75	100
32	III	Discipline Specific Elective –1	5	4	19EBB51A	Investment Management*	25	75	100
					17EBB51B	Retail Marketing Management			
33	III	Discipline Specific Elective –2	5	4	17EBB52A	Internet and its Applications*	25	75	100
					17EBB52B	Information System Design			
34	IV	SEC-3	3	2	21SBB51	Electric Wiring (Dept. of Physics)	25	75	100
Semester Total			30	25			150	450	600

SEMESTER VI

S.No	Part		Hours/ Week	Credit	Course Code	Course Title	Maximum Marks		
							CIA	ESE	Total
35	III	Core Theory -12	6	5	17BB601	Human Resource Management	25	75	100
36	III	Core Theory – 13	3	3	17BB602	Programing using Microsoft Technology (C#.net)	25	75	100
37		Core Practical	3	2	17BBP601	Programing using Microsoft technology (C#.net) Lab	40	60	100
38	III	Discipline Specific Elective – 3	6	4	19EBB63A	Financial and Capital Markets*	25	75	100
					17EBB63B	Industrial Relations			
39	III	Discipline Specific Elective – 4	6	4	21EBB64A	Strategic Management*	25	75	100
					21EBB64B	Services Marketing			
40	III	Core Theory – 14	6	5	21JBB65	Project Work	25	75	100
Semester Total			30	25			165	435	600
41	V	Extension activities	0	2	EU601	-	-	-	-
Total Credits				140					

Extra Credit Course

S.No	Semester	Part	Credit	Course Code	Course Title
1	III	VI	1	21BBF301	Field study
2	V	VI	1	21BBI501	Internship
3	VI	VI	Credits will be transferred	21SSBB61	Online course -SWAYAM/NPTEL

Courses offered to other Departments

SEMESTER IV

S.No	Part		Hours/ Week	Credit	Course Code	Course Title	Maximum Marks		
							CIA	ESE	Total
1	IV	Generic Elective-2	5	4	19GCM42A	Entrepreneurial Development (offered to Commerce)	25	75	100
2	IV	Generic Elective-2	5	4	19GCM42B	Retail Marketing Management (offered to Commerce)	25	75	100

YEAR - I	ENTREPRENEURIAL DEVELOPMENT	CODE – 21BB203
SEMESTER – II		HOURS / WEEK – 5
CORE THEORY -3		CREDIT - 3

Objectives:

To understand and to develop entrepreneurial mindset among student.

Course Outcomes:

CO1: To comprehend the nature of entrepreneurial development.

CO2: To understand the significance of creativity and innovations in entrepreneurship

CO3: To know about social entrepreneurship

CO4: To understand the nature of family businesses and its significance

CO5: To understand the financing mechanism for entrepreneurship.

Semester	Course Code					Course Title								Hours	Credit
II	21BB203					Entrepreneurial Development								5	3
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of CO'S	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
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		

Result: The Score of this Course is 4.20 (Very High)

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

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

Unit-I Entrepreneurial Development

The evolution of the concept of entrepreneurship - John Kao's Model on Entrepreneurship

Idea Generation - Identifying opportunities and Evaluation - Building the Team - Financing entrepreneurial ventures - Managing growth- Valuation of a new company - Harvesting and Exit Strategies.

Unit-II Entrepreneurial Creativity and Innovation

Stimulating Creativity - Organisational actions that enhance/hinder creativity -Managerial

Responsibilities - Creative Teams - Sources of Innovation in Business - Managing Organizations for Innovation and Positive Creativity.

Unit- III Social Entrepreneurship

Introduction to Social Entrepreneurship - Characteristics and Role of Social Entrepreneurs Innovation and Entrepreneurship in a Social Context - Start-Up – Early Stage Venture Issues - Creating and Sustaining a Non-profits Organization – financing and risks - Business Strategies and Scaling up.

Unit- IV Family Business and Entrepreneurship

The Entrepreneur - Role and personality - Family Business: Concept, structure and kinds of

family firms - Culture and evolution of family firm - Managing Business - family and shareholder relationships - Conflict and conflict resolution in family firms - Managing leadership - succession and continuity - women's issues in the family business - Encouraging change in the family business system.

Unit- V Financing the Entrepreneurial Business

Arrangement of funds - Traditional sources of financing - Loan syndication - Consortium

Finance - role played by commercial banks - appraisal of loan applications by financial institutions - Venture capital – Crowd funding

Text Books

1. Dr. C. B. Gupta & Dr. N.P Srinivasan, Entrepreneurial Development, Sultan Chand & Sons Publication, 2020 edition.
2. Holt, D. H. (2004). Entrepreneurship new venture creation. New Delhi: Prentice Hall of India.

Reference Books

1. Dr. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Sixth Edition- 2011, Himalaya Publishing House.
2. Dr.S.S.Khanka, Entrepreneurial Development, Fourth Edition, 2006, S.Chand And Company Limited.

YEAR - I	EXCEL FOR BUSINESS	CODE – 17BB204
SEMESTER – II		HOURS / WEEK – 2
CORE THEORY -4		CREDIT - 2

Objectives:

To enable the students understand use of Excel in Business.

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

CO1: Basics of Excel.

CO2: Knowledge pertaining to spreadsheet.

CO3: Basics knowledge of data handling in Excel.

CO4: Knowledge pertaining to Pivot tables.

CO5: knowledge pertaining to formatting in Excel.

Semester	Course Code					Course Title								Hours	Credit
II	17BB204					Excel for Business								2	2
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of CO'S	
	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	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 Scores													3.68		

Result: The Score of this Course is 3.68 (High)

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

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

Unit – I: Foundation**(6hrs)**

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

Unit-II: Orientation and Efficiency**(6 hrs)**

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

Unit-III: Data Handling**(6 hrs)**

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**(6 hrs)**

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**(6 hrs)**

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

Text book:

1. Paul Buggs, Teach Yourself Excel 2016 Advanced, Create Space Independent Publishing Platform, 27-Feb-2016

Reference Book:

1. John Walkenbach, Excel 2016 Bible, John Wiley & sons Publications

YEAR - I	EXCEL - LAB	CODE – 17BP201
SEMESTER – II		HOURS / WEEK – 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					Course Title								Hours	Credit
II	17BP201					Excel - Lab								3	2
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of CO'S	
	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	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 Scores													4.48		

Result: The Score of this Course is 4.48 (Very High)

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

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

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	MARKETING MANAGEMENT	CODE – 19BB401
SEMESTER – IV		HOURS / WEEK –6
CORE THEORY -7		CREDIT - 5

Objectives

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

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 cognize 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 analyze, 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 synthesize information and derive insights related to sales promotion and advertising, various modes of advertising, its merits and demerits.

Semester	Course Code					Course Title								Hours	Credit
IV	19BB401					Marketing Management								6	5
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of CO'S	
	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	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		

Result: The Score of this Course is 4.28 (Very High)

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

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

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**14Hours**

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 Books

1. R.S.N.Pillai&Bagavathi, , Modern Marketing – principles and practices, S.Chand&sons, New Delhi.4th Edition 2009
2. Marketing Management - V. S Ramaswamy & S. Namakumari- Mcmillan India Limited New Delhi- 3rd Edition- 2002

Reference Books

1. Dr.C.B. Gupta and Dr. N. Rajan Nair. Marketing Management, S. Chand & sons, New Delhi.7th Edition,2005
2. S.A.Sherlakar, , Marketing Management, Himalaya Publishing House, New Delhi.12th Edition
3. 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)	CODE – 19BB402
SEMESTER – IV		HOURS / WEEK – 3
CORE THEORY -8		CREDIT - 3

Objective:

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

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	Course Title												Hours	Credit
IV	19BB402	RDBMS (Relational Database Management System)												3	3
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of CO'S	
	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	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 Scores												4.1			

Result: The Score of this Course is 4.1 (Very High)

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

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

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 Row sub 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 From McGraw-Hill/Osborne

Reference Book:

1. **Oracle Database 10g-The complete reference-Kevin Lonely**, Tata McGraw-Hill Publishing Company Ltd
2004

YEAR - II	RDBMS (RELATIONAL DATABASE MANAGEMENT SYSTEM) LAB	CODE – 19BP402
SEMESTER – IV		HOURS / WEEK – 3
CORE PRACTICAL		CREDIT - 2

Objective:

To enable the students to obtain practical knowledge on RDBMS.

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	Course Title	Hours	Credit										
IV	19BB402	RDBMS (Relational Database Management System) Lab	3	2										
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of CO'S
	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	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 Scores													4.1	

Result: The Score of this Course is 4.1 (Very High)

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

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

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

YEAR - II	FINANCIAL SOFTWARE - TALLY	CODE – 21ABB45
SEMESTER – IV		HOURS / WEEK – 5
ALLIED - 5		CREDIT - 4

Objectives:

To enable the students to acquire knowledge on Financial Software - Tally.

Course outcomes After completing this course, the student will be able to:

CO1: Know the basic aspects of Tally Accounting.

CO2: Prepare the Tally Vouchers and BRS.

CO3: Prepare the Tally Inventory Accounting and Interest Calculation.

CO4: Know the GST, TDS analysis and Consolidate of Accounts.

CO5: Analysis the Security Control and Tally Audit.

Semester		Course Code					Course Title								Hours	Credit
III		21ABB45					Financial Software -Tally								5	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of CO'S		
	PO 1	PO 2	PO 3	PO 4	PO5	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				

. Result: The Score of this Course is 3.80 (High)

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

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

Unit – I (15 Hrs)
1. Introduction to Tally.
2. Tally Accounting.
3. Prepare Trading and Profit and Loss Account and Balance sheet of a company.

Unit – II (15 Hrs)
4. Tally Vouchers.
5. Cost category and cost centre.
6. Bank Reconciliation Statement.

Unit – III (15 Hrs)
7. Inventory and Stock.
8. Invoicing.
9. Interest Calculation.

Unit – IV (15 Hrs)
10. GST Features.
11. TDS Analysis.
12. Consolidation of Accounts.

Unit – V (15 Hrs)
13. Security control.
14. Display and Reporting.
15. Scenario Management and Miscellaneous reports.
16. Tally Audit.

TEXT BOOKS

1. **Tally (Power of simplicity), Shraddha Singh, Version ERP 9, (2016)**, Tally Solutions Pvt Ltd.
2. Genesis Tally Bible 9.0 – V.Sundaramoorthy, GENESIS – VBSE PVT LTD., First Edition

REFERENCE BOOKS

1. Self-Learning Guide and Work Book – Tally Solutions Pvt Ltd.
2. Official guide to financial accounting using Tally ERP 9 (2017), Tally Solutions Pvt Ltd.
3. Tally.ERP 9 in simple steps, Dreamtech Press, (2016)

YEAR - II	E-COMMERCE AND ITS APPLICATIONS	CODE – 19ABB46
SEMESTER – IV		HOURS / WEEK – 5
ALLIED - 6		CREDIT - 4

Objectives:

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

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					Course Title								Hours	Credit
IV	19ABB46					E-Commerce and its Applications								5	4
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of CO'S	
	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	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 Scores													3.8		

Result: The Score of this Course is 3.8 (High)

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

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

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

Objectives:

To understand and familiarize the concepts of Human Resource Management.

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	Course Title												Hours	Credit
VI	17BB601	Human Resource 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	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			

Result: The Score of this Course is 4.20 (Very High)

Association Scale	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
	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

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

- 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 Development 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.K. A. Aswathappa, Human resource management, McGraw Hill Education; 6th edition (2010)
2. Venkata Ratnam C.S. & Srivastava B.K.: Personnel Management and Human Resources, Tata Mc-Graw Hill, (1994)

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)	CODE – 17BB602
SEMESTER – VI		HOURS / WEEK – 3
CORE THEORY - 13		CREDIT - 3

Objectives:

To provide exposure to the theories of Programming using Microsoft Technology (C#.net)

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	Course Title	Hours	Credit										
VI	17BB602	Programming Using Microsoft Technology (C#.Net)	3	3										
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of CO'S
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO8	
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 Scores													4.14	

Result: The Score of this Course is 4.14 (Very High)

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

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

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,Radio Button,Combo Box.

UNIT-IV: (15 Hrs)

Picture Box,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 DataReader Class.

Text books:

1. YashavantKanetkar, 2004 C#.Net.Motilal Books of India.
2. Peter Drayton , Ben Albahari, Ted Neward. C# in an 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, Julian Templeman and Karli Weston, '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. Thamari Selvei, A text Book on C#: A Systematic Approach

YEAR - III	PROGRAMMING USING MICROSOFT TECHNOLOGY (C#.net) LAB	CODE – 17BBP601
SEMESTER – VI		HOURS / WEEK – 3
CORE PRACTICAL		CREDIT - 2

Objectives:

To provide practical knowledge on Programming using Microsoft Technology (C#.net)

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					Course Title								Hours	Credit
VI	17BBP601					Programming Using Microsoft Technology (C#.Net) Lab								3	2
Course Outcomes (COS)	Programme Outcomes (POS)					Programme Specific Outcomes (PSOS)								Mean Score Of CO'S	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO8		
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 Scores													4.14		

Result: The Score of this Course is 4.14 (Very High)

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

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

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	FINANCIAL AND CAPITAL MARKETS	CODE – 19EBB63A
SEMESTER – VI		HOURS / WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE -3		CREDIT - 4

Objectives:

To provide exposure to the theories of Financial and Capital Markets.

Course Outcomes

CO1: To understand fundamentals of Indian Financial Market.

CO2: To understand the functions and purpose of capital markets.

CO3: To know the operations and functions of secondary markets

CO4: To understand the functions and operations of money market.

CO5: To understand the functions and regulations of the regulator (SEBI)

Semester	Course Code	Course Title												Hours	Credit
VI	19EBB63A	Financial and Capital Markets												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	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 Scores												3.8			

. Result: The Score of this Course is 3.8 (Very High)

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

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

Unit: I Introduction Indian Financial Market**(15 hours)**

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

Unit: II Capital Market**(15 hours)**

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: III Secondary Market**(15 hours)**

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 IV Money Market**(15 hours)**

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 V SEBI**(15 hours)**

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

TEXT BOOKS:

- 1 Siddhartha Sankar Saha, Indian Financial systems: Financial markets institutions and services , McGraw-Hill , 2nd Edition (2018)
- 2 Frederic S Mishkin, Economics of money and Banking; Pearson India, 11th Edition (2019)

REFERENCE BOOKS:

1. Financial Services, M.Y.Khan, McGraw-Hill, 7th edition (2013)
2. Financial Services – B.Santhanam, Margham publications (2016)
3. Peter S. Rose, Money and Capital Markets: Financial Institutions and instruments in a global market place, Irwin/ McGraw-Hill (2003)

YEAR - III	INDUSTRIAL RELATIONS	CODE – 17EBB63B
SEMESTER – VI		HOURS / WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE -3		CREDIT - 4

Objectives:

To understand the theories and approaches to manage Industrial Relations.

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:** Cognize 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	Course Title												Hours	Credit
VI	17EBB63B	Industrial Relations												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			

Result: The Score of this Course is 4.20 (Very High)

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

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

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. Arun Monappa: Industrial Relations; Tata Mc Graw 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 Labor And 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	STRATEGIC MANAGEMENT	CODE – 21EBB64A
SEMESTER – VI		HOURS / WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE -4		CREDIT - 4

Objectives:

To understand about the strategies used to manage business effectively.

Course Outcomes:

- **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	Course Title												Hours	Credit
VI	21EBB64A	Strategic 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	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			

Result: The Score of this Course is 4.28 (Very High)

Association Scale	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
	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

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

Unit - I**[15 Hrs]**

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

TEXT BOOK:

1. Upendra Kachru, 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. Sukul Lomesh, P.K.P.K. Mishra, Business policy and Strategic Management, Tata Mc Graw Hill, New Delhi.

YEAR - III	SERVICES MARKETING	CODE – 21EBB64B
SEMESTER – VI		HOURS / WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE - 4		CREDIT - 4

Objectives:

To provide exposure to the theories of Services Marketing.

Course outcomes: At the end of the course the student will be able to

CO1. To know about the nature, types and significance of services marketing.

CO2. To understand how the financial services are being marketed

CO3. To Familiarize with the marketing of hospitality services

CO4. To comprehend the marketing services of non-profit organization

CO5. To understand the 7P's of Marketing mix with reference to services marketing

Semester	Course Code	Course Title												Hours	Credit
VI	21EBB64B	Services Marketing												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	P S O 1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PSO8		
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			

Result: The Score of this Course is 3.8 (High)

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

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

Unit – I Introduction to Service Marketing**(15 hrs)**

Services Marketing - meaning - nature of services - Types and Significance of Services Marketing– Designing the services Blueprint - Market segmentation – Process of Market segmentation.

Unit – II Marketing of Financial Services**(15hrs)**

Marketing of services with special reference to Financial services: - Concept - Features of Banking, Insurance, Lease, Mutual Fund, Factoring, Portfolio and financial intermediary services

Unit – III Marketing of Hospitality**(15 hrs)**

Marketing of hospitality: - Perspectives of Tourism, Hotel and Travel services - Airlines, Railway, Passenger and Goods Transport - Leisure services.

Unit – IV Marketing of Non - Profit Organisations**(15hrs)**

Marketing of Non-Profit Organisations - Services offered by charities - Educational service - miscellaneous services - Power and Telecommunication

Unit – V Marketing Mix in Service Marketing**(15 hrs)**

Marketing mix in services marketing –The seven P’s –Product decisions – pricing strategies–Promotion of Services and Distribution Methods for Services –Internet as a service channel.

TEXT BOOKS

1. Ravi Shankar, Services Marketing, The Indian Perspective,Excelbooks,New Delhi,2010
2. C.Bhattacharjee, Service Marketing, Concepts, Planning and implementation, Excel Books.2010

REFERENCE BOOKS

- 1 RajendraNargundkar, Services Marketing, Text & Cases, Tata McGraw-Hill Publishing Company, New Delhi, 2010.
- 2 VasanthiVenugopal, “Services Marketing”, Himalaya Publishing House, 2010
- 3 R.Srinivasan, Services Marketing-The Indian Context,Prentice Hall of India Private limited,New Delhi,2010

YEAR - III	PROJECT WORK	CODE – 21JBB65
SEMESTER – VI		HOURS / WEEK – 6
CORE THEORY -14		CREDIT - 5

Objectives:

To provide real-time exposure and understanding of various business functions and operations.

Course outcomes:

- 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 organize them to suit with objectives
- C03. Know how to write and organize 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 organize of the contents of the project reports

Semester	Course Code	Course Title												Hours	Credit
VI	21JBB65	Project Work												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	PSO 7	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			

Result: The Score of this Course is 4.28 (Very High)

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

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

Chapter	Contents
Chapter -1	Introduction
	Need for the study
	Objectives of the study
	Hypotheses of the study
	Scope of the study
	Limitations of the study
	Research Methodology <ul style="list-style-type: none"> • Nature of the study • Study area • Period of study • Population • Sample size • Sampling technique • Sample collection instrument • Method of data collection • Data analysis tools (statistical tools)
	Chapter Scheme
Chapter -2	Review of Literature <ul style="list-style-type: none"> • Conceptual Literature • Related Literature
Chapter -3	Company Profile / Industry profile
Chapter -4	Analysis and Interpretation of Data <ul style="list-style-type: none"> • Frequency Tables (Percentage analysis) • Tools Tested Tables
Chapter -5	Findings Suggestions Conclusion
Chapter -6	Appendices <ul style="list-style-type: none"> • Bibliography • Questionnaire/Interview Schedule

Guidelines

- Group Project shall be undertaken.
- Maximum number of students per group is five (5).
- Project work shall be done in companies (preferably) or shall be undergone free-lance.
- Project report is mandatory (in prescribed format)
- Hard bound copy and soft copy of the project report must be submitted to the department.

Examination Pattern

- **Project report – 75 Marks**
- **Viva Voce – 25 Marks**

(Detailed Project Guidelines are attached at the end)

YEAR - II	ENTREPRENEURIAL DEVELOPMENT (offered to Department of Commerce) From 2019 batch onwards	CODE – 19GCM42A
SEMESTER – IV		HOURS / WEEK – 5
GENERIC ELECTIVE-II (A)		CREDIT - 4

Objectives:

To understand and to develop entrepreneurial mindset among student.

Course Outcomes: After completing this course, the student will be able to:

CO1: Understand the basic concepts and theories of entrepreneurship.

CO2: Exemplify knowledge on course contents, curriculum and constraints of EDP.

CO3: Conceive business ideas and convert them into business projects.

CO4: Become familiar with institutions support various forms of assistances and subsidies.

CO5: Learn the MSMEs schemes provided to budding entrepreneurs.

Semester	Course Code	Course Title												Hours	Credit
IV	19GCM42A	Entrepreneurial Development												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	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			

Result: The Score of this Course is 4.3 (Very High)

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

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

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-Organizations 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 Mc-GrawHill, New Delhi.
3. G.N.Pande- A Complete Guide To Successful Entrepreneurship- VikasPublishingHouse, New Delhi
4. C B Gupta &Srinivasan: Entrepreneurship Development in India, Sultan Chand.
5. A Gupta: Indian Entrepreneurial Culture, New Age International.

YEAR - II	RETAIL MARKETING MANAGEMENT (offered to Department of Commerce) From 2019 batch onwards	CODE – 19GCM42B
SEMESTER – IV		HOURS / WEEK – 5
GENERIC ELECTIVE-II (B)		CREDIT - 4

Objectives:

To understand the theories and approaches of Retail Marketing Management.

Course outcomes: After completing the course the student will be able to

CO1: students learn the concept of retailing, types and its important functions.

CO2: understand the knowledge about merchandise management.

CO3: identify factors that site location and layout of retail units.

CO4: familiarize with the promotions of retail, objectives with its functions.

CO5: acquire knowledge about e-retailing like IT-in retail, e-cash, e-commerce and smart cards etc.

Semester	Course Code	Course Title												Hours	Credit
IV	19GCM42B	Retail Marketing Management												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	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			

Result: The Score of this Course is 4.3 (Very High)

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

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

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 – SMARTRT 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 - Gibson & Vedamani, Jaice Publishing House, New Delhi.
5. Retail Management - Berman & Evans, Prentice-Hall of India, New Delhi.
6. Retail Management - Micheal Levy & Barton Aweitz, Tata McGrew Hill Publishing Company Ltd, New Delhi.

YEAR - II	ORGANIZATIONAL BEHAVIOUR (offered by Department of Commerce) From 2019 batch onwards	CODE – 19GBB42
SEMESTER – IV		HOURS / WEEK – 5
GENERIC ELECTIVE- 2		CREDIT - 4

Objectives:

To understand the theories and approaches pertaining to Organizational Behaviour.

Course outcomes: After completing the course the student will be able to

- CO1: Understand the fundamental concept of OB
- CO2: Knowledge of individual and group behavior
- CO3: Knowledge about motivation of moral
- CO4: Learn to power and politics
- CO5: Learn to culture and conflict

Semester	Course Code	Course Title												Hours	Credit
IV	19GBB42	Organizational Behaviour												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	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		

Result: The Score of this Course is 4.28 (Very High)

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

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

Unit 1 : INTRODUCTION**(15Hrs.)**

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:**(20Hrs.)**

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**(15Hrs.)**

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**(15Hrs.)**

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**(15Hrs.)**

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
4. Fred luthans: Organizational Behavior, Me Graw Hill, New Delhi
5. Nelson: Organizational Behavior, 3e, Thomson 2006

QUESTION PAPER PATTERN

For courses offered by Business Administration (CA)

Continuous Internal Assessment (CIA) (25 marks)

Two Internal Examinations	15 marks
Assignment / Seminar	10 marks
Total	25 marks

External Examination (75 marks)

Time: 3 Hours **Marks: 75**

Section - A (10 x 2 = 20)

(Answer **ALL** the Questions)

(Two questions from each unit)

Section - B (5 x 5 = 25)

(Answer any **FIVE** questions out of **SEVEN**)

(One question from each unit and two questions from important topics)

Section - C (3 x 10 = 30)

Answer any **THREE** questions out of **FIVE**

(One questions from each unit)

Note: Questions should be asked from all the units with equal weightage.

QUESTION PAPER PATTERN

For courses offered from Computer Applications

Continuous Internal Assessment (CIA) (25 marks)

Two Internal Examinations	15 marks
Assignment / Seminar	10 marks
Total	25 marks

External Examination

(75 marks)

Time: 3 Hours

Marks: 75

Section - A (5 * 5 = 25)

(Answer any **FIVE** questions out of **EIGHT**)

(One question from each unit and three questions from important topics with problems and programs)

Section - B (5 x 10 = 50)

(Answer any **FIVE** questions out of **EIGHT**)

(One question from each unit and three questions from important topics with problems and programs)

PRACTICAL EXAMINATION

Continuous Internal Assessment (CIA) (40 Marks)

Based on the Periodical Evaluation of Record and Experiments Assessed by the Staff - In charge

External Examination (60 marks)

Time: 3 Hours

Marks: 60

Experiment	: 50 marks
Viva	: 5 marks
Record	: 5 marks
Total	: 60 marks