



PSGR
Krishnammal College for Women



DEPARTMENT OF BUSINESS ADMINISTRATION

CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOMES- BASED CURRICULAR FRAMEWORK (LOCF)

Bachelor of Business Administration

2023-2026 Batch



Program Learning Outcomes (PLO's):

PLO1. To provide students with experience in integrating the concepts and techniques from the various functional areas of business and generating solutions for contemporary business problems.

PLO2. To manifest the students with high level of knowledge and skills including theoretical, analytical and critical thinking, decision making, intellectual independence, leadership, planning and organization, and problem solving with paramount ability to communicate ideas effectively.

PLO3. To transform the student to play a pioneering and leading role in the community, enabling her to take responsibilities and contribute to solving problems through innovative thinking, collective work, reflection, and self-development.

PLO4. To demonstrate competence in applying the tools and techniques of Business Management to industry and to enable students to take intrapreneurial and entrepreneurial activities.

PLO5. To develop competence to become global citizens through appreciating diversity, acquiring skills in digital technologies and demonstrating awareness to professional values, ethics and sustainability issues to solve complex business problems.

Program Specific Outcomes:

Business Administration Department has specifically defined few outcomes of the programme which make students:

PS01: To apply functional and foundational business concepts, theories, decision-making techniques and practices to succeed in a complex, technology-driven, global society.

PS02: To effectively communicate their ideas both oral and written in the business context and develop technical skills and human relation skills and attitude that they need for career progression.

PS03: To apply creation, problem solving skills and innovation in development of an enterprise including sensitization towards ethical, moral and environmental issues.



DEPARTMENT OF BUSINESS ADMINISTRATION

CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOME BASED
CURRICULAR FRAMEWORK (LOCF)

SYLLABUS & SCHEME OF EXAMINATION

2023 Batch & Onwards
I, II & III Semester

Semester	Part	Subject Code	Title of the Paper	Course Type	Instruction hours/week	Contact hours	Tutorial (hrs)	Duration of the exam(hrs)	Exam Marks			Credits
									CIA	ESE	Total	
I	I	TAM2301A/ HIN2301A/ FRE2301A/	Language Paper I	L	4	58	2	3	25	75	100	3
I	II	ENG2301A	English Paper I	E	4	58	2	3	25	75	100	3
I	III	BB23C01	Core:1 Contemporary Management	CC	5	73	2	3	25	75	100	3
I	III	BB23C02	Core 2: Financial Accounting	CC	5	73	2	3	25	75	100	3
I	III	BB23C03	Core 3: Organizational Behavior	CC	5	73	2	3	25	75	100	3
I	III	TH23A02/ ES23A01/ ES23A02 HI23A01 EG23A01	Allied 1: Mathematics for Management I/ Indian Economic Development/ International Marketing/ Principles of Modern Government/ English through Classics I	GE	5	73	2	3	25	75	100	4
I	IV	NME23B1/ NME23A1/ NME23WS/ NME12GS/ NME12AS/	Basic Tamil-I / Advanced Tamil-I / Women Studies / Gandhian Studies / Ambedkar Studies /	AEC	2	30			100	-	100	2
II	I	TAM2302/ HIN2302/ FRE2302/ MAL2302	Language Paper II	L	4	58	2	3	25	75	100	3
II	II	ENG2302	English Paper II	E	4	58	2	3	25	75	100	3
II	III	BB23C04	Core 4 : Quantitative Techniques for Management	CC	5	73	2	3	25	75	100	3
II	III	BB23C05	Core 5: Leadership Communication	CC	5	73	2	3	25	75	100	3

II	III	BB23C06	Core 6: Human Resource Management	CC	5	73	2	3	25	75	100	3
II	III	ES23A03/ ES23A04/ ES23A05/ TH23A24/ HI23A02/ EG23A02	Allied 2: Economic Analysis/ Basics of Econometrics / Money and Banking / Mathematics for Management II / Indian constitution / English through classics	GE	5	73	2	3	25	75	100	4
II	IV	NME23B2/ NME23A2/	*Basic Tamil/ Advanced Tamil	AEC	-	-	-	-	-	-	-	-
II	V	21PECM1	Professional English	AEC	45	3	3	-	50	50	100	2
			Online Course									-
II	VI	NM12GAW	General Awareness (self-study)		-	-	-	-	-	-	100	-
III	I	TAM2303A/ FRE2303A/ HIN2303A	Language Paper III – Tamil Paper III/ Hindi Paper III/ French Paper III	L	4	58	2	3	25	75	100	3
III	II	ENG2303A	English Paper III	E	4	58	2	3	25	75	100	3
III	III	BB23C07	Core 7: Production and Materials Management	CC	7	103	2	3	25	75	100	5
III	III	BB23C08	*Core 8: Marketing Management	CC	5	73	2	3	25	75	100	4
III	III	BB23A01 / ES23A06/ EG23A03	Allied Paper III: Income Tax / Demography/ Writing for the media	GE	5	73	2	3	25	75	100	4
III	III	CS23SBA1 / BB23SB01	GEN - AI / Skill Based Subject: Finance and Accounting for Business Process Services	SEC	3	44 / 43	1/2	-	100	-	100	3
III	III	NM23DTG	Design Thinking	AEC	2	30	-	-	100	-	100	2
III	IV	NM22UHR	Universal Human Values and Human Rights #	AECC	-	-	-	-	100	-	100	Gr.
I - V	VI	16BONL1 16BONL2	Online Course 1 Online Course 2	ACC	-	-	-	-	-	-	-	-

L-Language

E-English

CC – Core Courses

GE – Generic Elective

AEC – Ability Enhancement Course

- Self Study

* - Evaluation through COURSERA for CA only, COURSERA conducted for 100 & converted to 25, ESE evaluation for 75 marks

CA – Continuous Assessment

ESE - End Semester

SEC – Skill Enhancement Course

AECC - Ability Enhancement Compulsory Course

ACC - Additional Credit Course

Gr-Grade

The following changes in the assessment pattern for 2023- 24 batch (I UG)

CA Pattern -Theory- (First 3 Units)

Section A – 3 x 2 = 6

Section B – 3 x 5 = 15 (either or – same CLO Level)

Section C – 3 x 8 = 24 (either or – same CLO Level)

Total 45 Marks

2023 UG - Accounts Courses - (First 3 Units)

CA Question from each unit comprising of

One question with a weightage of 2 Marks

:2 x 3 = 6

One question with a weightage of 5 Marks

:5 x 3 =15

One question with a weightage of 8 Marks

:8 x 3 = 24

(Internal Choice at the same CLO level)

Total : 45 Marks

ESE Pattern (Theory)

Section A – 5 x 2 = 10

Section B – 5 x 5 = 25 (either or – same CLO Level)

Section C – 5 x 8 = 40 (either or – same CLO Level)

Total 75 Marks

ESE Question Paper Pattern:(for Accounts Paper) 5 x 15 = 75 Marks

Question from each unit comprising of

One question with a weightage of 2 Marks

: 2 x 5=10

One question with a weightage of 5 Marks

: 5 x 5 =25

One question with a weightage of 8 Marks (Internal Choice at the same CLO level): 8 x 5 =40

Total :75 Marks

Continuous Internal Assessment Pattern for the Foundation Course – Women’s Studies

- Quiz after each module of class hours - 50 marks
- Assignment after each unit -25 marks
- A project submission at the end of course - 25 marks

Evaluation pattern for Gen-AI

Quiz : 50 Marks (5 quizzes with each 10 marks)Case

study : 25 Marks

Online Exam : 25 Marks (Departments to plan and conduct the exam)

Total :100 Marks

I & II Year UG

CIA Test	-	5	Conducted for 45 marks after 50 days
Model Exam	-	7	Conducted for 75 marks (Q.P. Pattern (2m,5m,8m) (Each Unit 15 Marks)
Sem/Ass/Quiz	-	5	
Class Participation	-	5	
Attendance	-	3	(91-100% attendance: 3 Marks; 81-90% attendance: 2 Marks; 75-80% attendance: 1 Mark)
Total		25	Marks

Assessment pattern for Value education / Environmental Studies / Design Thinking

Quiz	:	50 marks
Assignment	:	25marks Project
/ Case study	:	25 marks
		Total : 100 Marks

Skill Based Theory courses:

Test I	30 Marks (Conducted for 50 marks and converted to 30 Marks)
Test II	50 Marks
Assignment	10 Marks
Seminar	10 Marks
Total	100 Marks

MAPPING OF PLOs WITH CLOs

COURSE	PROGRAMME LEARNING OUTCOMES				
	PLO1	PLO2	PLO3	PLO4	PLO5
BB23C01					
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	S	S
CLO4	S	S	M	M	S
BB23C02					
CLO1	S	S	M	S	S
CLO2	S	S	M	S	M
CLO3	S	S	S	M	M
CLO4	S	S	S	S	S
BB23C03					
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	M	M
CLO4	M	S	S	M	M
BB23C04					
CLO1	S	M	S	L	M
CLO2	S	S	M	L	S
CLO3	S	S	S	S	S
CLO4	S	S	S	M	S
BB23C05					
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	M	M
CLO4	S	S	S	S	S
BB23C06					
CLO1	M	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	M	S
CLO4	S	S	S	S	S
BB23C07					
CLO1	S	S	S	S	S

CLO2	S	S	M	S	M
CLO3	S	M	S	S	S
CLO4	S	S	M	S	S
BB23C08					
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	M	M
CLO4	M	S	S	M	M
BB23A01					
CLO1	S	S	S	S	M
CLO2	S	S	S	S	S
CLO3	S	S	M	M	S
CLO4	S	S	M	S	S
BB23SB01					
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	M	M	S
CLO4	S	S	M	M	S

S-Strong; M-Medium; L-Low

COURSE NUMBER- BB23C01	COURSE NAME – CONTEMPORARY MANAGEMENT	Category	L	T	P	Credit 3
		Theory	73	2	-	

Preamble

1. To provide comprehensive knowledge about the fundamentals of management and various management functions to the students;
2. To enable the students to understand various managerial skills that are necessary for becoming successful managers;
3. To manifest the students with knowledge on planning, decision making, organizing and controlling for changing organizational structures, globalization, technological advancements, and various workforce characteristics.
4. To incorporate the concept of social responsibility into business decisions.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand various management concepts, their functions and describe current developments in management practices.	K1
CLO2	Explain the different functions of Management	K2
CLO3	Identify the advantages and challenges of different functions of management.	K3
CLO4	Apply budgetary controls & non budgetary controls that promote efficient and optimal utilization of resources in an organization	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PL05
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	S	S
CLO4	S	S	M	M	S

S-Strong; M-Medium; L-Low

CONTEMPORARY MANAGEMENT - BB23C01

(73 Hours)

UNIT – I (14 Hours)

Management: Meaning - Definition – ***Scope** - Features – Levels – ***Managerial Roles and Skills**- Management as an art or a science or a profession – Functions of Management -***Management Thoughts (Scientific & Modern Management)**- Ethics- ***Social Responsibility** – Sustainable Management.

UNIT – II (15 Hours)

Planning: Meaning - Definition – ***Nature** - Characteristics – Importance – ***Process** – ***Types** Limitations – Management By Objectives - Decision Making: Meaning-Definition - Features – ***Process** –Types - Design Thinking - Creativity – Innovation – Creativity Vs Innovation.

UNIT – III (14 Hours)

Organising: Meaning - Definition – ***Principles**– Formal and Informal Organization - ***Forms of Organisation (Organisation Structure)** - ***Delegation and Authority** — Learning Organization- Centralization and Decentralization.

Staffing-Meaning-Importance- ***Process of Staffing** – Directing- Definition- Characteristics– Importance- ***Manager Vs Leader**.

UNIT – IV (15 Hours)

Controlling: Definition – ***Characteristics**– Importance - Limitations - Control Process – Effective control system - Types of Control - Control Techniques: Budgetary Control and Non budgetary control-Management by Walking Around (MBWA).

***Co-ordination: Meaning - Definition** – Features – Types – Benefits.

UNIT – V (15 Hours)

Emerging Trends in Management: Crisis Management- Change Management (adapting to change)- Gender Balance.

***Introduction to Industry 4.0- Need** – Reasons for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0- Skills required for Industry 4.0- Advancements in Industry 4.0— Impact of Industry 4.0 on Society, Business, Government and People - Introduction to Industry 5.0 - Principles of Industry 5.0.

*** Highlighted Text offered in blended mode (Links Provided)**

Case study Analysis- (Internal Evaluation Only)

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Harold Koontz, Heinz Weihrich & Mark V. Cannice	Essentials of Management- An International, Innovation and Leadership Perspective	Tata McGraw Hill	11 th Edition 2020
2	Pagare Dinkar	Principles of Management	Sultan Chand & Sons	6 th Edition 2018
3	Gareth R. Jones & Jennifer M George	Essentials of Contemporary Management / Contemporary Management	McGraw-Hill	2021
4	P. Kaliraj, T. Devi, Higher Education for Industry 4.0 and Transformation to Education 5.0			

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Stephen P Robbins; Mary K Coulter	Management	Hoboken, NJ : Pearson	15 th Edition 2020
2	P.C Tripathi & P.N Reddy	Principles of Management	Pearson Prentice Hall, New Delhi	6 th Edition 2017

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion, Activity Based, Case Study.

COURSE NUMBER BB23C02	COURSE NAME FINANCIAL ACCOUNTING	Category	L	T	P	Credit
		Theory	73	2	-	3

Preamble

1. To understand the basic concepts and principles of financial accounting.
2. To deepen knowledge on all the components of the final accounts, using a double entry bookkeeping perspective.
3. To convey sufficient knowledge for an adequate interpretation, analysis and use the information provided by financial accounting.
4. To effectively communicate financial results and position to stakeholders.

Course Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1.	Identify the importance of accounting and to gain a broad understanding of concepts, principles and terminology of financial accounting.	K1
CLO2.	Recognize and familiarize kinds of accounts and use of various accounting tools.	K2
CLO3.	Associate the components of final accounts using double entry booking keeping.	K3
CLO4.	Analyse and perform fundamental accounting operations.	K4

Mapping with Programme Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	M	S	S
CLO2	S	S	M	S	M
CLO3	S	S	S	M	M
CLO4	S	S	S	S	S

S-Strong; M-Medium; L-Low

Financial Accounting - BB23C02

(73 Hours)

UNIT – I (15 Hours)

Nature of Accounting - ***GAAP*** - Accounting Concepts and conventions – Accounting Cycle – Accounting Equations - ***Kinds of Accounts*** - Journal, Ledger, Subsidiary Books: Purchase Book, Sales Book, Returns Book, Cash Book.

UNIT – II (14 Hours)

Trial Balance-***objectives*** and methods of preparing Trial Balance-Rectification of Errors -***types of errors*** - preparation of suspense account - effect of errors on profit– Reasons for Difference between Cash Book and Pass Book Balance - Preparation of Bank Reconciliation Statement

UNIT – III (14 Hours)

Capital and Revenue expenditure- Preparation of Manufacturing – Trading and Profit and Loss Account – Balance Sheet- ***Treatment of adjustments***

UNIT – IV (15 Hours)

Depreciation – ***Introduction, Need*** - Methods: Straight line and Diminishing balance methods – Bills of Exchange – entries in the books of drawer and acceptor

UNIT - V (15 Hours)

Final accounts of a company- Horizontal and vertical forms of income statement and Balance sheet and its contents - Financial statement analysis- comparative, common size statements and trend analysis- ***Ethics in financial reporting***- Introduction to Digital Assets.

(Theory and Problems in the ratio of 20% and 80% respectively)

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	S.P. Jain ,K.L. Narang, Simmi Agrawal & Monika Sehgal	Financial Accounting	Kalyani Publishers	January 2020
2	Reddy T.S & Murthy. A	Financial Accounting	Margham Publications	2021

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	S.N. Maheswari, Suneel K.Maheshwari, Sharad K. Maheshwari	Financial Accounting for BBA	Vikas Publishing HousePrivate Limited	2018
2	Grewal T.S	Double entry bookkeeping	Sultan hand & Company	Reprint 2017

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion, Activity Based, Case Study.

COURSE NUMBER- BB23C03	COURSE NAME – ORGANISATIONAL BEHAVIOUR	Category	L	T	P	Credit
		Core 3 Theory	73	2	-	3

Preamble

1. To provide the students with knowledge on organizational behaviour concepts, theories, and business practices at national and global level.
2. To develop human relation skills (group dynamics, team building and leadership).
3. To analyze the impact of personality, values, perception, motivation and attitudes on behaviour in organizations.
4. To apply organizational behaviour approaches in the workplace towards improving organization's effectiveness.
- 5.

Course Learning Outcome

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

CLO NUMBER	CLO Statement	Knowledge Level
CLO1	Understand Organisational behaviour concepts, theories and relate it to organizational context.	K1
CLO2	Recognize the impact of perceptions, attitudes, personality, culture and rewards on organizational performance.	K2
CLO3	Apply the needs of group dynamics, cohesiveness, power, politics and values for development of team building.	K3
CLO4	Analyse the behaviour of individuals and groups to handle stress and conflict in an organisation and adapt with the organization climate and changes.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	M	M
CLO4	M	S	S	M	M

S-Strong; M-Medium; L-Low

ORGANISATIONAL BEHAVIOUR – BB23C03

(73 Hours)

UNIT – 1 (15 Hours)

Nature and importance of Organisational Behaviour (OB)— ***Concept and Relevance of OB in Modern Management*** - Models of OB- Challenges and Opportunities faced by Managers applying OB- Learning: Concept and implications; Conditioning and Social Learning Theories; Self-concept, Self-Esteem, ***Personality, Meaning, Major determinants of Personality, Personality traits – Personality tests***.

UNIT – II (15 Hours)

Perception- Process, importance, ***factors influencing perception***, Managerial and Behavioural applications of Perception, ***Attribution Theory –Organisational Applications*** Motivation-Concept, Theories (Maslow, Herzberg and McGregor) - ***Evaluation, Feedback and Reward - Attitudes: characteristics, components, Types of Attitudes; Values, Beliefs and Attitudes with Managerial Implications***

UNIT – III (15 Hours)

Group Dynamics- Definition, types of Groups, Stages of Group development, ***Team Building, Group Cohesiveness – Group norms -Group processes and Group Decision Making***, Evolution of a Group into teams. ***Organisation Power: Concept, Source and Classification; Power Tactics; Coalitions***; Politics: People’s Response to Organisational Politics.

UNIT – IV (14 Hours)

Organisational Culture: Concept; Dominant Culture; Strong vs Weak Cultures; Creating and Sustaining Culture; ***Across Culture***; Employees Learning of The Culture; Creating a Customer-Responsive Culture. Organizational Stress & Conflict: Concept; Consequences and sources; *** Stress Management: Approaches; Types of Stress and Conflicts; Stages; Effects and Management of Conflicts ***.

UNIT – V (14 Hours)

Organisational Development and Climate – Objectives-Characteristics-Importance and Factors affecting organisational Development and Climate; ***Organisational Effectiveness-Organisational Change and innovation - Concept and Forces for Change***; Managing Planned Changes; Resistance to Change; **Boundedness of Managing the Change***.

*** Highlighted Text offered in blended mode (Links Provided)**

Case study (internal valuation only)

Text Books:

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Stephen P. Robbins , Timothy A. Judge Neharika Vohra	Organisational Behaviour	19 th Edition Pearson	2022
2.	Fred Luthans, Brett C. Luthans, Kyle W. Luthans	Organizational Behavior: An Evidence-Based Approach	Information Age Publishing	2020
3.	Dr. F. C. Sharma	Organisational Behaviour	SBPD Publications	2021

Reference Books:

S.No	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Steven L. McShane, MaryAnn Von Glinow, Himanshu Rai	Organisational Behaviour	9 th Edition McGraw Hill	2022
2.	Mathias J. Seventh	Organizational Behavior: How to Turn Your Business Into The Professional Organization That You Want	Author's Republic	2019
3.	Raisa Arvinen- Muondo, StephenPerkins	Organizational Behavior People, Process, Work and Human Resource Management	Brilliance Publishing	2018

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion, Activity Based, Case Study.

**SEMESTER – I FOUNDATION COURSE
INTRODUCTION TO WOMEN’S STUDIES
SUBJECT CODE: NME23WS**

**Credits: 2
Total Hours: 30**

**Lecture Hours: 30
Tutorial Hours: Nil**

COURSE OBJECTIVES

Students will be able to:

- To give overview of the academic discipline of Women’s Studies and its genesis
- To familiarize the students with Key concepts, issues and status in Women’s Studies
- Identify myths and realities of women’s lives.
- Identify the diversity of women’s issues nationally approaches for women development

Unit 1: Women’s Studies as a Discipline (3hrs) (6 hrs)

Purpose and Relevance of Women’s Studies - Women’s Studies in Higher Education - Understanding Key Terms and Concepts.

Activities:

- Quiz after each module
- Assignment after each unit

Unit II Contextualization of Women’s Movement (3hrs) (6 hrs)

History of Women’s Movement -Feminism -Three waves of Feminism- Feminist Thinkers in Contemporary India.

Activities:

- Quiz after each module
- Assignment after each unit

Unit III Status and Role of Women in Personal Spheres (3hrs) (6 hrs)

Women in Family -Gender Roles - Violence against Women- Women’s Health and Nutrition

Activities:

- Quiz after each module
- Assignment after each unit

Unit IV Status and Role of Women in Social Spheres (3hrs) (6 hrs)

Women in Leadership-Women’s Representation in Social Spheres- Women in Science and Technology- Gender Stereotyping

Activities:

- Quiz after each module
- Assignment after each unit

Unit V Approach in Women Development (3hrs)

(6hrs)

Constitutional and Legal Rights for Women- Plans, Policies and Programs for Women- Role of United Nations for Women

Activities:

- Quiz after each module
- Assignment after each unit
- A Project Submission

Reference

1. Sheela.J & M. Jayamala (Eds.) 2023. PAAVAI- An Introduction to Women's Studies,PSGR Krishnammal College for Women.
2. Smith, Bonnie. 2013. Women's Studies: The basics. London: Routledge.
3. Miliann Kang, Donovan Lessard, Laura Heston, and Sonny Nordmarken. 2018. Introduction to Women, Gender, Sexuality Studies. University of Massachusetts Amherst Libraries Amherst, Massachusetts.
4. Tharabai L. 2000. Women's Studies in India. Efficient Offset Printers.

Continuous Internal Assessment Pattern for the Course

- **Quiz after each module of class hours - 50 marks**
- **Assignment after each unit -25 marks**
- **A project submission at the end of course - 25 marks**

COURSE NUMBER- BB23C04	COURSE NAME – QUANTITATIVE TECHNIQUES FORMANAGEMENT	Category	L	T	P	Credit
		Theory	73	2	-	3

Preamble

1. To enable the students to understand Business and Industrial enterprises, how to make long range planning and also to decide on issues such as location, choice of technology, choice of the optimum solution, formulation of alternatives, etc.;
2. To enable the students to demonstrate the way in which the problems are perceived and formulated and optimization solution are provided.
3. To manifest the students with knowledge on quantitative techniques which reduce the complex and unwieldy problems and play a significant role in framing management policy; and
4. To bring objectivity into decision making process under various quantitative techniques like LPP, Game Theory, PERT & CPM and Queuing models.

Course Outcome

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the meaning of operations research and to define various concepts under transportation & assignment problems, game & queuing theory, PERT & CPM and decision trees	K1
CLO2	Identify optimum solution using various techniques of operations research including LPP, O.R. Model, MODI method, PERT, CPM and decision trees	K2
CLO3	Apply the various concepts of quantitative techniques to solve real time problems	K3
CLO4	Analyze and arrive at best possible optimum solutions for highly precise decision making.	K3

Mapping with Programme Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	M	S	L	M
CLO2	S	S	M	L	S
CLO3	S	S	S	S	S
CLO4	S	S	S	M	S

S-Strong; M-Medium; L-Low

QUANTITATIVE TECHNIQUES FOR MANAGEMENT – BB23C04 (73 HOURS)

UNIT – I (15 Hours)

Introduction to Operation Research – Meaning and Definition – Scope and Methodology of OR – Models in OR – Advantages & Limitations of OR – Linear Programming: Formulation – Dual - Graphical Method & Simplex Method. (Simple problems from graphical and simplex methods only)

UNIT – II (15 Hours)

Transportation: Meaning & Definition – Application of Transportation problem - Basic Feasible Solution: North West Corner rule – Least Cost Method – Vogel's Approximation Method – Optimum Solution: MODI method. Assignment Problems – Meaning & Definition - Application of assignment problem (Simple problems from transportation problem and assignment problem - only minimization)

UNIT – III (15 Hours)

Game Theory – Meaning & Definition – Basic terminology – Maximin- Minimax Principle - Two Person Zero Sum Game – Mixed Strategy Problem – Dominance Property (simple problems)

Queuing Theory – Meaning & Definition – Terms used in queuing theory – Main elements of queuing system – Single channel Formulas (Simple problems from single channel only)

UNIT – IV (14 Hours)

Critical Path Method – Meaning & Definition – Basic concepts of Network analysis – Construction of network diagram – Critical Path – Advantages & Limitations.

Programme Evaluation and Review Technique (PERT) – Time scale analysis – Critical Path – Probability of completion of project – Advantages and Limitations – Comparison between PERT and CPM.

UNIT – V (12 Hours)

Decision Theory - Decision making under condition of Uncertainty: Maximax criterion, Maximin criterion, Minimax regret criterion, Hurwicz criterion and Laplace criterion.

Decision making under Risk: Expected value criterion, Expected Opportunity Loss (EOL) criterion, Expected Value of Perfect Information (EVPI). Decision Tree – Introduction & Concepts (Theory only)

- Theory and problems in the ratio of 20% and 80% respectively

Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	R. Latha, R. Nagendran, S. Suriaprakash	Resource Management Techniques	RN Publications	2021
2.	<u>Frederick S. Hillier</u> , <u>Gerald J. Lieberman</u> <u>Bodhibroto Nag</u>	Introduction to Operations Research	Mc Graw Gill	11th Edition 2021
3.	V Sundaresan, KS Ganapathy Subramanian, K Ganesan	Resources Management techniques	AR Publishers	2018
4.	Kanti Swarp , P.K.Gupta , Man Mohan	Operations Research— Introduction to Management Science	Sultan Chand & Sons	2019

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	N.D. Vohra	Quantitative Techniques in Management	Mc Graw Hill	2017
2.	Michael Carter Camille C. Price Ghaith Rabadi	Operations Research A Practical Introduction	Chapman and Hall/CRC	2018

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Activity Based, Group Discussion

COURSE NUMBER BB23C05	COURSE NAME – LEADERSHIP COMMUNICATION	Category	L	T	P	Credit
		Theory	73	2	-	3

Preamble:

1. To enable the students to understand the essential principles of effective leadership communication;
2. To prepare students to demonstrate communication as a leader with clarity, precision, brevity and coherence in use of language in both written and oral;
3. To train the students to organize and express ideas in writing and speaking to produce messages suitably tailored for the topic, objective, audience, communication medium and context; and
4. To help the students to apply the critical and creative thinking abilities necessary for effective leadership communication in today's competitive business world.

Course Outcome:

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the meaning of communication, non-verbal communication, interpersonal communication, corporate culture, crisis communication, group communication, communication ethics, leadership & followership communication, business and email etiquette and its related concepts.	K1
CLO2	Identify the barriers in communication, recognize the communication process, meta-communication, leadership & followership communication styles in business correspondence.	K2
CLO3	Apply the critical thinking skills as leaders in selecting suitable communication medium and draft letters, emails, agenda, minutes, press release to produce effective business documents, reports and presentations; also build impressive job applications	K3
CLO4	Analyze the situation as a leader and choose the right communication channel, communication analytics for knowledge sharing, public speaking, self-branding in any given context or situation following communication ethics to make effective communication.	K4

Mapping with Programme Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	M	M
CLO4	S	S	S	S	S

S-Strong M-Medium; L-Low

Unit : I - 15

Introduction to communication and leadership

Communication: Meaning – Objectives – Importance – Communication Process- Media – Channels -Barriers and Gateways to communication – Essentials of effective communication.

Leadership

Definition- Leadership & Followership - The Language of Leaders- Leadership communication Strategy and Structure-- Communication Skills for Team & Leadership Effectiveness- Communication Ethics.

Unit : II -15

Business Letters

Enquiries and Reply – Offers and Quotations – Orders and Execution – Claims and Adjustments – Collection – Status Enquiries - Application for jobs.
Business & Email-étiquette

Unit : III -15

Leadership Presentations, Documents and Reports:

Preparing Presentations (including Presentations in Virtual Environment), Agenda, Minutes & Reports- Press Releases -Using Web as a source of knowledge Sharing- Corporate Blogs- Strategic Communication in the Digital Era- Leveraging Digital Communication for Leaders- Communication Analytics.

Unit : IV -15

Non-verbal communication

Body Language — Meta-Communication-Types- Glossophobia (Measures to Overcome).

Leadership Development

Leadership Styles- Leadership and Followership communication Styles - Power and influence in leadership; Empowerment; Credibility and Compliance Gaining Strategies; Leadership Narratives – Public Speaking- Self-Branding in Transitional Scenarios.

Unit : V - 13

Leadership and Diversity

Leadership in Diverse Organisational Structures, Cultures and Communications - Intercultural Communication- Organizational Communication - Interpersonal Communication-Group Communication- Powerful and Powerless Talks - Crisis Communication- Corporate Culture.

Case study Analysis- (for internal Valuation only)

Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Rajendra Pal & Korlahalli	Essentials of Business Communication	Sultan Chand & Sons.	Reprint 2020
2	Pragyan Rath & Apoorva Bharadwaj	Communication Strategies for Corporate Leaders Implications for the Global Market	Routledge India	2019
3	Archana Parmar	Business English and Leadership Communication	Swaranjali Publications	2021

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	E. Bruce Harrison	Leadership Communications: How Leaders Communicate and How Communicators Lead in Today's Global Enterprise	Business Expert Press	2021
2	Gerardus Blokdyk	And Leadership During Change A Complete Guide	5STARCOOKS	2020 Edition
3	Kitty O. Locker , Jo Mackiewicz , Jeanine Elise Aune , Donna S. Kienzler	Business and Administrative Communication	McGraw-Hill	Reprints 2019
4	Deborah Barrett	Leadership Communication	McGraw-Hill	Edition 2014 Reprints 2018
5	Heidi Grant	HBR's 10 Must Reads on Communication	Harvard Business Review	2021
6	Northouse book online tools for students: http://www.sagepub.com/northouse6/			

COURSE NUMBER BB23C06	COURSE NAME HUMAN RESOURCE MANAGEMENT	Category	L	T	P	Credit
		Theory	73	3	-	3

Preamble

1. To provide the students with knowledge in Human Resource Management concepts, theories, scope at national and global level.
2. To develop skills for writing a Job Description, Job Specification, and Job Design.
3. Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions.
4. Design a training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results and evaluate a company's implementation of a performance-based pay system.
5. To understand the importance of HR Analytics, HR Audit and metrics

Course Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the fundamentals and practices of human resource management	K1
CLO2	Recognize the competencies to recruit, induct, learn, train and appraise the performance of employees for better career and succession planning.	K2
CLO3	Apply the concepts of HRM, learning and training, performance appraisal, compensation, career & succession planning towards employee welfare and social security.	K3
CLO4	Analyze the strategies, latest trends & developments in HR and retain the best talents in the organization.	K4

Mapping with Programme Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	M	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	M	S
CLO4	S	S	S	S	S

S-Strong; M-Medium; L-Low

Human Resource Management – BB23C06 (73 Hours)

UNIT – 1 (15 Hours)

Human Resource Management - Meaning, Definition, *Objectives and Nature of

HRM – Evolution of HRM - Functions & Importance of HRM – Qualities, and Role of HR Manager*, Corporate Objective - Human Resource Planning – Concept –objective –Need and Importance –process –levels –Problems - ***HRM in changing environment -Challenges in HRM*** - Job Analysis: Introduction, Objectives, Significance - Process of Job Analysis – techniques

UNIT – II (14 Hours)

Job Design – Job Description –Job Specification - Concept –Approaches- Methods. ***Recruitment: Definition and Objectives of Recruitment – Recruitment Policy*** – Sources of Recruitment and Methods of Recruitment. (**Selection: Definition and Purpose of Selection*** – step –testing and Competency mapping - Recruitment and selection in Indian Scenario

UNIT – III (15 Hours)

Induction and Socialization - objectives, process and stages - ***Training and development of Employees – Training Objectives – Need for Training*** – Training Methods - on the job training - off the job training - choosing optimum method - Advantages of Training Evaluation of training - Types of instructor led training and learning - coaching, mentoring, job shadowing, online learning and Blended learning

UNIT – IV (15 Hours)

Performance Appraisal- Concept – Objective –importance –process –problems – essential Method of Performance Appraisal –360 degree appraisal techniques- ***Compensation – meaning, Essential, types, Components of compensation (direct and indirect)*** - Moonlighting inHRM - Reasons, types and its effects. ***Career Planning and Succession Planning- Objectives, Process*** and **Career Counseling – Advantages and Limitations*** – Career Development Stages

UNIT – V (14 Hours)

Promotion, Transfer and Demotion - Employee engagement and retention - ***Employee Health, Safety &Welfare, Grievances & Discipline, Social Security - Recent developments in HRM*** -Use of technology in hiring, HRIS - HR Analytics – Definition, importance , role , and key metrics -HR Audit - Ethics in HRM

***Highlighted Text Offered in Blended Mode**

Text Books

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	K. Aswathappa & Sadhna Dash	Human Resource Management, Text & Cases	Mcgraw Hill, 9 th Edition	2021
2.	Pravin Durai	Human Resource Management	Pearson Publishers	2020

Reference Books:

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Subba Rao. P,	Personnel and Human Resource Management (Text and cases)	Himalaya Publishing House	2018
2.	Gary Dessler & Biju Varkey	Human Resource Management	Pearson Publishers	2020
3.	V.S.P. Rao.	Human Resource Management	Cengage Learning India Pvt. Ltd.	2020

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion, Activity and Case Study.

COURSE NUMBER 23PECM1	COURSE NAME Professional English for Commerce and Management	Category	L	T	P	Credit
		AEC	25	5		2
	(Class: I B.Com & BBA; SEMESTER – II)					

Objectives

1. To develop the language skills of students by offering adequate practice in professional contexts.
2. To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year commerce and management students
3. To focus on developing students' knowledge of domain specific registers and the required language skills.
4. To develop strategic competence that will help in efficient communication
5. To sharpen students' critical thinking skills and make students culturally aware of the target situation.

Course Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Recognise their own ability to improve their own competence in using the language	K1
CLO2	Use language for speaking with confidence in an intelligible and acceptable manner	K2
CLO3	Read independently unfamiliar texts with comprehension and understand the importance of reading for life	K3
CLO4	Understand the importance of writing in academic life	K3
CLO5	Write simple sentences without committing error of spelling or grammar	K3

(Outcomes based on guidelines in UGC LOCF – Generic Elective)

Mapping with Programme Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PL05
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	M	M
CLO4	S	S	S	S	S
CLO5	S	S	S	S	S

S- Strong; M-Medium; L-Low

PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT (25 Hours)

UNIT 1: COMMUNICATION

5 hours

Listening: Listening to audio text and answering question Listening to Instructions

Speaking: *Pair work and small group work*

Reading: Comprehension passages Differentiate between facts and opinion

Writing: *Developing a story with pictures*.

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 2: DESCRIPTION

5 hours

Listening: Listening to process description - Drawing a flow chart.

Speaking: Role play (formal context)

Reading: *Skimming/Scanning- Reading passages on products, equipment andgadgets*.

Writing: Process Description Compare and Contrast Paragraph-Sentence Definition andExtended definition- Free Writing.

Vocabulary: Register specific -Incorporated into the LSRW tasks.

UNIT 3: NEGOTIATION STRATEGIES

5 hours

Listening: Listening to interviews of specialists / Inventors in fields (Subject specific)**Speaking:**

*Brainstorming. (Mind mapping). Small group discussions (Subject- Specific) *

Reading: Longer Reading text.

Writing: Essay Writing (250 words)

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 4: PRESENTATION SKILLS

5 hours

Listening: Listening to lectures.

Speaking: Short talks.

Reading: Reading Comprehension passages

Writing: *Writing Recommendations Interpreting Visuals inputs***Vocabulary:**

Register specific - Incorporated into the LSRW tasks

UNIT 5: CRITICAL THINKING SKILLS

5 hours

Listening: Listening comprehension- Listening for information.

Speaking: Making presentations (with PPT- practice).

Reading: *Comprehension passages Note making*.

(Comprehension: Motivational article on Professional Competence,Professional Ethics and Life Skills)

Writing: Problem and Solution essay Creative writing Summary writing

Vocabulary: Register specific - Incorporated into the LSRW tasks

* Topics offered in blended mode. (Links given)

Textbook

S.No.	Authors	Title of the Book	Publishers	Year of Publication
1	TamilNadu State Council for Higher Education (TANSICHE)	English for Commerce and Management Semester 1	--	--

Reference Books

S.No.	Authors	Title of the Book	Publishers	Year of Publication
1	Sreedharan, Josh	The Four Skills for Communication	Foundation books	2016
2	Pillai, G Radhakrishna, K Rajeevan, P Bhaskaran Nair	Spoken English for you	Emerald	1998
3	Pillai, G Radhakrishna, K Rajeevan, P Bhaskaran Nair	Written English for you	Emerald	1998

Blended Learning Links

S.No	Units	Topics	Blended Links
1	I	Pair work and small group work, Developing a story with pictures	https://www.youtube.com/watch?v=9Jb1SgPFC9U
2	II	Skimming/Scanning- Reading passages on products, equipment and gadgets	https://www.youtube.com/watch?v=T6LZNhNTIq8
3	III	Brainstorming. (Mind mapping). Small group discussions (Subject- Specific)	https://www.youtube.com/watch?v=-h8RpvqJKoI
4	IV	Writing Recommendations Interpreting Visuals inputs	https://www.youtube.com/watch?v=9OXvTSEDi2Q
5	V	Comprehension passages Note making.	https://www.youtube.com/watch?v=zn8mbYFAEa0

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, and Group Discussion.

COURSE NUMBER - BB23C07	COURSE NAME – PRODUCTION AND MATERIALS MANAGEMENT	Category	L	T	P	Credit
		Theory	103	2	-	5

Preamble

- To make the students understand the roles/functions of production management in the context of business enterprise;
- To introduce the basic concept of Production Planning and Control, Quality and Materials Management and familiarize its applications in production;
- To understand the quality principles, frameworks, tools, and techniques for effective real-life applications in manufacturing.
- To acquaint with TQM, JIT, Six Sigma, Lean Management and World Class Manufacturing and their contribution towards production management.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand about Production, PPC, Quality Control, Materials Management, Supply Chain Management, AI, AR and VR.	K1
CLO2	Recognize how Plant location, Master Production Schedules, Material Requirements Plan, Inspection and Material Handling Equipments are used in production.	K2
CLO3	Apply advanced production techniques like KANBAN, JIT, Lean, World Class Manufacturing, Six Sigma and Robotic Process Automation	K3
CLO4	Analyse how Plant Layout, Work Study, TQM, ERP, Vendor Rating and Evaluation can be used towards value creation of products..	K4

Mapping with Program Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	S
CLO2	S	S	M	S	M
CLO3	S	M	S	S	S
CLO4	S	S	M	S	S

S-Strong; M-Medium

PRODUCTION AND MATERIAL MANAGEMENT – BB23C07

(103 Hours)

UNIT– I (21 Hours)

Production Management: Meaning - Nature, **Importance and Scope*** – Basic Functions of Production Management– Productivity, Efficiency and Effectiveness – Plant Location- **Importance – Problems*** - Advantages and Disadvantages of Urban, Suburban, Rural locations – Factors. Plant Layout – **Principles*** - Types and Hybrid layouts – **Pros and Cons***.

UNIT– II (21 Hours)

Production Planning and Control – Functions – Master Production Schedule (MPS) – Material Requirement Planning (MRP) – **Bill of Materials*** – **Maintenance: Meaning, Objectives and Types of maintenance*** – Work study: Method study, Time study – Importance – **Procedure*** – Types.

UNIT– III (20 Hours)

Quality Control: Definition, Concepts, Objectives - **Importance and Advantages of Quality Control System***, Inspection: Meaning and Kinds of Inspection, Control Charts - Types. Total Quality Management: Core Concepts & Elements of TQM, - **Steps in implementing TQM***.

UNIT – IV (21 Hours)

Materials Management: Meaning, **Objectives and Importance*** – **Purchasing principles*** – Purchase procedure – Vendor Rating and Vendor Evaluation, Inventory Control – Types of inventory – EOQ- Safety Stock - Re-order Point – KANBAN – JIT– Outsourcing. Material Handling: Meaning – Principles - Categories of Material Handling equipment's.

UNIT– V (20 Hours)

Recent Trends: An Introduction to ERP–**Total Productive Maintenance (TPM)***- Six Sigma – concept, **benefits***, usage – Types and **Roles of Six Sigma Belts***, ISO 9000 Systems – Lean, World Class Manufacturing, Robotic Process Automation. AI, Virtual and Augmented Reality Applications in Production, Introduction to Cyber Physical Production Systems (CPPS).

Case study (Internal valuation only)

Text Books:

S.No.	Author(s)	Title of the Book	Publisher	Year & Edition
1	K.Aswathappa	Essentials of Production Management	Himalaya Publishing House	2021 3 rd Edn
2	Dr.K. Vidyakala, Dr.N.Kathiravan, Dr.K. Nithyakala	Production and Materials Management	Bonfring Publishers	2018 1 st Edn
3	Tony K. Arnold, Steve Chapman, Lloyd M. Clive, Ann K. Gatewood	Introduction to Materials Management	Pearson	2022 9 th Edn

Reference Books:

S. No	Author(s)	Title of the Book	Publisher	Year & Edition
1.	Joseph G Monks	Operations Management (Theory and Problems)	McGrawI-Hill International Second Edition	2020 2 nd Edn
2.	Chunawalla &Patel	Production and Operations Management	Himalaya Publishing House.	2022 9 th Edn
3	Marc Helmold & Brain Terry	Operations and Supply Management 4.0 Industry Insights, Case Studies and Best Practices	Springer Cham	2021 1 st Edn
4	Ankita Agrawal	Production and Materials Management	Horizon Press	2022 1 st Edn

Pedagogy: Chalk &Talk, lecture, Seminar, PPT, Group Discussion, Activity and Case Study.

Blended Learning Links:

S.No	Topic	Blended Learning Links
1	Basic Concept, Functions of Production Management – Productivity, Efficiency and Effectiveness	NPTEL Video : https://youtu.be/gJDYV2SmFeY Other Youtube Links: https://www.youtube.com/watch?v=EM6OyE1GI2E https://www.youtube.com/watch?v=Brkcj6ie7ic
2	Plant Layout	NPTEL Videos https://www.youtube.com/watch?v=IhGBUcMM-rE Other youtube Links: https://www.youtube.com/watch?v=YR5jjleIoTg
3	Types and Hybrid layouts	NPTEL Video https://www.youtube.com/watch?v=swk6Fo-BoSA
4	Master Production Schedule (MPS) – Material Requirement Planning (MRP)	NPTEL Video https://www.youtube.com/watch?v=VjSgga4E6VYMRP : https://www.youtube.com/watch?v=1kU8HG5Y9Kc
5	Work study: Method study, Time study	NPTEL Video WS: https://www.youtube.com/watch?v=KNFZXNWYV MS: https://www.youtube.com/watch?v=s4ndfNx_Q8g TS: https://www.youtube.com/watch?v=MdtHKf_Y_f0
6	Inspection: Meaning and Kinds of Inspection, Control Charts	NPTEL Video: https://youtube/AatGnlsOdAY https://archive.nptel.ac.in/noc/courses/noc21/SEM1/noc21-me16/
7	Total Quality Management	NPTEL Video: https://www.youtube.com/watch?v=ksR4Xy6tFcM
8	Steps in implementing TQM	NPTEL Video: https://youtu.be/yWIAOFs04go
9	Vendor Rating and Vendor Evaluation, Inventory Control	NPTEL: https://www.youtube.com/watch?v=FAySSHQ0org Inventory Control https://www.youtube.com/watch?v=9tjv5COGkD0
10	KANBAN – JIT– Outsourcing. Material Handling	NPTEL Video (KANBAN & JIT): https://www.youtube.com/watch?v=Zjx7zCjLjyw Material Handling: https://www.youtube.com/watch?v=Up1oSSJn6oM
11	Total Productive Maintenance(TPM)	NPTEL Video: https://www.youtube.com/watch?v=UOuTBCrW2_kY
12	Types and Roles of Six Sigma Belts	NPTEL Video https://www.youtube.com/watch?v=Xi12Lwmz5dE https://www.youtube.com/watch?v=vmdBl4BXkGU
13	Lean Manufacturing and World Class Manufacturing	NPTEL Video Lean Manufacturing: https://www.youtube.com/watch?v=G_0bl6FHo_c NPTE L Video World Class Manufacturing: https://www.youtube.com/watch?v=L_FMr9HfEGk
14	AI, Virtual and Augmented Reality Applications in Production	NPTEL Video: https://www.youtube.com/watch?v=zLMgdYI82IE

COURSE NUMBER - BB23C08	COURSE NAME– MARKETING MANAGEMENT	Category	L	T	P	Credit
		Theory	73	2	-	4

Preamble:

- To provide fundamentals of marketing and marketing environment in business world.
- To assess the importance of product and brand perspective
- To assess the pricing strategies, marketing segmentation and positioning to attain competitive advantage
- To analyse, select marketing channels and promotion aspects
- To analyse the latest developments in marketing and its application

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Recognize and recall the concepts in marketing, functions and marketing environment.	K1
CLO2	Understand the implications of product management, pricing strategies, distribution channels, branding, packaging, and segmentation in effectively marketing goods and services.	K2
CLO3	Apply the acquired knowledge of marketing concepts and market information to conduct market research, critically assessing the evolving market landscapes.	K3
CLO4	Analyze marketing strategies and apply contemporary developments in marketing to facilitate informed marketing decisions.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	M	M
CLO4	M	S	S	M	M

S-Strong; M-Medium

MARKETING MANAGEMENT- BB23C08

(73 HOURS)

UNIT – I (15 Hours)

Introduction to Marketing: Meaning, Definition and Nature of Marketing - Objectives and Characteristics - Marketing Functions-Factors -Marketing Environment–Micro and Macro - Buyer Behavior- Factors - Buyer decision-making process and decision-making roles -Consumer vs Organizational buyers - Buyer behavior and Marketing strategies- Future Ready Marketing.

UNIT – II (15 Hours)

Product: Introduction, Characteristics and Product Policy - Product Classification and Levels - Product mix – Product Personalization and Customization - New Product Development- Product Life Cycle - Adoption process -Rate of adoption in new products. Branding, Packaging & Labelling - Definition, Need and Importance

UNIT – III (14 Hours)

Pricing: Introduction – Objectives - Factors - Methods and - Pricing strategies and Price adjustment strategy Market Segmentation – Targeting and Positioning - Introduction - Importance – Steps – Elements - Strategies.

UNIT – IV (14 Hours)

Channel of Distribution: Introduction - Objectives- Functions- Types- Level- Selection - Factors -Intermediaries- Channel Management decisions – Omnichannel distribution. Marketing Research- Objectives- Elements - Marketing Information-Intelligence – Importance and role in informed decision making

UNIT – V (15 Hours)

Recent Developments in Marketing: Introduction and Role of Digital Marketing - Digital marketing Analytics - Search Engine Optimization (SEO) - Search Engine Marketing(SEM) - Email Marketing - Mobile Marketing - Content Marketing - Marketing Metrics- Relationship Marketing. AI Integration in Marketing - Social, Ethical and Legal Aspects of Marketing

Case study (internal valuation only)

Text books:

Sl.No	Author(s)	Title of the Book	Publisher	Year & Edition
1	Philip Kotler, Kevin Lane Keller, Alexander Chernev, Jagdish N. Sheth & G. Shainesh	Marketing Management- Indian Case Studies Included	Pearson Publishers	2022 16 th Edn
2	Greg Marshall and Mark Johnston	Marketing Management	McGraw-Hill	2023 4 th Edn
3	Rajan Saxena	Marketing Management	McGraw-Hill	2019 6 th Edn

Reference Books:

Sl.No.	Author(s)	Title of the Book	Publisher	Year & Edition
1	Neeru Kapoor	Principles of Marketing	Prentice Hall India	2022 2 nd Edn
2	Ramasamy and S. Nama Kumari	Marketing Management: Indian Context Global Perspective	Sage Publications India Pvt Ltd; Sixth edition	2018 6 th Edn

Pedagogy: Chalk & Talk, lecture, Seminar, PPT, Group Discussion, Activity and Case Study.

Coursea Links

Unit 1 to 5	https://www.coursera.org/learn/wharton-marketing
	https://www.coursera.org/learn/marketing-customers
	https://www.coursera.org/learn/fundamentals-of-marketing-strategy
	https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce
	https://www.coursera.org/learn/marketing-analytics?specialization=digital-marketing#modules
	https://www.coursera.org/learn/marketing-channels?specialization=digital-marketing#modules
	https://www.coursera.org/specializations/marketing-strategy#courses
	https://www.coursera.org/learn/brand-management#modules
	https://www.coursera.org/learn/positioning
	https://www.coursera.org/learn/marketingchannelfunctions
	https://www.coursera.org/learn/uva-darden-artificial-intelligence-marketing

COURSE NUMBER - BB23A01	COURSE NAME – ALLIED 3-INCOME TAX	Category	L	T	P	Credit
		Theory	73	2	-	4

Preamble

- To familiarize students with provisions of the direct taxes.
- To enable the students to know the different heads of income tax and practical information needed for a clear understanding of individual income tax and to know how to process E-Filing;
- To apply the various deductions in respect of incomes.
- To provide the students with knowledge for filing tax returns.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the fundamentals of the Income Tax Act and its amendments	K1
CLO2	Recognize the elements of capital & revenue expenditure, heads of income, capital gains & income from various sources.	K2
CLO3	Apply deductions and exemptions, assessment procedures and prepare the taxable income under various heads of income	K3
CLO4	Analyze and compute gross total income with deductions	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	M
CLO2	S	S	S	S	S
CLO3	S	S	M	M	S
CLO4	S	S	M	S	S

S-Strong; M-Medium

INCOMETAX – BB23A01

(73 Hours)

UNIT – I (16 Hours)

Scope of Income tax Act – ***Definitions-Important concepts of Income*** - Basis of Charge – ***Residential Status and Scope of Total Income*** (simple problems only) – Income exempted from Income tax – ***Agricultural Income*** – Capital and Revenue Expenditure.

UNIT – II (18 Hours)

Heads of Income - Income from Salary – Computation – ***Taxable sections connected with income from Salary - Deduction u/s 80C out of GTI*** (simple problems only). Income from House Property – Computation of Annual Value – Deductions from Net Annual Value u/s 24. (simple problems only).

UNIT – III (16 Hours)

Income from Business or Profession – ***Computation of Profits and Gains of Business or Profession***- Allowable Deductions. (Including computation of Depreciation).(simple problems only). ***Capital Gains*** – Computation of Long-Term Capital Gain – Computation of Short Term Capital Gain - Exempted Capital Gains. (simple problems only)

UNIT – IV (13 Hours)

Income from Other Sources – Computation of other income -General Deductions.

Carry forward and Set-off of losses – computation of Set-off and carry forward losses. Computation of Total Income (simple problems only).

UNIT – V (10 Hours)

Assessment Procedure: Introduction to new tax regime - Self-Assessment – Compulsory Best Judgment Assessment – Reassessment – ***Authorities in Income Tax – Procedure for Filing of Returns***. E- Filing – Procedures - Penalties for various defaults under the Income Tax Act

Case study (internal valuation only); Theory 30%, Problem 70%

Text Book:

Sl.No	Author (s)	Title of the Book	Publisher	Year & Edition
1	Gaur and Narang	Income Tax Law and Practice	Kalyani Publishers, New Delhi,	2024 51 st Edn

Reference Books:

S.No	Author(s)	Title of the Book	Publisher	Year & Edition
1	H.C. Mehrothra and S.P. Goyal	Income Tax and Practice	Sahitya Bhawan Publications	2024 64 th Revised Current Edn
2	Dr. Vinod K.Singhania, Dr. Kapil Singhania	Direct Tax Law and Practice Assessment year 2024-2025	Tax Mann Publication Pvt Ltd.,	2024 & 70 th Revised Current Edn

Pedagogy: Chalk & Talk, Lecture, Seminar, PPT, Activity and Numerical Exercise.

Blended Learning Links:

S.No	Topic	Blended Learning Links
1	Scope of Income tax Act - Definitions - Important concepts of Income	https://www.youtube.com/watch?v=fyqBAGCmqAo https://www.youtube.com/watch?v=dqA2yO4sbvM
2	Residential Status and Scope of Total Income	https://www.youtube.com/watch?v=j4oh2R9EtpI
3	Agricultural Income	https://www.youtube.com/watch?v=YlhmL4VBAXs
4	Income from Salary – Computation	https://www.youtube.com/watch?v=JBZZ44AgqBM
5	Taxable sections connected with income from Salary	https://www.youtube.com/watch?v=eDjw-CUubE0
6	Income from HouseProperty	https://www.youtube.com/watch?v=sUYDYSU9VK8&list=PLAtVUIPnhd5n8P29K9n41o8spWbseF55N&index=28
7	Computation of Profits and Gains of Business or Profession	https://www.youtube.com/watch?v=dUteeafYq8E&list=PLAtVUIPnhd5n8P29K9n41o8spWbseF55N&index=15 https://www.youtube.com/watch?v=qLzahLxIV7s
8	Capital Gains	https://www.youtube.com/watch?v=RKqEmEmhzcA https://www.youtube.com/watch?v=yr1Z6tOL3jw&list=PLAtVUIPnhd5n8P29K9n41o8spWbseF55N&index=37 https://www.youtube.com/watch?v=FeqHBnQi8Z0&list=PLAtVUIPnhd5n8P29K9n41o8spWbseF55N&index=39
9	Income from OtherSources	https://www.youtube.com/watch?v=g7XOFFUkEAE
10	Carry forward and Set-off of losses	https://www.youtube.com/watch?v=FQ3nS_jbVU0&list=PLAtVUIPnhd5n8P29K9n41o8spWbseF55N&index=53 https://www.youtube.com/watch?v=2Lw6A982ZE4&list=PLAtVUIPnhd5n8P29K9n41o8spWbseF55N&index=54 https://www.youtube.com/watch?v=1vLjYeQrMkE&list=PLAtVUIPnhd5n8P29K9n41o8spWbseF55N&index=55
11	Computation of Total income	https://www.youtube.com/watch?v=8F_0U1qfQFg&list=PLAtVUIP
12	Assessment Procedure: Self- Assessment	https://www.youtube.com/watch?v=cdAQnGJnW5c&list=PLAtVUIPnhd5n8P29K9n41o8spWbseF55N&index=58 https://www.youtube.com/watch?v=2YNAiB6Sb8g&list=PLAtVUIPnhd5n8P29K9n41o8spWbseF55N&index=59 https://www.youtube.com/watch?v=OCXDDLsMZ0Y&list=PLAtVUIPnhd5n8P29K9n41o8spWbseF55N&index=60
13	Procedure for Filing of Returns	https://www.youtube.com/watch?v=Q7JdQIVekd8&list=PLAtVUIPnhd5n8P29K9n41o8spWbseF55N&index=62

COURSE NUMBER- BB23SB01	COURSE NAME – FINANCE AND ACCOUNTING FOR BUSINESS PROCESS SERVICES (THEORY)	Category	L	T	P	Credit
		Theory	43	2	-	3

Preamble

- To provide the fundamentals of Business Process Outsourcing, F&A technology and ERP to the students.
- To enable the students to understand Accounts Payable, Accounts Receivable, general ledger process & the Supply Chain process.
- To familiarize students with F&A control and compliance, Accounting Standards & IFRS.
- To impart knowledge on various Finance & Accounting in BPO scenario, operating models of BPS and quality aspects of F&A.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Recognize the Outsourcing Need, AP, AR, GL and the emerging trends in BPO, F&A technology and supplychain process	K1
CLO2	Understand the Outsourcing, AP, AR & GL Process, F & A control & compliance	K2
CLO3	Apply the different operating models of BPS, Indian/US GAAP and IFRS	K3
CLO4	Analyze the quality aspects in BPO, AP, AR, GL Process & Accounting Standards	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	M	M	S
CLO4	S	S	M	M	S

S-Strong; M-Medium

FINANCE AND ACCOUNTING FOR BUSINESS PROCESS (BB23SB01)

(43 Hours)

Unit –I (8 Hours)

Businesses Outsourcing: Introduction-Need-classification – Strategic Supply Chain - Key trends in F & A technology.

Unit II (9 Hours)

Accounts payable - Accounts Receivable.

Unit III (9 Hours)

General Ledger – Accounting standards.

Unit-IV (9 Hours)

F&A control and compliance - ICOFR - Sarbanes Oxley Act - Information Security-
Business Continuity and Disaster recovery Planning.

Unit-V (8 Hours)

Operating model of Business Process services - Cost effectiveness and Process Efficiency
-Services Areas in BPS - Transaction Flows in a Business Process Service - Service Level
Agreement- Role of Quality in BPS.

TEXT BOOKS: TCS MATERIALS

COURSE NUMBER- NM23DTG	COURSE NAME – DESIGN THINKING	Category	L	T	P	Credit
		Theory	30	-	-	2

Preamble:

- To expose the students to the concept of design thinking as a tool for innovation
- To facilitate them to analyze the design process in decision making
- To impart the design thinking skills

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO 1	Understand the concepts of Design thinking and its application in varied business settings	K1
CLO 2	Describe the principles, basis of design thinking and its stages	K2
CLO 3	Apply design thinking process in problem solving	K3
CLO 4	Analyze the best practices of design thinking and impart them in business and individual day to day operations.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	S	M	M	S	S
CLO 2	M	S	S	M	M
CLO 3	S	S	S	M	S
CLO 4	S	S	S	S	S

S-Strong; M-Medium

NM23DTG - DESIGN THINKING

30 Hours

UNIT – 1 (6 Hours)

Design Thinking Overview: Introduction to Design Thinking and Design Research Strategies - Design Thinking Skills

UNIT – II (6 Hours)

Design Thinking Mindset: Principles of Design Thinking - Basis for design thinking - Design Thinking Hats - Design thinking team

UNIT – III (6 Hours)

Empathize: Definition - Listen & Empathize with the Customers and / or Users - Tools and Techniques

UNIT – IV (6 Hours)

Define : Definition - Defining the Problem - Tools and Techniques - Journey mapping and Ideate - definition - Ideation techniques

UNIT – V (6 Hours)

Prototype: Definition - Prototype Alternate Solutions - Test the Solutions - Visualization - Story Telling - Cautions and Pitfalls - Best Practices

Text Books:

S.No.	Author(s)	Title of the Book	Publisher	Year & Edition
1	Christian Mueller-Roterberg	Handbook of Design Thinking Tips & Tools for how to design thinking	Amazon Kindle Version	1st Edn 2018
2	Gavin Ambrose Paul Harris	Design Thinking	AVA Publishing Switzerland	2010
3	Sambhrant Srivastava and Vijay Kumar	A Text Book of DESIGN THINKING	Vayu Education of India	1st Edn 2022

Reference Books:

S. No.	Author(s)	Title of the Book	Publisher	Year & Edition
1	Maurício Vianna Ysmar Vianna Isabel K. Adler Brenda Lucena Beatriz Russo	Design Thinking - Business Innovation	MJV Press	2011
2	Moritz Gekeler	A practical guide to design thinking	Friedrich-Ebert-Stiftung	2019
3	J. Berengueres	The Brown Book of Design Thinking	UAE University College, Al Ain	2014

Blended Learning Links

UNIT	TOPICS	LINK
UNIT I	Introduction to Design Thinking	https://www.digimat.in/nptel/courses/video/109104109/L01.html
	Design Thinking skills	https://www.youtube.com/watch?v=b-9Id-Jt_PI
UNIT II	Principles & Basis of Design Thinking	https://youtu.be/6-NRiom8K9Y
	Design Thinking hats	https://www.youtube.com/watch?v=bc-BvFQDmmk
UNIT III	Empathize	http://acl.digimat.in/nptel/courses/video/109104109/L02.html http://acl.digimat.in/nptel/courses/video/109104109/L03.html https://youtu.be/ls2mqHs02B0
UNIT IV	Define	http://acl.digimat.in/nptel/courses/video/109104109/L04.html https://youtu.be/veixQsRnZ https://youtu.be/6-bDSKZJEAM
	Ideate	http://acl.digimat.in/nptel/courses/video/109104109/L11.html http://acl.digimat.in/nptel/courses/video/109104109/L12.html http://acl.digimat.in/nptel/courses/video/109104109/L13.html
UNIT V	Prototype	http://acl.digimat.in/nptel/courses/video/109104109/L15.html
	Testing	http://acl.digimat.in/nptel/courses/video/109104109/L16.html http://acl.digimat.in/nptel/courses/video/109104109/L17.html http://acl.digimat.in/nptel/courses/video/109104109/L18.html http://acl.digimat.in/nptel/courses/video/109104109/L19.html