



**College of Excellence, NIRF-2023-4th Rank
Autonomous and Affiliated to Bharathiar University
Accredited with A⁺⁺ grade by NAAC, An ISO 9001:2015 Certified Institution
Peelamedu, Coimbatore-641004**

**DEPARTMENT OF BUSINESS ADMINISTRATION
(BUSINESS PROCECSS MANAGEMENT)**

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

SEMESTER-I

**BACHELOR OF BUSINESS ADMINISTRATION
(BUSINESS PROCESS MANAGEMENT)**

2023-2026 Batch



**College of Excellence, NIRF-2023-4th Rank
Autonomous and Affiliated to Bharathiar University
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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.

PROGRAMME SPECIFIC OUTCOME (PSO'S)

Upon the completion of BBA (Business Process Management) programme, the graduates will be able to

PSO1: Enrich their knowledge and skills in various domains of business process services to become Industry ready.

PSO2: Develop corporate etiquettes, critical thinking, and exhibit a spirit of co-operation, leadership, and teamwork.

PSO3: Understand the framework of controls and compliances in various domains of BPS.

PSO4: Gain expertise on modern methods and techniques used in Business Process Industry.



**DEPARTMENT OF BUSINESS ADMINISTRATION
(BUSINESS PROCESS MANAGEMENT)**

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

**SCHEME OF EXAMINATION
2023-24 Batch & Onwards
I SEMESTER**

SEM	Part	Subject Code	Title of the Paper		Instruction hours/week	Contact hours	Tutorial	Duration of Examination	Examination Marks			Credits
									CA	ESE	TOTAL	
I	I	TAM2301A /FRE2301A /HIN2301A	Language Paper I- Tamil/Hindi/French Paper III	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	Allied paper I: Mathematics for Management I	GE	5	73	2	3	25	75	100	4
I	IV	NME23B1/ NME23A1/	Basic Tamil/ Advanced Tamil/	AEC	2	28	2	-	100	-	100	2
		NME23WS	Introduction to Women's studies		2	30	-	2	100	-	100	

#Common for BBA and BBA(BPM)

L-Language

E-English

CC – Core Courses

GE – Generic Elective

AEC – Ability Enhancing Course

CA – Continuous Assessment

ESE - End Semester Examination

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

CA Pattern

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

ESE Pattern

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

I Year UG / PG

CIA Test - 5 Conducted for 45 marks after 50 days

Model Exam - 7 Conducted for 75 marks

(Q.P. Pattern (2,5,8) Each Unit 15 Marks)

Sem/Ass/Quiz - 5

Class Participation - 5

Attendance - 3

25 + ESE 75 Marks

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

Reference Web Links:

Sl. No.	Units	Topics	Links	No of Hrs
1	Unit: I, II, III,VI, V	Management, Planning, Decision Making, Organizing, Span of management, Staffing: , Organizational Change, Controlling,	https://archive.nptel.ac.in/courses/110/107/110107150/	12 Weeks
2	Unit: I, II, V	Concept of Management, Organizing, Controlling, Management & Society, Creativity & Innovation	https://nptel.ac.in/courses/122/108/122_108038/#	10 hours
3	Unit V	Introduction to Industry 4.0	Introduction to Industry 4.0 and Internet of Things - (nptel.ac.in) https://youtu.be/wgWRLu8p90M A Complete Guide to Industry 4.0- Udemy A Complete Beginner's Guide to Industry 4.0 Udemy	4 hours

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

Blended Learning Links

S.no	Topic	Blended Learning Links
1	Scope of Management	https://youtu.be/r19R2oHY1cc
2	Managerial Roles and Skills	https://youtu.be/YRN-qlwZnVQ
3	Management Thoughts: Scientific	https://youtu.be/N0FdYnx9-vA https://youtu.be/O_jsxkRCS4U
4	Modern Management Thoughts	https://youtu.be/B28ipvdbf-U https://youtu.be/6553W0BS4y0
5	Social Responsibility	https://youtu.be/ZoKihFLCY0s
6	Nature of Planning	https://youtu.be/x3RCjZU9n5o
7	Process of Planning	https://youtu.be/QDRkZbbwTq8
8	Types of Plans- Single use plans & Standing plans	https://youtu.be/KWy_m6QfFhw
9	Decision making process	https://youtu.be/vliBLYBlxi4
10	Organising: Principles	https://youtu.be/bAKgOVSmstQ
11	Forms of Organisation (organisation structure)	https://youtu.be/bj0E1wcdLtE
12	Delegation & Authority	https://youtu.be/kLXk_RoaSLg https://youtu.be/WsqH8ygPS1k
13	Process of staffing	https://youtu.be/6YOOQY_rZT8
14	Manager Vs Leader	https://youtu.be/-ktIjqpHG8k
15	Characteristics of Controlling	https://youtu.be/0FfDk1-JgVs
16	Coordination: Meaning and Definition	https://youtu.be/wFJwzB-0JV4
17	Introduction to Industry 4.0- Need	https://youtu.be/wgWRLu8p90M

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 book keeping 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 House Private Limited	2018
2	Grewal T.S	Double entry book keeping	Sultan hand & Company	Reprint 2017

Reference links

Sl. No.	Units	Topics	Links	No of Hrs
1	Unit – 1,2,3	Financial Accounting	Swayam: https://onlinecourses.swayam2.ac.in/cec19_cm04/preview	12 Weeks
2.	Unit - 4, 5	Financial Accounting	Swayam: https://onlinecourses.nptel.ac.in/noc23_mg80/preview	8 Weeks
3.	Unit -1,2	Introduction to Financial Accounting	Coursera: https://www.coursera.org/learn/wharton-accounting	12 hours

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

Blended Learning Links

S.no	Principles	Blended Learning Links
1	Principles	https://archive.nptel.ac.in/courses/110/106/110106147/
2	Kinds of Accounts	https://archive.nptel.ac.in/courses/110/106/110106147/
3	Objectives, Types of error	https://archive.nptel.ac.in/courses/110/106/110106147/
4	Treatment of Adjustments	https://archive.nptel.ac.in/courses/110/101/110101131/
5	Depreciation – Meaning, Need for depreciation	https://archive.nptel.ac.in/courses/110/101/110101131/
6	Ethics in financial reporting.	https://www.youtube.com/watch?v=OT5RdoJAKhY

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:

Sl. 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:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Steven L. McShane, Mary Ann 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, Stephen Perkins	Organizational Behavior People, Process, Work and Human Resource Management	Brilliance Publishing	2018

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

Blended Learning Links:

S.No.	Topics	Blended Learning Links
1	Concept and Relevance of OB in Modern Management	https://www.youtube.com/watch?v=-sLHFYnxh8s&list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=3
2	Personality, Personality traits	https://www.youtube.com/watch?v=vJuYtdksW6c&list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=6
3	Personality tests	https://www.youtube.com/watch?v=fncSqXqgGnw&list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=7
4	Factors influencing perception,	https://www.youtube.com/watch?v=DNdUY4nz1qQ&list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=11
5	Attribution Theory –Organisational Applications	https://www.youtube.com/watch?v=hKCcZdqhs1I&list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=12
6	Evaluation, Feedback and Rewards	https://www.youtube.com/watch?v=MK9Jt7BxoYM&list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=18
7	Values, Beliefs and Attitudes with Managerial Implications	https://www.youtube.com/watch?v=qaCs1PyPG04&list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=10
8	Team Building	https://www.youtube.com/watch?v=6mBLT7gux2I&list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=22
9	Group Cohesiveness – Group norms - Group processes and Group Decision Making,	https://www.youtube.com/watch?v=v1gigx9fwcY&list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=23

10	Organisation Power: Concept and Classification; Power Tactics; Coalitions	https://www.youtube.com/watch?v=3wLDyPN4QMY&list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=26
11	Across culture	https://www.youtube.com/watch?v=_s6z81TGMXQ&list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=41
12	Managing Stress and Conflicts.	https://www.youtube.com/watch?v=KHD0plh6UEg&list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=20
		https://www.youtube.com/watch?v=KXTi6S-pLa8&list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=25
13	Organisational Effectiveness- Organisational Change and innovation - Concept and Forces for Change	https://www.youtube.com/watch?v=TnhBeaFbHYo&list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=39
14	Boundedness of Managing the Change.	https://www.youtube.com/watch?v=Ws2gVrVzYbo&list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=40

**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**



**DEPARTMENT OF BUSINESS ADMINISTRATION
(BUSINESS PROCESS MANAGEMENT)**

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

SCHEME OF EXAMINATION

2023-24 Batch & Onwards

II SEMESTER

SEM	Part	Subject Code	Title of the Paper		Instruction hours/week	Contact hours	Tutorial	Duration of Examination	Examination Marks			Credits
									CA	ESE	TOTAL	
II	I	TAM2302A /FRE2302A /HIN2302A	Language Paper II- Tamil/Hindi/French Paper II	L	4	58	2	3	25	75	100	3
II	II	ENG2302A	English Paper II	E	4	58	2	3	25	75	100	3
II	III	BA23C04	Core 4: Finance and Accounting for Business Process Services	CC	5	73	2	3	25	75	100	3
II	III	IB23C05	Core 5: Strategic Corporate 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	TH23A24	Allied paper II: Mathematics for Management II	GE	5	73	2	3	25	75	100	4
II	IV		Self Study-Online Course	-	-	-	-	-	-	-	-	-
II	IV	NME23B2/ NME23A2/	Basic Tamil/ Advanced Tamil/ (Outside Class hours)	AEC	2	-	-	-	100	-	100	Grade
II	V	23PECM1	Professional English	AEC	2	25	5		100	-	100	2
II	VI	NM23GAW	General Awareness (Self study)	-	-	-	-	Online test	-	-	100	Grade

#Common for BBA and BBA(BPM)

*Common for BBA(IB) and BBA(BPM)

L-Language

E-English

CC – Core Courses

GE – Generic Elective

AEC – Ability Enhancing Course

CA – Continuous Assessment

ESE - End Semester Examination

2023-24 Batch

CA Question Paper Pattern and distribution of marks UG

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

CA Pattern -Theory- (First 3 Units)

Section A – $3 \times 2 = 6$

Section B – $3 \times 5 = 15$ (either or – same CLO Level)

Section C – $3 \times 8 = 24$ (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 : $2 \times 3 = 6$

One question with a weightage of 5 Marks : $5 \times 3 = 15$

One question with a weightage of 8 Marks : $8 \times 3 = 24$

(Internal Choice at the same CLO level)

Total : 45 Marks

ESE Pattern (Theory)

Section A – $5 \times 2 = 10$

Section B – $5 \times 5 = 25$ (either or – same CLO Level)

Section C – $5 \times 8 = 40$ (either or – same CLO Level)

Total 75 Marks

ESE Question Paper Pattern:(for Accounts Paper) $5 \times 15 = 75$ Marks

Question from each unit comprising of

One question with a weightage of 2 Marks : $2 \times 5 = 10$

One question with a weightage of 5 Marks : $5 \times 5 = 25$

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

Total 75 Marks

I Year UG / PG

CIA Test - 5 Conducted for 45 marks after 50 days

Model Exam - 7 Conducted for 75 marks (Q.P. Pattern (2,5,8 Marks) Each Unit 15 Marks)

Sem/Ass/Quiz - 5

Class Participation - 5

Attendance - 3

Total Internal Marks - 25 Marks

COURSE NUMBER BA23C04	COURSE NAME - FINANCE AND ACCOUNTING FOR BUSINESS PROCESS SERVICES	Category	L	T	P	Credits
		Theory	73	2	-	3

Preamble

1. To understand the basic concepts of Outsourcing.
2. To learn about the different aspects of Supply chain management.
3. To familiarize the students with the concept of Accounts Payable and Receivable.
4. To convey sufficient knowledge on Emerging trends in Finance and Accounting.

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 outsourcing need and concepts of Accounts Payable, Accounts receivable, General Ledger, Accounting standards, operating models of BPS and current trends in BPO	K1
CLO 2	Recognize how the process of General Ledger, Supply Chain, Accounts Payable and Accounts receivable are used in Finance and Accounting domain.	K2
CLO 3	Apply the concepts of General Ledger, Supply Chain, Accounts Payable and Accounts receivable using various operational models and financial accounting Standards	K3
CLO 4	Analyze how the process of General Ledger, Supply Chain, Accounts Payable and Accounts receivable are used in emerging trend in F&A Technology	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO 1	Strong	Medium	Medium	Medium	Medium
CLO 2	Medium	Medium	Strong	Medium	Medium
CLO 3	Medium	Medium	Medium	Strong	Medium
CLO 4	Medium	Medium	Medium	Medium	Strong

SYLLABUS

UNIT I (15 HRS)

Overview of BPS: Outsourcing need and current trends- BPO areas- horizontal and business verticals-BPO industry- Future of BPO- ***Generative Artificial intelligence and its impact on the Future of BPO***.

Operating models of BPS: ***Operating model of BPS*** -Cost effectiveness and process efficiency- Phases in process outsourcing-Transaction flows in BPS.

UNIT II (14 HRS)

Supply Chain: Supply chain- Decision process- Activities – e-procurement- SIPOC-SCOR model- ***Analytics in Supply Chain management***

General Ledger: ***General Ledger Process***-Chart of accounts-Tax accounting-Tax accounting in India and US-Reporting.

UNIT III (15 HRS)

Accounts Receivable: Accounts receivable-Sub categories-credit management-sales order management-Billing and revenue recognition-Collection procedures-cash application-***AI based cash application for order- to -cash solutions***-reconciliation and reporting.

Accounts Payable: Accounts payable- vendor master-invoice and payment processing-vendor reconciliation-***Role of technology in accounts payable***.

UNIT IV (14 HRS)

Emerging trend in F&A Technology: Emerging trends in F&A technology-***ERP-ERP software system***-XBRL reporting-Automation in Finance & Accounting for BPS-***Application of AR and VR in finance and accounting***

Accounting standards Board-Key Indian Accounting Standards-India and IFRS- International financial accounting Standards-comparison between Indian/US GAAP and IFRS.

UNIT V (15 HRS)

Controls and Compliance: F&A control and compliance-Internal controls-SOX act-2002-***Corporate governance in India***- SOX compliance/ISAE 3402provision-types of SSAE 16-Audit engagements-***Auditing in the digital world***-information security.

***Text in bold are offered in blended mode & links are provided**

TEXT BOOKS: TCS MATERIALS

Blended Learning Links

S.No	Unit	Topic	Blended Link
1	I	Generative Artificial intelligence and its impact on the Future of BPO	https://nptel.ac.in/courses/106105077
2		Operating model of BPS	https://www.youtube.com/watch?v=hff5xskXiVw
3	II	Analytics in Supply Chain management	https://archive.nptel.ac.in/courses/110/107/110107074/
4		General Ledger Process	https://archive.nptel.ac.in/courses/110/106/110106147/
5	III	AI based cash application for order- to -cash solutions	https://www.youtube.com/watch?app=desktop&v=vvRiASnH67o
6		Role of Technology in accounts payable	https://www.youtube.com/watch?v=XSuqbgD_Clw
7	IV	ERP-ERP software system	https://nptel.ac.in/courses/110105083
8		Application of AR and VR in finance and accounting	https://www.youtube.com/watch?v=IviF9eyDvrE
9	V	Corporate governance in India	https://www.youtube.com/watch?v=FN0kRR98518
10		Auditing in the digital world	https://www.youtube.com/watch?v=1pH3dsLGW9Y

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

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB23C05	STRATEGIC CORPORATE COMMUNICATION	Theory	73	2	-	3

Preamble

1. To understand the role of effective communication strategies in fostering successful business operations
2. To learn the corporate communication theories, digital communication techniques, and cross-cultural communication challenges
3. To develop and implement strategic communication plans for multinational corporations
4. To integrate the AI tools in organizations for their Communication process.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Demonstrate an understanding of the foundational theories and models of corporate communication within the context of international business.	K1
CLO2	Apply effective internal and external communication strategies to enhance corporate identity and reputation in a global business setting.	K2
CLO3	Analyze and utilize digital communication tools and social media management techniques to optimize corporate branding and engagement.	K3
CLO4	Create and implement strategic corporate communication plans, and assess the effectiveness of these plans in achieving corporate communication objectives.	K4

Mapping with Programme Learning Outcomes

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

S-Strong; M-Medium;

SYLLABUS

UNIT – I (14 Hours)

Introduction to Strategic Corporate Communication - The role of corporate communication in organizational success - ***Developing an effective communication Strategies for International Business *** - Effective Communication Models in a Global Context - Evaluating the Effectiveness of Corporate Communication Initiatives. The Role of Augmented Reality in Corporate Strategic Communication

UNIT – II (15 Hours)

Theoretical Frameworks in Strategic Corporate Communication - Building and Maintaining Corporate Identity and Reputation - Corporate Communication through Social networks-

Identification of the key dimensions for Dialogic Communication

UNIT – III (15 Hours)

Utilizing Digital Platforms for Global Corporate Communication - Creating Effective Social Media Campaigns for Global Audiences - Ethical Considerations in Digital Communication Strategies -

***Internal and External Communication Strategies *** - Social Media Management for International Brand Building – Incorporation of Virtual Reality in Social Media

UNIT – IV (15 Hours)

Management Levels of Strategic Communication – Micro, Macro and Meso level sectors on strategic Communication - Understanding Cultural Diversity and Communication Challenges -

Developing Intercultural Communication Strategies for Global Operations- Effective Communication Across Different Cultural Contexts – Implementation of Industry 4.0 in Communication Strategies

UNIT – V (14 Hours)

Online Reputation Management - Crisis Communication and Response Strategies in international business - Stakeholder Engagement and External Communication Practices- Developing Comprehensive Corporate Communication Plans - ***Introduction to Integrated Marketing Communication (IMC) - Developing Global IMC Campaigns***— Implementation of AI Tools in Communication process.

***Text in bold are offered in blended mode & links are provided**

(Case studies for Internal Evaluation only)

Text Books:

Sl.No	Authors(s)	Title of the Book	Publisher	Year of Publication
1	Mark Anthony Camilleri	Strategic Corporate Communication in the Digital Age	Emerald Publishing Limited	2021
2	Derina Holtzhausen, Jami Fullerton, Bobbi Kay Lewis, Danny Shipka	Principles of Strategic Communication	Taylor & Francis	2021
3	Ross Brinkert ,Lisa V. Chewing	Strategic Corporate Communication: Core Concepts for Managing Your Career and Your Clients' Brands	Cognella,	2020

Reference Books:

Sl.No	Authors(s)	Title of the Book	Publisher	Year of Publication
1	Sara LaBelle, Jennifer H. Waldeck	Strategic Communication for Organizations	University Of California Press	2020
2	Joep Cornelissen	Corporate Communication A Guide to Theory and Practice	SAGE Publications	2020

Reference Web Links:

Sl.No	Units	Links	No of Hrs
1	Unit I,II,III	https://www.coursera.org/learn/understanding-corporate-communications	6 hours
2	Unit IV	https://www.coursera.org/learn/global-impact-cross-cultural-management https://www.mooc-list.com/course/crisis-communications-coursera	18 hours 3 weeks

Blended Learning Links

S.No	Unit	Topic	Blended Learning Links
1	I	Developing an effective communication Strategies for International Business	https://www.youtube.com/watch?v=D-KXr_lvED4&t=19s
2	II	Identification of the key dimensions for Dialogic Communication	https://www.youtube.com/watch?v=kqN6nG2A7K8
3	III	Internal and External Communication Strategies	https://www.youtube.com/watch?v=VDLEW3fLegY
4	IV	Developing Intercultural Communication Strategies for Global Operations	https://www.youtube.com/watch?v=RXwxg-6dUbE
5	V	Introduction to Integrated Marketing Communication (IMC) - Developing Global IMC Campaigns	https://www.youtube.com/watch?v=nPTRzfi1lgg

COURSE NUMBER- BB23C06	COURSE NAME HUMAN RESOURCE MANAGEMENT	Category	L	T	P	Credit
		Theory	73	2	-	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	Apply the strategies, latest trends & developments in HR and retain the best talents in the organization.	K3

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***. HR Structure, Strategy and Concept of People Management in a Systems Perspective

UNIT – II (15 Hours)

Job Analysis: Job Description - Job Specification – Objectives - Concept –Approaches- Methods. Job Design - ***Recruitment: Definition and Objectives of Recruitment***– Recruitment Policy – Sources of Recruitment and Methods of Recruitment – Online recruitment, RPA in Recruitment Process. ***Selection: Definition and Purpose of Selection*** – Process – 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 instructors led training and learning - coaching, mentoring, job shadowing, online learning, and Blended learning. HR Virtual Assistants.

UNIT – IV (14 Hours)

Performance Appraisal- Concept – Objective –importance –process –problems –essential Methods of Performance Appraisal – 360-degree appraisal techniques- ***Compensation –meaning, Essential, types***, Components of compensation (direct and indirect) - Moonlighting in HRM - Reasons, types and its effects. HRM Tech Trends - ***Career Planning*** and Succession Planning- Objectives, Process and Career Counselling – Advantages and Limitation – 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 Software development - HR Audit - Ethics in HRM

***Text in bold are offered in blended mode & links are provided**

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, 10th Edition	2023
2.	Pravin Durai	Human Resource Management	Pearson Publishers	2020

Reference Books:

S.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Rahul Kumar Das	Human Resource Management	Notion Press	2022
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

Blended Learning links

S. No.	Units	Topics	Links
1	Unit –I	Objectives and Nature of HRM – Evolution of HRM - Functions & Importance of HRM – Qualities, and Role of HR Manager	https://archive.nptel.ac.in/courses/122/105/122105020/
		HRM in changing environment - Challenges in HRM	https://www.youtube.com/watch?v=awUPBxAetIU
2.	Unit –II	Recruitment: Definition and Objectives of Recruitment – Recruitment Policy	https://archive.nptel.ac.in/courses/122/105/122105020/
		Selection: Definition and Purpose of Selection	https://archive.nptel.ac.in/courses/122/105/122105020/
3.	Unit –III	Training and development of Employees – Training Objectives – Need for Training	https://archive.nptel.ac.in/courses/122/105/122105020/
4.	Unit –IV	Compensation –meaning, Essential, types	https://www.youtube.com/watch?v=c75U2xofWEM
		Career Planning	https://www.youtube.com/watch?v=-3gpquAjios
5.	Unit - V	Employee Health, Safety & Welfare, Grievances & Discipline, Social Security	https://www.youtube.com/watch?v=KRjsEQXeBvo https://www.youtube.com/watch?v=KoDiuL6NqgQ&t=1s

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

COURSE NUMBER 23PECM1	COURSE NAME	Category	L	T	P	Credit
	Professional English for Commerce and Management	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

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 and gadgets*.

Writing: Process Description –Compare and Contrast Paragraph-Sentence Definition and Extended 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

Textbook

S.No.	Authors	Title of the Book	Publishers	Year of Publication
1	TamilNadu State Council for Higher Education (TANSCH)	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

Evaluation pattern: Internal 50 marks
ESE 50 marks

NOTE 1:

Internals 5 tests x 10 marks each

Test 1 : Listening

Test 2 : Speaking

Test 3 : Reading

Test 4 : Listening

Test 5 : Speaking

ESE: Only Reading, Writing and Vocabulary components from all 5 units

Question Paper pattern for ESE

Section A: 5 x 2 = 10 marks

Section B: 4/6 x 5 = 20 marks

Section C: 2/3 x 10 = 20 marks

Total = 50 Marks



**College of Excellence, NIRF-2023-4th Rank
Autonomous and Affiliated to Bharathiar University
Accredited with A⁺⁺ grade by NAAC, An ISO 9001:2015 Certified Institution
Peelamedu, Coimbatore-641004**

**DEPARTMENT OF BUSINESS ADMINISTRATION
(BUSINESS PROCECSS MANAGEMENT)**

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

SEMESTER III

2023-2026 BATCH



**College of Excellence, NIRF-2023-4th Rank
Autonomous and Affiliated to Bharathiar University
Accredited with A++ grade by NAAC, An ISO 9001:2015 Certified Institution
Peelamedu, Coimbatore-641004**

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.

PROGRAMME SPECIFIC OUTCOME (PSO'S)

Upon the completion of BBA (Business Process Management) program, the graduates will be able to

PSO1: Enrich their knowledge and skills in various domains of business process services to become Industry ready.

PSO2: Develop corporate etiquettes, critical thinking, and exhibit a spirit of co-operation, leadership, and teamwork.

PSO3: Understand the framework of controls and compliances in various domains of BPS.

PSO4: Gain expertise on modern methods and techniques used in Business Process Industry.

DEPARTMENT OF BUSINESS ADMINISTRATION
(BUSINESS PROCESS MANAGEMENT)

CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOME BASED CURRICULAR
FRAMEWORK (LOCF)
SCHEME OF EXAMINATION
2023-26 Batch & onwards
III SEMESTER

SEM	Part	Course Code	Title of the Course	Course Type	Instruction hours/week	Contact hours	Tutorial	Duration of Examination	Examination Marks			Credits
									CA	ESE	TOTA	
III	I	TAM2303A/ HIN2303A/ FRE2303A	Language Paper III- Tamil/Hindi/French Paper III	L	4	58	2	3	25	75	100	3
	II	ENG2303A	English Paper III	E	4	58	2	3	25	75	100	3
	III	BB23C07	Core 7: Production and Materials Management	CC	7	103	2	3	25	75	100	5
	III	BB23C08	*Core 8: Marketing Management	CC	5	73	2	3	25	75	100	4
	III	BA23A01/ RM23A01	Allied paper III: Insurance for Business Process Services/ Fundamentals of Economics	GE	5	73	2	3	25	75	100	4
III/ IV	III	CS23SBGP/ BA23SB01	SBS: GEN-AI/ Retail, CPG and Market Research	SEC	3	44/41	1/4	-	100	-	100	3
III	IV	NM23DTG	Design Thinking	AEC	2	30	-	-	100	-	100	2
	IV	NM22UHR	Universal Human Values and Human Rights #	AECC	-	-	-	-	100	-	100	Gr.
I-V	VI	16BONL1	Online Course 1**	ACC	-	-	-	-	-	-	-	-
	VI	16BONL2	Online Course 1**	ACC	-	-	-	-	-	-	-	-

L-Language

CC – Core Courses

GE – Generic Elective

AEC – Ability Enhancing Course

E-English

CA – Continuous Internal Assessment

ESE - End Semester Examination

SEC – Skill Enhancement Course Self-Study

ACC- Additional Credit Course

- Self Study

* - Internal evaluation through COURSERA for CA only- Conducted for 100 converted to 25 marks, ESE evaluated for 75 marks

**-Additional Credit Course

The following is the assessment pattern for 2023- 24 batch

CA Pattern

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

ESE Pattern

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

Evaluation pattern for Core courses in COURSERA -

● **Internal Evaluation**

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

● **ESE Pattern**

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

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	
Total		25 Marks	

Assessment pattern for Universal Human Values and Human Rights / Design Thinking

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

Assessment Pattern for 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

COURSE CODE	COURSE NAME	Category	L	T	P	Credit
BB23C07	PRODUCTION AND MATERIAL MANAGEMENT	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.Asathappa	Essentials of Production Management	Himalaya Publishing House	2021 3 rd Edition
2	Dr.K.Vidyakala, Dr.N. Kathiravan, Dr.K. Nithyakala	Production and Materials Management	Bonfring Publishers	2018 1 st Edition
3	Tony K. Arnold, Steve Chapman, Lloyd M. Clive, Ann K. Gatewood	Introduction to Materials Management	Pearson	2022 9 th Edition

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 Edition
2.	Chunawalla & Patel	Production and Operations Management	Himalaya Publishing House.	2022 9 th Edition
3	Marc Helmold & Brain Terry	Operations and Supply Management 4.0 Industry Insights, Case Studies and Best Practices	Springer Cham	2021 1 st Edition
4	Ankita Agrawal	Production and Materials Management	Horizon Press	2022 1 st Edition

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 Video's https://www.youtube.com/watch?v=IhGBUcMM-rE Other youtube Links: https://www.youtube.com/watch?v=YR5jjIeIoTg
3	Types and Hybrid layouts	NPTEL Video's https://www.youtube.com/watch?v=swk6Fo-BoSA
4	Master Production Schedule (MPS) – Material Requirement Planning (MRP)	NPTEL Video MPS: https://www.youtube.com/watch?v=VjSgga4E6VYMR P: https://www.youtube.com/watch?v=1kU8HG5Y9Kc
5	Work study: Method study, Timestudy	NPTEL Video WS: https://www.youtube.com/watch?v=KNFZXNWYV no 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://youtu.be/AatGnlsOdAY NPTEL Video: 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 NPTEL: 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=UOuTBCrW2kY
12	Types and Roles of Six SigmaBelts	NPTEL Video https://www.youtube.com/watch?v=Xi12Lwmz5dE https://www.youtube.com/watch?v=vmdB14BXkGU
13	Lean Manufacturing and WorldClass Manufacturing	NPTEL Video Lean Manufacturing: https://www.youtube.com/watch?v=G_0bl6FHo_cNPTE 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 CODE	COURSE NAME	Category	L	T	P	Credit
BB23C08	MARKETING MANAGEMENT	Theory	73	2	-	4

Preamble:

- To provide fundamentals of marketing and marketing environment in businessworld.
- To assess the importance of product and brand perspective
- To assess the pricing strategies, marketing segmentation and positioning to attain competitive advantage
- To analyze, select marketing channels and promotion aspects
- To analyze 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 Aspectsof Marketing

Case study (internal valuation only)

Text books:

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

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 Edition
2	Ramasamy and S. Nama kumari	Marketing Management: Indian Context Global Perspective	Sage Publications India Pvt Ltd; Sixth edition	2018 6 th Edition

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

Coursera 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-commerce	e-
	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 CODE	COURSE NAME	Category	L	T	P	Credit
BA23A01	INSURANCE FOR BUSINESS PROCESS SERVICES	Theory	73	2	-	4

Preamble

- 1.To develop an understanding of what risk is, how it can be measured and transferred
- 2.To Understand the various Life and Non-Life insurance Concepts
- 3.To Know about Retirement services provided by the Insurance Companies

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 Concept of insurance, property & casualty insurance, health insurance, retirement services, important terminologies and the regulatory environment guiding the insurance function.	K1
CLO 2	Associate the implications of each type of life insurance policy and non- life insurance and Comprehend on the risk mitigation concepts and usage of insurance products to mitigate risk	K2
CLO 3	Illustrate and apply the Concept of insurance, property & casualty insurance, health insurance, process of annuity, underwriting, superannuation retirement plans of an individual investor in USA and third party	K3
CLO 4	Analyze the role of health care insurance in promoting the interest of individual and health care industry and assess the defined benefits and defined contributions of retirement planning	K4

Mapping with Program Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO 1	S	M	S	M	S
CLO 2	S	S	S	S	S
CLO 3	S	S	S	S	S
CLO 4	S	S	M	S	S

S-Strong; M-Medium

UNIT-I (15 Hours)

Insurance: Overview-***Fundamentals of Insurance***- Principles & Practices of insurance contract – Concept of Risk-Key Insurance terminologies –***Types of Insurance companies***-***Types of Insurance*** -Life Insurance Market-Non-Life Insurance market- Business units in an insurance company –Overview of Insurance Life Cycle -***Reinsurance concept***-***Application and Benefits of Gen AI in Insurance***.

UNIT-II (15 Hours)

Life Insurance & Annuity: Concept of Life Insurance-Important terminologies in a Life Insurance policy – ***Parties in a Life Insurance policy***-***Individual Life Insurance plans*** – Supplementary Benefits or Riders – Policy Provisions – Ownership rights – Life insurance policy life cycle-***Insurance Tech Trends***-***Importance and benefits of Insurance Technology***

Concept of Annuity–Key terminologies- ***Types of Annuity***– Annuity Contract provisions- Annuity: USA – Fixed Annuity, Fixed Index Annuity, Variable Annuity- Annuitized pay-out options– calculating annuity benefit payments -Open market option–Individual Annuities-Types-Traditional IRA-Roth IRA -***Qualified & Non-Qualified Annuity***

UNIT-III (15 Hours)

Property and Casualty Insurance: Introduction- Non-Life Insurance concepts -Meaning of Property Insurance-Meaning of Casualty Insurance-Types of Casualty Insurance-Vehicle Insurance-Flood Insurance-Liability Insurance-Non Life Insurance market structure in USA-Categories-***Insurance Providers***-Insurance Processes–New Business and Underwriting process – Policy Servicing process – ***Claims process***-***Application of AI and Automation for faster claims*****Emerging trends in property & casualty insurance***-***Role of RPA and Telematics in Non-Life Insurance**

UNIT-IV (14 Hours)

Healthcare Insurance: Concept –Important Terminologies-Health Insurance framework –Problems in Health Insurance markets – ***Healthcare Eco System in USA*** – Healthcare regulations & Standards- ***Medicare*** – Medicaid - Individual Health Insurance policies – ***Group Health Insurance Policies*** –***Managed Care Plans***- ***Role of Blockchain in Healthcare Insurance***

UNIT-V (14 Hours)

Retirement Services: Concept of Retirement–***Retirement Planning*** –Importance of Retirement Planning-***Emerging trends in retirement planning***- Asset Allocation & Asset Classes –***Life stages of an Investor*** – Defined Benefits & Defined Contribution – Individual Retirement Arrangement in USA – Third Party Administrators in USA – Life cycle of participation in a plan-categories of pension in UK-Retirement options in UK-***Superannuation***.

***Highlighted text offered in blended mode**

Textbook

TCS MATERIAL

Reference Books:

Sl.No	Authors(s)	Title of the Book	Publisher	Year & Edition
1	M N Srinivasan and K Kannan	Principles of Insurance Law	LexisNexis	2021 11th Edition
2	R K Nagarjun	Law And Practice of Insurance in India	Allahabad Law agency	2023 4th Edition

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

Blended Learning Links:

Units	Topic	Link
Unit I	Fundamentals of Insurance	https://www.youtube.com/watch?v=IbhuV9xS8vc
	Types of Insurance Companies	https://www.youtube.com/watch?v=FVE51Lq77Hg
	Types of Insurance	https://www.maxlifeinsurance.com/types-of-insurance
	Reinsurance concept	https://www.investopedia.com/articles/markets/081716/facultative-vs-treaty-reinsurance-differences-and-examples.aspx
	Application and Benefits of Gen AI in Insurance	https://www.youtube.com/watch?v=3OGpbWLQQbo
Unit II	Parties in a Life Insurance policy	https://www.insure.com/life-insurance/life-insurance-policy-roles.html
	Individual Life Insurance plans	https://www.maxlifeinsurance.com/blog/life-insurance/different-types-of-life-insurance-explained
	Insurance Tech trends	https://www.youtube.com/watch?v=BnHxbGAMXVU
	Importance and Benefits of Insurance Technology	https://www.youtube.com/watch?v=6wP6zWiyI4s
Unit III	Insurance Providers – Co-Insurance	https://www.investopedia.com/terms/c/coinsurance.aspx

	Claims Process	https://www.youtube.com/watch?v=OJJ0XdyZyu4
	Emerging trends in property and casualty insurance	https://www.decisionresearch.com/five-emerging-trends-for-the-property-casualty-insurance-sector/
	Application of AI and Automation for faster claims	https://www.youtube.com/watch?v=rzFNkVMJyPA
	Role of RPA and Telematics in Non-Life Insurance	https://www.mdpi.com/journal/risks/special_issues/Non-life_Insurance
Unit IV	Healthcare Eco System	https://www.coursera.org/lecture/healthcareconsumerism/defining-the-healthcare-ecosystem-9r5cG
	Medicare	https://www.youtube.com/watch?v=dS8R0bGmEZE
	Group Health Insurance Policies	https://www.acko.com/health-insurance/difference-between-group-and-individual-health-insurance/
	Managed Care Plans	https://courses.lumenlearning.com/atd-clinton-hsm111/chapter/managed-care-organization/
	Role of Block chain in Healthcare Insurance	https://consensus.io/blockchain-use-cases/finance/insurance
Unit V	Retirement Planning	https://www.youtube.com/watch?v=tiVAJFzNlys
	Emerging trends in Retirement Planning	https://memberstrust.com/emerging-trends-in-retirement-planning/
	Life stages of an Investor	https://cafemutual.com/news/financial-planning/155-life-cycle-planning

COURSE CODE	COURSE NAME	Category	L	T	P	Credit
RM23A01	FUNDAMENTALS OF ECONOMICS	Theory	73	2	-	4

Preamble

1. To familiarize the students with elementary concepts of Economics.
2. To acquaint the students with tools and techniques those are useful in their profession in Managerial Decision Making which will enhance their employability.
3. To gain understanding of some Macroeconomic concepts to improve their ability to understand the business climate.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Remember concepts of Demand, Supply, Cost, Revenue, National Income and Inflation.	K1
CLO2	Identify and describe the Production function, pricing cost minimization techniques and relevant theories.	K2
CLO3	Describe the scope of Economics, Economies of Scale, Equilibrium and Balance of Payments.	K3
CLO4	Critically evaluate the basic demand and supply model to determine an equilibrium price and quantity, changes to equilibrium price and quantity, and their impact on resource allocation.	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	S	S
CLO4	S	M	S	S	S

S- Strong; M-Medium

SYLLABUS

UNIT- I (15 Hours)

Meaning and Definition of Economics, Nature and Scope of Economics, Firm- Industry- Objectives of firm- Profit Maximization-Social responsibilities of firm- ***Demand- Meaning- Types***-Law of demand- Elasticity of Demand- Measurement of Elasticity of Demand –Types and Methods- AI driven demand forecasting.

UNIT - II (15 Hours)

Production- Importance of production-Factors of Production- Production function- ***Least cost combination- Types of utility-Law of Returns- Law of Variable Proportions***- Returns to scale- Economies of Scale- Law of Supply- Elasticity of Supply - Cost and Revenue- Concepts and curves.

UNIT - III (16 Hours)

Market- Meaning- Types- Equilibrium of the firm- Industry- ***Fundamentals of pricing-Pricing under perfect competitions***- Monopoly- Price Discrimination- Pricing under Monopolistic Competition- ***Pricing under Oligopoly – Pricing under Duopoly-The Four Step Process***, Price Ceilings and Price Floors- Application of AR and VR in pricing strategies.

UNIT – IV (16 Hours)

Distribution- Factor Pricing- Marginal Productivity theory - Wages- Determination of wages-***Causes for wage difference- Trade Union and wages- Rent- Ricardian theory rent***- Quasi – Rent-Modern theory of rent-

Interest- Profit – ***Theories of Profit-Unemployment***-Compute Unemployment Rate- Patterns of Unemployment- Changes in Unemployment over the Short Run- Changes in Unemployment over the Long Run.

UNIT - V (11 Hours)

National Income- Concepts- measurement – ***Problems- Uses–** Leveraging Big Data Analytics and Machine Learning Techniques to measure National Income- **Inflation- Types***- Causes and Control – ***Trade Cycle – Stages of trade cycle-Balance of Payments***-Inflation-Tracking Inflation- Measuring Changes in the Cost of Living- Current trends in inflation in India.

*** Highlighted text offered in blended mode. (Links Provided)**

Text book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition
1.	N. Gregory Mankiw	Principles of Economics	Cengage Learning	2024 10 th Edition

Reference Books:

Sl.No	Author(s)	Title of the Book	Publisher	Year & Edition
1.	H.L Ahuja	Business Economics	Sultan Chand & Sons	2022 10 th Edition
2.	Dr. S.Sankaran	Business Economics	Margham Publication	2022 2 nd Edition
3.	Kaveri,SudhaNayak, Girija&Meenakashi	Business Economics	Sultan Chand & Sons	2020 6 th Edition

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

Blended Learning Topics:

S. No	Unit	Topic	Link
1.	I	Demand- Meaning- Types	https://onlinecourses.swayam2.ac.in/cec20_hs26/preview
2.	II	Least cost combination- Types of utility- Law of Returns- Law of Variable Proportions	https://archive.nptel.ac.in/courses/110/101/110101149/
3.	II	Law of Supply- Elasticity of Supply	https://onlinecourses.swayam2.ac.in/cec22_hs35/preview
4.	III	Fundamentals of pricing- Pricing under perfect competitions	https://onlinecourses.swayam2.ac.in/imb22_mg04/preview
5.	III	Pricing under Oligopoly – Pricing under Duopoly-The Four Step Process	https://onlinecourses.swayam2.ac.in/cec22_hs35/preview
6.	IV	Causes for wage difference- Trade Union and wages- Rent- Ricardian theory rent	https://onlinecourses.nptel.ac.in/noc22_mg103/preview
7.	IV	Theories of Profit-Unemployment Compute	https://onlinecourses.swayam2.ac.in/cec20_hs43/preview
8.	V	Problems- Uses- Inflation- Types-	https://onlinecourses.swayam2.ac.in/cec22_hs49/preview
9.	V	Trade Cycle- Stages of trade cycle – Balance of Payments	https://onlinecourses.swayam2.ac.in/cec22_hs49/preview

COURSE CODE	COURSE NAME	Category	L	T	P	Credit
CS23SBGP	SBS I - Gen-AI	Practical	-	1	44	3

Preamble

The objective of this course is to understand the breadth and depth of Generative Artificial Intelligence (Gen AI) and to impart knowledge on its ethical implications, practical applications, and emerging trends.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the fundamental concepts and ethical considerations of Generative AI.	K2
CLO2	Apply AI principles in practical settings using basic AI tools and platforms	K3
CLO3	Develop advanced skills in specialized AI applications such as text analysis, natural language processing, and image recognition.	K3
CLO4	Explore emerging trends in AI, integrating advanced AI tools into diverse professional practices.	K4

Mapping with Programme Outcomes

CLOs	PO1	PO2	PO3	PO4	PO5
CLO1	S	S	S	S	M
CLO2	S	S	S	S	S
CLO3	S	S	M	S	S
CLO4	S	M	S	M	S

S- Strong; M-Medium;

SBS I: Gen-AI - CS23SBGP

(44 Hrs)

Unit 1: Introduction to Gen AI

(9 hours)

Understanding Gen AI: Definition and scope of Gen AI - Overview of its applications in various fields - Introduction to essential skills needed for Gen AI. Ethical Considerations: Discussion on ethical guidelines and responsible use of AI - Understanding the impact of AI on society and individuals.

Hands-on Activity: Exploring AI Tools

- Working with appropriate content creation Gen-AI tools to engage with ChatGPT to explore various subjects, simulate interviews, or create imaginative written content.
- Working with appropriate writing and rephrasing Gen-AI tools to drafting essays on designated topics and refining the content with improved clarity, coherence, and correctness.

Unit 2: Basic AI Concepts

(8 hours)

Introduction to AI: Basic concepts and terminology of artificial intelligence - Examples of AI in everyday life - Real-world examples of AI applications in different domains. Machine Learning Basics: Understanding the principles of machine learning - Overview of supervised and unsupervised learning.

Hands-on Activity: Simple AI Projects

- Working with appropriate educational content creation Gen-AI tools to generate quizzes and flashcards based on classroom material.
- Working with appropriate language learning Gen-AI tools to practice and enhance language skills through interactive exercises and games across multiple languages.

Unit 3: AI in Practice

(9 hours)

Text Analysis and Natural Language Processing (NLP): Introduction to NLP concepts and techniques - Hands-on exercises analyzing text data and extracting insights. Image Recognition and Processing: Basics of image recognition algorithms and techniques - AI Tools for Text and Image Processing

Hands-on Activity: Text and Image Projects

- Working with appropriate image processing Gen-AI tools to experiment with AI-generated images.
- Working with appropriate object recognition Gen-AI tools to identify various objects such as text, images, products, plants, animals, artworks, barcodes, and QR codes.

Unit 4: AI for Productivity and Creativity

(9 hours)

AI-enhanced Productivity and creativity Tools: Overview of productivity and creativity tools enhanced with AI capabilities - Tips for integrating AI into daily tasks and workflows. AI and Jobs: Exploring how AI impacts jobs and industries - Discussion on opportunities and challenges - Exploration of AI-powered creative tools and applications.

Hands-on Activity: Productivity and Creativity

- Working with appropriate content creation Gen-AI tools to generate interactive videos / blog posts / art / drawing / music and storytelling experience.
- Working with appropriate resume generation Gen-AI tools to create professional resumes efficiently.

Unit 5: Future of Gen AI and Final Project

(9 hours)

Emerging Trends in Gen AI - Applications of Generative AI - Ethical and Societal Impact of Gen AI - Future Directions and Challenges - Case Studies in Generative AI.

Hands-on Activity: Trends in Gen AI

- Working with appropriate speech generation Gen-AI tools to customize synthetic speech for virtual assistance across different applications.
- Working with appropriate data analysis Gen-AI tools to perform data analysis, visualization, and predictive modeling tasks.
- Working with appropriate Gen-AI design tools to simplify the creation of visually appealing presentations.
- Working with appropriate website builder Gen-AI tools to develop professional websites with AI assistance.

Pedagogy

Demonstration of AI Tools, Lectures and Case studies.

Course Designer

Mrs. S. Ponmalar

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

COURSE CODE	COURSE NAME	Category	L	T	P	Credit
BA23SB01	SBS - RETAIL, CPG, AND MARKET RESEARCH	Theory	41	4	-	3

Preamble:

- To impart knowledge about Modern concepts of marketing and market research.
- To Develop a better understanding of the role of marketing in a business organization.
- To Provide opportunities to analyze marketing activities within the firm.

Course Learning Outcomes:

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the concepts of Market Research, CPG, Retail Segmentation, Marketing Mix, Product, Brand, Media Management; Consumer, Retail, Media, and Consumer research	K1
CLO2	Associate the functions of Retail, Consumer Research, Consumer Packaged goods, media research and retail insights to interact with their customers.	K2
CLO3	Apply the concepts of Market Research, Product Management, Brand Management, Media Management; Consumer Research in business organization.	K3
CLO4	Analyze the marketing strategies, factors of Consumer behavior, product pricing to compete with global retailers and to apply it in real world.	K4

Mapping with Program Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	Strong	Medium	Medium	Strong	Medium
CLO2	Strong	Low	Medium	Strong	Medium
CLO3	Strong	Medium	Strong	Medium	Medium
CLO4	Medium	Low	Medium	Medium	Low

S- Strong; M-Medium; L-Low

UNIT-I (9 Hours)

Market Research: Market Research- Meaning- Types- Need for Market Research-Difference between Market research and Marketing Research- Market research concept- Custom Study-Syndicated study-Quantitative Research methodology-Qualitative Research-Methodology-Current trends in AI market research

UNIT-II (9 Hours)

Retail & Retailing: Retail- Meaning- Functions- Significance - future of Retailing-Retail Formats- Strategy behind different formats of Retail - Function of a Retailer - Retail Function Flow-Drivers of Retail Change in India- Challenges in Retail- Developments in India- Environment and Legislation for Retailing - Global Retailers- Challenges faced by unorganized retailing from organized retailing-Future of AI in Retail.

UNIT-III (9 Hours)

Retail research: Retail Research –Benefits- Retail Data- Characteristics of Retail Data- Types-Retail Data Validation- Retail Reports- Product Coding- Product Reference- Product Features- Features Coding-Items Coding- store reference-price range- Analytics and Insights in Retail-Key benefits and implementation of RPA in retail research.

UNIT-IV (8 Hours)

Consumer Research: Consumer Research –Importance – Consumer Marketing research-key consumer research methodology- Consumer Research Cycle-Use of Augmented Reality and Virtual Reality in consumer Research
 CPG: Classification of Goods- Consumer goods, Industrial goods - Concept of Consumer-Packaged Goods (CPG) – CPG Industry – Global CPG Manufacturers - CPG and MR Offerings - Consumer Behavior and CPG - Influencers of CPG.

UNIT-V (8 Hours)

Media & Panel Research: Media Research – Importance –Types – Media Data-Characteristics – Media Data Validation –Media Research Report- Retail Audit –Importance -Panel Data - Consumer Panels – *Importance - Types of Consumer Panel- PanelResearch Report- Role of Internet in retailing.

Text Book**TCS Material****Reference Books:**

Sl.No	Authors(s)	Title of the Book	Publisher	Year & Edition
1	Anne E Beall	Strategic Market Research: A guide to conducting research that drives business	Beall Research	2019 3 rd Edition
2	Mercedes Esteban- Bravo Jose M. Vidal-Sanz	Marketing Research methods	Cambridge University Press	2021 1 st Edition

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

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

Preamble:

1. To expose the students to the concept of design thinking as a tool for innovation
2. To facilitate them to analyze the design process in decision making.
3. 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

NM21DTG - DESIGN THINKING

UNIT – 1 (6 Hours)

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

UNIT – II (6Hours)

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 Ideation - 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	ChristianMueller-Roterberg	Handbook of Design Thinking Tips & Tools for how to design thinking	Amazon Kindle Version	2018 1st Edition
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	2022 1st Edition

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 practicalguide 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/veixQsRnZZU 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/10904109/L19.html



DEPARTMENT OF BUSINESS ADMINISTRATION

(BUSINESS PROCECSS MANAGEMENT)

CHOICE BASED CREDIT SYSTEM (CBCS)

&

**LEARNING OUTCOMES- BASED CURRICULAR
FRAMEWORK(LOCF)**

SEMESTER IV

DEPARTMENT OF BUSINESS ADMINISTRATION

(BUSINESS PROCECSS MANAGEMENT)

2023-2026 BATCH



**DEPARTMENT OF BBA (BUSINESS PROCESS MANAGEMENT)
CHOICE BASED CREDIT SYSTEM (CBCS) &
LEARNING OUTCOME BASED CURRICULAR FRAMEWORK(LOCF)
SCHEME AND SYLLABUS OF THE EXAMINATION
2023-2026 Batch
Semester- IV**

Semester	Part	Course Code	Title of the Course	Course Type	Instruction hours per week	Contact Hours	Tutorial Hours	Duration of the Examination	Examination Marks			Credit
									CA	ESE	Total	
IV	I	TAM2304A/ HIN2304A/ FRE2304A	Tamil Paper IV / Hindi Paper IV / French Paper IV	L	4	58	2	3	25	75	100	3
IV	II	ENG2304A	English Paper IV	E	4	58	2	3	25	75	100	3
IV	III	BB23C09	Financial Management	CC	6	88	2	3	25	75	100	5
IV	III	BA23C10	Supply Chain management for Business Process Services	CC	6	73	2	3	25	75	100	4
IV	III	BA23A02/ RM23A02	Banking for Business Process Services / Sourcing Management	GE	5	73	2	3	25	75	100	4
III/ IV	III	CS23SBGP/ BA23SB01	GEN-AI/ Retail,CPG and Market Research	SEC	3	45/ 43	-/2	-	100	-	100	3
IV	IV	NM23EII	Entrepreneurship and Innovation (IgniteX)	AECC	2	30	-	-	100	-	100	2
IV	IV	NM23EVS	Environmental Studies	AECC	SS	-	-	-	100	-	100	Gr.
IV	V	COCOACT	Co-Curricular Activities	GC	-	-	-	-	100	-	100	1
I-IV	VI	COM15SER	Community Services (30hours)	GC	-	-	-	-	-	-	-	-
I-V	VI	16BONL1 16BONL2	Online Course 1 Online Course 2	ACC	-	-	-	-	-	-	-	-

L-Language

CC–Core Courses

GE–Generic Elective

AECC– Ability Enhancement Compulsory Courses

ACC- Additional Credit Course

E-English

CA–Continuous Internal Assessment

ESE-End Semester Examination

SEC–Skill Enhancement Course Self-Study

SS-Self Study

The following changes in the assessment pattern for 2023- 24 batch

CA Pattern -Theory- (First 3 Units)

Section A – 3 x 2 = 6Marks

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

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

Total: 45 Marks

ESE Pattern (Theory)

Section A – 5 x 2 = 10 Marks

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

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

Total: 75 Marks

Evaluation pattern

I &II Year UG

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

Total : 25 Marks

Continuous Internal Assessment Pattern for Entrepreneurship and Innovation (Ignite X)

Components	Marks
3 Quizzes (25 questions in each quiz)	50
30 Venture Activities (Assignment)	30
Milestone 3 (pitch deck presentation)	20
Total	100

Assessment Pattern for 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

COURSE CODE	COURSE NAME	Category	L	T	P	Credit
BB23C09	FINANCIAL MANAGEMENT	Theory	88	2	-	5

Preamble

1. To understand the basic concepts, principles and objectives of financial management.
2. To deepen knowledge on all the components of the financial environment of business.
3. To equip necessary skills to take decisions on various financial matters.
4. To convey sufficient knowledge for organizing financial transaction effectively.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the basic concepts of financial management to gain a broader understanding of the objectives of financial management and to identify different sources of finance including digital money.	K1
CLO2	Recognize how the time value of money, cost of capital, capital structures, capital budgeting, working capital, dividend and analytical decisions are used for financial management.	K2
CLO3	Apply the financing decisions by implementing the tools such as time value of money, cost of capital, capital structures, capital budgeting and working capital management techniques for management of financial resources.	K3
CLO4	Analyze and apply the critical thinking skills for effective decision-making by using various financial management tools, techniques and analytics functions for efficient financial planning and forecasting.	K4

Mapping with Programme Learning Outcomes

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

S-Strong ;M-Medium; L-Low

UNIT–I-Theory and Problems (18Hours)

Financial Management: Meaning of Finance – Definition and Scope of Finance Function –Introduction to Financial Management - ***Objectives of Financial Management*** –Financial Management lessons from Arthasastra – Role of AI in Financial Management- TimeValueofMoney– Present Value,Future Value,LumpSum&Annuity(Simpleproblems)-***Source of Finance*** - Long Term-Equity – Preference – Debt – Short Term Bank and Non-Bank Sources - Financial Planning and Forecasting – Basics of Risk and Return - Introduction to Digital Currency and Crowd funding.

UNIT–II-Theory and Problems (17Hours)

Financing Decision: Introduction- ***Cost of Capital*** – Cost of Specific Sources of Capital –Equity – Preferred Stock – Debt – Reserves – Weighted Average Cost of Capital (Simple problems).

UNIT–III-Theory and Problems (18Hours)

Capital Structure: Introduction - ***Factors Influencing Capital Structure*** – Approaches–MM– Optimal Capital Structure – CAPM – Operating Leverages and Financial Leverage(Simpleproblems).***DividendandDividendPolicy***:TypesofDividendPolicies-FormsofDividend.

UNIT–IV-Theory and Problems (17Hours)

Capital Budgeting: Introduction -***Factors Affecting Capital Expenditure*** -Methods of Appraisal- Pay Back– ARR–NPV–IRR- Profitability Index.(Simple problems).

UNIT–V-Theory (18Hours)

Working Capital Management: Meaning – ***Classification – Importance– Determinants of Working Capital***- Working Capital Financing - Importance and Types. Cash Management: Motives for Holding Cash – ***Objectives of Cash Management***. Receivables Management: Meaning and Objectives– Creditpolicies.FinancialAnalytics:Meaning–Significance.IntroductiontoFintech–FintechTechniques and Tools –Application and Future of Fintech.

Note: Simple problems from Unit I, II, III and IV(Theory50 %and Problems 50 %)

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

Text Books:

SI.No.	Author(s)	Title of the Book	Publisher	Year Of Publication& Edition
1.	SharmaRK, GuptaSP & NeetiGupta	Financial Management Theory and Practice	Kalyani Publications	2023 10 th Edition
2.	S.N. Maheshwari	Financial Management Principles & Practice	Sultan Chand & Sons	2024 1 st Edition

Reference Books:

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication & Edition
1.	MY Khan&PKJain	Financial Management	Tata McGraw Hill Publishing	2018 Revised 8 th Edition
2.	I.M. Pandey	Financial Management	Pearson Education	2022 Revised 5 th Edition
3.	Prasanna Chandra	Financial Management Theory & Practice	McGrawHill	2022 Revised 11 th Edition
4.	Chandrahauns Chavan, Atul Patankar	Introduction to Fintech	Pearson Education	2024 1 st Edition

Blended Learning Links

Sl.No.	Unit	Topic	Links
1	I	Objectives of Financial Management	NPTEL Video: https://www.youtube.com/watch?v=CCQwz_Gwo6o&t=15s
2		Source of Finance	https://www.youtube.com/watch?v=Jj0LJQlee14 https://www.youtube.com/watch?v=MjeihB5Tjn4
3	II	Cost of Capital	https://www.youtube.com/watch?v=sjLJKfbpJ7Q https://www.youtube.com/watch?v=hJ3G5BCU_IQ
4	III	Factors Influencing Capital Structure	https://youtu.be/0wBkjFkR-xg https://youtu.be/sSdDej6jpBs https://youtu.be/66mVh8NN4ds
5		Dividend and Dividend Policy	https://www.youtube.com/watch?v=4Z9AIZVYsEg
6	IV	Factors affecting capital budgeting	https://youtu.be/g6UCv4rkZ_Y https://www.youtube.com/watch?v=r93pyYGJCLQ https://www.youtube.com/watch?v=S3DGODVeSqI
7	V	Classification and Importance of Working Capital	https://youtu.be/_7vRfFkKb5k
8		Determinants of Working Capital	https://youtu.be/4KRUjhvwZ1M
9		Objectives of Cash Management	https://www.youtube.com/watch?v=XUVhuqlg6G0

Pedagogy: Chalk& Talk, Lecture, Problem, Seminar, PPT, Group Discussion and Case Study.

COURSE CODE	COURSE NAME	Category	L	T	P	Credits
BA23C10	SUPPLY CHAIN MANAGEMENT FOR BUSINESS PROCESS SERVICES	Theory	73	2	-	4

Preamble:

1. To explore how modern technologies and traditional knowledge can create sustainable, resource-efficient supply chains.
2. To learn about key aspects of Demand, Supplier, and Operations Management in SCM, focusing on advanced tools to address global supply chain challenges.
3. To emphasize sourcing, logistics, and sales order management strategies and to introduces technologies and IKS in transforming supply chains, especially in rural areas.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Demonstrate a comprehensive understanding of the meaning, objectives, and scope of Supply Chain Management, emphasizing the integration of AI and IKS for creating sustainable and eco-friendly supply chain systems.	K1
CLO 2	Analyze and apply principles of Demand Management and Supplier Management, leveraging data analytics, mass customization, and augmented reality to optimize global supply chain operations.	K2
CLO 3	Evaluate and implement sourcing and procurement strategies, including inventory models like EOQ, JIT systems, and ERP solutions, to enhance supply chain efficiency and organizational growth.	K3
CLO 4	Investigate advanced logistics and sales order management practices, integrating technologies like block chain, intelligent automation, and data mining, to improve transparency, compliance, and overall supply chain performance.	K4

Mapping with Programme Learning Outcomes

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

S-Strong ;M-Medium; L-Low

UNIT- I (15 Hours)

Supply Chain Management (SCM) -Overview– Meaning and Definition- Objectives –Importance - Scope -Types - Major drivers of Supply Chain Management- Supply chain as a profession- Need for Supply Chain Management in market today-***Supply chain strategy*** - Supply chain metrics- Basics of Businesses-***Role of Artificial Intelligence in supply chain Management*****IKS in promoting eco-friendly supply chains ***

UNIT- II (14Hours)

Demand Management- Introduction-Concepts-Operation Management in Supply Chain Management- Principles- Supply Chain design, Supply Chain planning, global order processing, manufacturing scheduling, replenishment, parameters monitoring-***Use of IKS based techniques to minimize waste***-Mass Customization-Levels- Characteristics- Outsourcing Need and its current Trend- Core competencies-working models-***Role of AI in identifying organizational core competencies***.***Application of Augmented Reality in supply chain management.***

UNIT- III (15 Hours)

Sourcing & Procurement – Introduction-Purchasing cycle- types- Inventory models-Inventory Management-Inventory terminology-Inventory counting system.***Industry 5.0 implementation for human-robot collaboration***-Vendor Management-Contract Management-Elements- Benefits ***Enterprise Resource Planning***-Role of Enterprise Resource Planning in Supply Chain Management-Competitive Benefits of Enterprise Resource Planning in Supply Chain Management-Enterprise Resource Planning for Supply Chain Management in Overall Organization Growth-***Future of Procurement with Artificial Intelligence.***

UNIT- IV (14 Hours)

Logistics Management- History and Evolution- Elements-Functions-Distribution management-***Application of AR for supply chain pathways***-Transportation Management-Participants in transportation-Modes of Transportation. Warehousing-Types- Warehouse Management System (WMS) -3PL-4PL-Reverse Logistics- Green Logistics-***Smart Logistics in Industry 5.0***-Intelligent Automation-Intelligent Devices-Intelligent systems -Intelligent materials.

UNIT-V (15 Hours)

Sales Order Management -Introduction-***Role of Artificial Intelligence in sales order management***-After Market Services - ***Warranty Management-** spares management and return material authorization- ***Block chain in Supply Chain Management***-Meaning-Benefits-Uses-Role of Block chain in improving supply chain transparency- Process Tracking-Compliance and reporting-Emerging trends in Supply Chain Management-***Application of AI in ensuring data accuracy across the supply chain***.

Textbook

TCS Material

Reference Books

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication & Edition
1.	ShyamVaranNath, Shahid S. Malik	Digital Supply Chain Management	Wiley	2024
2.	Minsoo Kim, Hae-Young Lee, Dae-Chul Kim	Artificial Intelligence in Supply Chain Management: Theory and Applications	Springer	2024
3.	Antonio F. S. Santos, Pedro M. R. Almeida	AI and Machine Learning for Supply Chain Management	Wiley	2024

Blended Learning Links

S.No	Unit	Topic	Links
1	I	Supply chain strategy	https://www.youtube.com/watch?v=Lpp9bHtPAN0
2		Role of Artificial Intelligence in supply chain Management	https://ebsedu.org/blog/ai-in-supply-chain-management
3		IKS in promoting eco-friendly and resource-efficient supply chains, drawing from concepts	http://digimat.in/nptel/courses/video/109103186/L28.html
4	II	Use of IKS-based techniques to manage stockpiling and minimize waste	https://www.youtube.com/watch?v=a2FZ7s8iUPw&pp=ygUPI21IZGIjYWxzG9yYWdl
5		Role of AI in identifying and strengthening organizational core competencies	https://www.youtube.com/watch?v=PHZwYe-m6y0
6		Application of Augmented Reality in supply chain management	https://ijrar.com/upload_issue/ijrar_issue_304.pdf
7	III	Industry 5.0 implementation for human-robot collaboration in manufacturing Processes	NPTEL https://archive.nptel.ac.in/courses/110/106/110106045/
8		Enterprise Resource Planning	https://www.infor.com/solutions/erp
9		Future of Procurement with Artificial Intelligence	https://www.youtube.com/watch?v=rUdhTLNXO8o
10	IV	Application of AR for real-time visualization of distribution networks and supply chain pathways	https://www.youtube.com/watch?v=eggkRxc9TG8
11		Smart Logistics in Industry 5.0	https://www.youtube.com/watch?v=4bvAljNuvG8
12	V	Role of Artificial Intelligence in sales order management	https://www.youtube.com/watch?v=_IDyYCeKA2Q
13		Block chain in Supply Chain Management	NPTEL https://www.youtube.com/watch?v=UAKTaOXO6Go
14		Application of AI in mastering data governance, ensuring data accuracy, consistency and accessibility across the supply chain	https://www.youtube.com/watch?v=SSNnDlphu_g

Pedagogy: Chalk& Talk, Lecture, Problems, Seminar, PPT, Group Discussion and Case Study

COURSE CODE	COURSE NAME	Category	L	T	P	Credits
BA23A02	BANKING FOR BUSINESS PROCESS SERVICES	Theory	73	2	-	4

Preamble

1. To provides a comprehensive understanding of modern banking operations, and Indian Knowledge Systems (IKS) to address contemporary challenges in banking.
2. To ensure students are equipped with the skills needed for sustainable, customer-centric, and technologically enhanced financial services
3. To highlight emerging trends and ethical considerations in banking, the course incorporates global best practices and cultural insights, fostering a forward-thinking approach to financial services.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the legal, operational, and technological aspects of banking, including fraud prevention, customer service, and risk management, with a focus on sustainable practices inspired by IKS.	K1
CLO2	Apply AI, VR, and Industry 5.0 technologies in banking processes such as retail banking, mortgage services, and trade finance to enhance efficiency and customer experience.	K2
CLO3	Evaluate the role of innovative tools like robot-advisors, eco-friendly ATMs, and block chain in transforming traditional banking systems into digitally driven financial ecosystems.	K3
CLO4	Develop ethical and culturally sensitive solutions for banking challenges by integrating traditional practices with modern advancements in AI, AR, and VR technologies.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO 2	PLO 3	PLO 4	PLO 5
CLO1	S	M	L	S	S
CLO2	S	S	M	S	S
CLO3	S	S	L	S	S
CLO4	S	S	M	S	L

S-Strong ;M-Medium; L-Low

Unit I (15 Hours)

Overview of Banking - Functions and Products of a Bank -Legal aspects of Banking –Banker Customer relationship- Risks and Control –***Role of AI in Fraud Detection and Risk Management*** -Customer service -Customer complaints & Dispute Handling - Anti-Money Laundering -Know your customer - ***Use of VR for customers to explore banking services remotely*** -Components of Information Security and Risk Management- Neo Banking-Meaning-Neo banking vs. Digital Banking-Central Bank Digital Currency-***Application of Artificial Intelligence in Banking***-***Sustainable Banking Inspired by IKS***

Unit II (15 Hours)

Retail Banking: Introduction- Account Origination - Customer types - Account types -Depository system- Account servicing: Record maintenance- account closures- signature maintenance- check issuance and payment- Passbook- debit card - Internet Banking - Mobile Banking-customer correspondence- Grievances redressal-Banking Ombudsman -ATM Management and Services - challenges -***Eco-friendly ATM designs inspired by Industry 5.0 principles***- White Label ATM- Payment system - Payment instruments - messaging and settlement - Retail wealth management- Investment objectives - Investment Strategies-***Application of robot-advisors for personalized investment ***- Banking Application Programming Interface-Meaning and Benefits of Internet of Things in Banking-***Role of Virtual Reality in Financial Services***.

Unit III (15 Hours)

Cards: Overview -Types - features - Card Transactions - Transaction cycle - Stand-in-Processing (STIP) authorizations . Settlement: Settlement cycle - statement generation- Payment processing - Card operations - Card life cycle- Cards: Charge back & Dispute resolution - charge back lifecycle - ***Customer Service*** - ***roles and responsibilities*** - Fraud Management - ***Different types of frauds*** - fraud prevention, detection and Investigation - Card collections, delinquency and recovery-Account Visualization.

Cash Management: Payment overview and Definition- ***Major kinds of payment system***-clearing settlement cycle- various types of fund transfers – Immediate Payment System– messaging- know your customer- corporate account- post account opening below is the product range services- Nostro account- Vostro account- ***Risks and liquidity issues***.

Unit IV (14 Hours)

Mortgages: Purpose of mortgage loan-US mortgage-brief history-Federal regulation on borrower's right- Mortgage Products-Mortgage schemes or programmes- ***Role of AI in Mortgage Loan Processing*** - Major parties in the mortgage industry-Mortgage loan cycle-Mortgage insurance-Mortgage frauds-Recent developments in mortgage industry-***Usage of Artificial Intelligence in transformation of mortgage industry***- ***Principles of IKS in Ethical Lending Practices.***

Unit V (14 Hours)

Trade Financing: Introduction - Trade payment method-***Role of banks in international trade***- Documents in international trade-Guarantee /Stand by Letter of Credit (SBLC)– types of guarantee-issuance, amendment, claim/settlement & cancellation- Reimbursement-authorization, claim/ payment, irrevocable undertaking-***Basics and outline of UCP 600, ISBP, URC 522, URR 725, URDG and ISP98***-Loans & Finances- trade compliance, trade advisory.– Importance of trade finance professionals in banking services-Overview on specialized training course for CDCS certification.

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

Text Book

TCS Material

Reference Books

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication & Edition
1	Chris Skinner	Banking in the Digital Age	Kogan Page	2024
2	Brett King	Bank 4.0: Banking Everywhere, Never at a Bank	Wiley	2023
3	Ivana Bartoletti	AI and Financial Technology: Applications and Implications	Springer	2023

Blended Learning Links

S.No	Units	Topics	Blended Links
1	I	Role of AI in Fraud Detection and Risk Management	https://www.youtube.com/watch?v=s40ROisKASU
2		Use of VR for customers to explore banking services remotely	https://www.youtube.com/watch?v=Yrba7-kywMU
3		Application of Artificial Intelligence in Banking	https://www.youtube.com/watch?v=Q7vbTolb68I
4		Sustainable Banking Inspired by IKS	https://www.youtube.com/watch?v=6y7L7r9fKmQ
5	II	Eco-friendly ATM designs and branch setups inspired by Industry 5.0 Principles	https://innovaromorir.com/en/industry-5-0-revolution-change-your-business/
6		Application of robo-advisors for personalized investment recommendations	https://www.youtube.com/watch?v=i2Yza3sK7SY
8		Role of Virtual Reality in Financial Services	https://www.youtube.com/watch?v=M_GBXmIQT_Y
9		Internet Banking – Mobile Banking	https://nptel.ac.in/courses/110106040
10		ATM Management and Services	https://nptel.ac.in/courses/110105035
11	III	Customer Service-roles and responsibilities	https://archive.nptel.ac.in/courses/110/104/110104065/
12		Different types of frauds	https://onlinecourses.nptel.ac.in/noc23_cs69/preview
13		Major kinds of payment system	https://onlinecourses.nptel.ac.in/noc19_mg54/preview
14		Risks and liquidity issues	https://archive.nptel.ac.in/noc/courses/noc21/SEM1/noc21-mg15/
15	IV	Role of AI in Mortgage Loan Processing	https://www.youtube.com/watch?v=cVtprBO9v5I
16		Usage of Artificial Intelligence in transformation of mortgage industry	https://www.youtube.com/watch?v=LaVQbR12EZg
17		Principles of IKS in Ethical Lending Practices	https://www.youtube.com/watch?v=Gexiwsa7Gc0
18	V	Various trade payment method	https://onlinecourses.nptel.ac.in/noc21_hs46/preview
19		Role of banks in international trade	https://onlinecourses.nptel.ac.in/noc21_mg14/preview
20		Basics and outline of UCP 600,ISBP,URC522,URR725,URDG andISP98	https://www.tradefinanceglobal.com/letters-of-credit/ucp-600/

Pedagogy: Chalk &Talk, Lecture, Problems, Seminar, PPT, Group Discussion and Case Study.

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
RM23A02	SOURCING MANAGEMENT	Theory	73	2	-	4

Preamble

1. To enable the students to understand the elementary concepts of sourcing and sourcing management.
2. To help the students develop the skills and knowledge in suppliers' selection, evaluation, price determination, and negotiation in sourcing.
3. To enlighten the students about global sourcing and its importance.
4. To inculcate the students about the importance of information technology in sourcing management.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the importance of sourcing and sourcing management.	K1
CLO2	Identify potential suppliers and negotiate the terms and conditions for effective sourcing.	K2
CLO3	Describe global sourcing strategies, legal considerations, and the role of the global trade management system.	K3
CLO4	Analyse and apply the appropriate technology in sourcing management.	K4

Mapping with Programme Learning Outcomes

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

S-Strong; M-Medium; L- Low

UNIT – I (14 Hours)

Sourcing – Meaning – Sourcing Vs Procurement – Objectives – Principles – Types – Role of Sourcing in Supply Chain - ***Sourcing Process*** – Sourcing Strategies – Supplier Relationship Management in Sustainable Sourcing– Importance – Opportunities – Challenges - *** Green Sourcing Strategies for Reducing Environmental Footprint*** – E-Sourcing – Supplier Delivery, RFQ, RFP, Auctions.

UNIT – II (15 Hours)

Supplier Selection and Evaluation – Identifying Potential Supplier – Developing a Dynamic Supplier Database– Supplier Segmentation – Supplier Selection Process – Criteria for Assessing Supplier Performance – ***Supplier Evaluation Metrics*** – Supplier Performance Measurement – Balanced Scorecard – Vendor Rating Systems – Performance Dashboards – *** Supplier Relationship Management (SRM) Systems in the Digital Age*** - AI and Machine Learning in Supplier Selection

UNIT – III (15Hours)

Price Determination and Negotiation – Pricing Objectives – Factors Influencing Pricing – Types of Pricing Strategies – Market Analysis – Cost Analysis – Supplier Cost Analysis – Total Cost of Ownership – Value-Based Pricing in Sustainable Sourcing– Benchmarking – *** AI in Market and Cost Analysis for Price Determination*** – Negotiation in Sourcing: Types – Process - Skills for Successful Negotiation – *** AI-Powered Negotiation Bots: A New Frontier in Sourcing***.

UNIT – IV (15 Hours)

Global Sourcing – Meaning – Importance – Challenges – Sustainability and Ethical Considerations in Global Sourcing– ***Criteria for Selecting Countries and Suppliers for Global Sourcing*** – Risk Assessment — Total Cost Analysis – Legal Frameworks for International Trade in Global Sourcing – *** Block chain for Transparency in Global Supply Chains ***.

UNIT – V (14 Hours)

Role of Technology in Sourcing Management – Need – Importance – Benefits – Application of Technology: Supplier Portals – ***Market Intelligence Tools*** – The Impact of Big Data on Sourcing Management– Integrating Market Intelligence with Supplier Portals for Smarter Sourcing-***Document Management System***.

***Highlighted Text offered in blended mode**

Text Books:

S.No	Authors(s)	Title of the Book	Publisher	Year of Publication
1	Ashley McDonough	Operations and Supply chain Management	Vibrant	2020 and 1 st edition
2	Kenneth Lyson & Brain Farrington	Procurement and Supply Chain Management	Pearson	2020 and 10 th edition
3	Selvan Athishtaraj V.	Basics of Strategic Sourcing	Notion Press	2020 and 1 st edition

Reference Books:

S.No	Authors(s)	Title of the Book	Publisher	Year of Publication
1	Jonathan O’Brien	Sustainable Procurement: A Practical Guide to Corporate Social Responsibility in the Supply Chain	Kogen Page	2023 and 1 st edition
2	Hans J. Dau	Strategic Sourcing: Theory and Practice	Mitchell Madison Group	2020 and 1 st edition

3	Cindy Brown	Strategic Sourcing and CATEGORY Management	Amazon Direct Publishing	2023 and 1 st edition
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Blended Learning Links

S.No	Topic	Links
1	Sourcing Process	https://www.prokuria.com/post/sourcing-strategy-steps-effective-sourcing-process
2	Ethical and Sustainable Sourcing	https://slideplayer.com/slide/10401917/
3	Supplier Evaluation Metrics	https://www.youtube.com/watch?v=QI5PpY8xz3k
4	Supplier Relationship Management System	https://www.prokuria.com/post/supplier-relationship-management-platform-benefits
5	Benefits of AI-Powered Price Determination	https://www.youtube.com/watch?v=vXP7L8sduis
6	Leveraging AI - Driven Negotiation Strategy	https://www.youtube.com/watch?v=IWtxg5_Pr1Q
7	Criteria for Selecting Countries and Suppliers for Global Sourcing	https://www.aerostarmfg.com/
8	Application of Blockchain Technology in Global Sourcing	https://blog.aajjo.com/post/blockchain-technology-in-procurement-and-supply-chain-management
9	Market Intelligence Tools	https://www.crayon.co/market-intelligence
10	Document Management System	https://www.youtube.com/watch?v=M57ZEnKDB-4

Pedagogy: Chalk&Talk, Lecture, Problems, Seminar, PPT, Group Discussion and Case Study.

COURSE CODE	COURSE NAME	Category	L	T	P	Credits
BA23SB01	RETAIL, CPG AND MARKET RESEARCH	Theory	43	2	-	3

Preamble

1. To impart knowledge about Modern concepts of marketing and market research.
2. To develop a better understanding of the role of marketing in a business organization.
3. To provide opportunities to analyze marketing activities within the firm.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the concepts of Market Research, CPG, Retail Segmentation, Marketing Mix, Product, Brand, Media Management; Consumer ,Retail, Media, and Consumer research	K1
CLO2	Associate the functions of Retail, Consumer Research, Consumer Packaged goods, media research and retail insights to interact with their customers.	K2
CLO3	Apply the concepts of Market Research, Product Management, Brand Management, Media Management; Consumer Research in business organization.	K3
CLO4	Analyze the marketing strategies, factors of Consumer behavior ,product pricing to compete with global retailers and to apply it in Real world.	K4

Mapping with Program Learning Outcomes

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

S-Strong; M-Medium; L-Low

UNIT-I (9Hours)

Market Research: Market Research-Meaning-Types-Need for Market Research-***Difference between Market research and Marketing Research***- Market research concept- Custom Study-Syndicated Study-Quantitative Research Methodology-Qualitative Research-Methodology-***Current trends in AI market research *-Big Data Analytics in Market Research***.

UNIT-II (9Hours)

Retailing: Meaning- Functions-Significance- future of Retailing-Retail Formats-Strategy behind different

formats of Retail-**Function of a Retailer**-Retail Function Flow-Diverse of Retail Change in India-Challenges in Retail- Developments in India-Environment and Legislation for Retailing - Global Retailers-Challenges faced by unorganized retailing from organized retailing-**Future of AI in Retail**-**Leveraging IKS for regional market insights** *.

UNIT-III (9Hours)

Retail research: Meaning –Benefits- **Retail Data**- **Characteristics of Retail Data**-Types-Retail Data Validation- Retail Reports- Product Coding- Product Reference- **Product Features**- Features Coding- Items Coding- store reference-price range- **Analytics and Insights in Retail**-**Key benefits and implementation of RPA in retail research** *.

UNIT-IV (8 Hours)

Consumer Research: Introduction–Importance– Consumer Marketing research-**key consumer research methodology***-Consumer Research Cycle-**Use of Augmented Reality and Virtual Reality in consumer Research** .CPG: **Classification of Goods- Consumer goods, Industrial goods** * - **Concept of Consumer-Packaged Goods(CPG)***–CPGIndustry–GlobalCPGManufacturers-CPGandMROfferings- ConsumerBehavior and CPG-Influencers of CPG-**Principles of IKS in Consumer Research** *

UNIT-V (8Hours)

Media &Panel Research: Introduction– Importance –Types – Media Data-**Characteristics***–Media Data Validation–Media Research Report-**Retail Audit–Importance***-PanelData-ConsumerPanels–Importance-**Types of Consumer Panel***-Panel Research Report- **Role of Internet in retailing**-**Predictive Analytics in Media Research** *

Textbook

TCS Material

Reference Books:

S.No	Authors(s)	Title of the Book	Publisher	Year of Publication & Edition
1	Kunbell Campbell	E-Commerce Growth Strategy: A Brand-Driven Approach to Attract Shoppers, Build Community and Retain Customers	Kogan Page Ltd	2023
2	Mercedes Esteban-Bravo Jose M. Vidal-Sanz	Marketing Research methods	Cambridge University Press	2021

Blended Learning Links:

Units	Topic	Link
Unit I	Types	https://archive.nptel.ac.in/courses/110/107/110107080/
	Difference between Market research and Marketing Research	
	Current trends in AI market research	https://onlinecourses.nptel.ac.in/noc24_mg25/preview
	Big Data Analytics in Market Research	https://www.youtube.com/watch?v=O2vpHzgAyY4
Unit II	Function of a Retailer	https://onlinecourses.nptel.ac.in/noc22_mg51/preview
	Future of AI in Retail	https://onlinecourses.nptel.ac.in/noc24_mg05/preview
	Leveraging IKS for regional market insights	https://3ai.in/rural-development-leveraging-analytics-to-uplift-base-of-the-pyramid/
Unit III	Retail Data	https://www.marketing91.com/characteristics-of-retailing/
	Characteristics of Retail Data	
	Product Features	https://neteconomy.net/blog/data-analytics-retail-manufacturing-logistics/
	Analytics and Insights in Retail	
	Key benefits and implementation of RPA in retail research	https://www.vuram.com/blog/rpa-in-retail-industry/
Unit IV	Key consumer research methodology	https://archive.nptel.ac.in/noc/courses/noc21/SEM2/noc21-mg67/
	Use of Augmented Reality and Virtual Reality in consumer Research	https://www.youtube.com/watch?v=MGuSTAqIZ9Q
	Classification of Goods- Consumer goods, Industrial goods	https://archive.nptel.ac.in/courses/112/107/112107219/
	Concept of Consumer-Packaged Goods(CPG)	https://www.youtube.com/watch?v=IRIObp5bjn0
	Principles of IKS in Consumer Research	https://www.youtube.com/watch?v=cHyzwMs_jO8
Unit V	Characteristics Media Research Report Retail Audit	https://archive.nptel.ac.in/courses/110/107/110107080/
	Importance Types of Consumer Panel Role of Internet in retailing	https://zinklar.com/blog/consumer-panel-what-types-are-there-and-what-advantages-do-they-offer/
	Predictive Analytics in Media Research	https://www.youtube.com/watch?v=UUINmUP1eGs

Pedagogy: Chalk &Talk, Lecture, Problems, Seminar, PPT, Group Discussion and Case Study.

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
NM23EII	Entrepreneurship and Innovation (Ignite X)	THEORY	30	-	-	2

Ignite Course

Course Learning Objectives

1	Inspire; develop entrepreneurial mind-set and attributes; entrepreneurial skill sets for venture creation and intrapreneurial leadership
2	Apply process of problem-opportunity identification and validation through developing a macro perspective of the market, industries and customers while using design thinking principles.
3	Understand and analyse Customer and Market segmentation, estimation of Market size, Customer personae development and validation
4	Understand and Initiate Solution design, Prototyping for Proof of Concept. Understand MVP development and validation to determine Product-Market fit
5	Craft initial Business and Revenue models, financial planning and pricing strategy for profitability and financial feasibility of a venture. Understand relevance and viability of informal and formal funding with respect to different business models.
6	Understand and develop Go-to-Market strategies with a focus on digital marketing channels.
7	Understand and apply story telling skills in presenting a persuasive and defensible Venture Pitch.

Course Content

Unit I: Entrepreneurship Fundamentals & Context

Meaning and concept, attributes and mindset of entrepreneurial and intrapreneurial leadership, role models in each and their role in economic development. Gamified role play based exploration aligned to one's short term career aspiration and ambition. An understanding of how to build entrepreneurial mindset, skillsets, attributes and networks while on campus.

Core Teaching Tool: Simulation, Game, Industry Case Studies (Personalized for students – 16 industries to choose from), Venture Activity

Unit II: Problem & Customer Identification

Understanding and analysing the macro-Problem and Industry perspective, technological, socio-economic and urbanization trends and their implication on new opportunities. Identifying passion, identifying and defining problem using Design thinking principles. Analysing problem and validating with the potential customer. Iterating problem-customer fit. Understanding customer segmentation, creating and validating customer personas.

Competition and Industry trends mapping and assessing initial opportunity.

Core Teaching Tool: Several types of activities including Class, game, Gen AI, ‘Get out of the Building’ and Venture Activity.

Unit III : Solution design & Prototyping, Opportunity Assessment and Sizing

Understanding Customer Jobs-to-be-done and crafting innovative solution design to map to customer’s needs and create a strong value proposition. Developing Problem-solution fit in an iterative manner. Understanding prototyping and MVP. Developing a feasibility prototype with differentiating value, features and benefits. Initial testing for proof-of-concept and iterate on the prototype.

Core Teaching Tool: Venture Activity, no code Innovation tools, Class activity

Unit IV : Business & Financial Model, Go-to-Market Plan

Introduction to Business model and types, Lean approach, 9 block lean canvas model, riskiest assumptions to Business models. Importance of Build - Measure – Lean approach Business planning: components of Business plan- Sales plan, People plan and Financial plan, Financial Planning: Types of costs, preparing a financial plan for profitability using financial template, understanding basics of Unit economics and analysing financial performance. Introduction to Marketing and Sales, Selecting the Right Channel, creating digital presence, building customer acquisition strategy. Choosing a form of business organization specific to your venture, identifying sources of funds: Debt & Equity, Map the Start-up Lifecycle to Funding Options.

Core Teaching Tool: Founder Case Studies – Sama and Securely Share; Class activity and discussions; Venture Activities.

Unit V: Scale Outlook and Venture Pitch readiness

Understand and identify potential and aspiration for scale vis a vis your venture idea. Persuasive Storytelling and its key components. Build an Investor ready pitch deck.

Core Teaching Tool: Class activity and discussions; Venture Activities.

References

1. Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha (2020). Entrepreneurship, McGraw Hill, 11th Edition.
2. Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business
3. Osterwalder, A., & Pigneur, Y. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley & Sons.
4. Chowdhry Ajay, (2023) Just Aspire: Notes on Technology, Entrepreneurship and the Future,
5. Simon Sinek (2011) Start With Why, Penguin Books limited
6. Brown Tim (2019) Change by Design Revised & Updated: How Design Thinking Transforms Organizations and Inspires Innovation, Harper Business
7. Namita Thapar (2022) The Dolphin and the Shark: Stories on Entrepreneurship, Penguin Books Limited
8. Collins Jim, Porras Jerry, (2004) Built to Last: Successful Habits of Visionary Companies
9. Burlington Bo, (2016) Small Giants: Companies That Choose to Be Great Instead of Big
10. Saras D. Sarasvathy, (2008) Effectuation: Elements of Entrepreneurial Expertise, Elgar Publishing Ltd

Web Resources

- Learning resource- IgniteX Course Wadhvani platform (Includes 200+ components of custom created modular content + 500+ components of the most relevant curated content)