**College of Excellence, NIRF-2023-4<sup>th</sup> Rank**
**Autonomous and Affiliated to Bharathiar University**
**Accredited with A<sup>++</sup> 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

**2024-2027 BATCH**

**College of Excellence, NIRF-2023-4<sup>th</sup> Rank**
**Autonomous and Affiliated to Bharathiar University**
**Accredited with A<sup>++</sup> 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, enablingher 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, ethicsand 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

## 2024-2027 Batch &onwards

## I SEMESTER

| SEM | Part | Course Code | Title of the Course | Course Type | Instruction hours/week | Contact hours | Tutorial | Duration of Examination | CA | ESE | TOTAL | Credits |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **I** | I | TAM2301A/ HIN2301A/ FRE2301A | Language Paper I-Tamil/Hindi/French | L | 4 | 58 | 2 | 3 | 25 | 75 | 100 | 3 |
| | II | ENG2301A | English Paper I | E | 4 | 58 | 2 | 3 | 25 | 75 | 100 | 3 |
| | III | BB24C01 | **Core 1**: Contemporary Management | CC | 5 | 73 | 2 | 3 | 25 | 75 | 100 | 3 |
| | III | BB24C02 | **Core 2**: Financial Accounting | CC | 5 | 73 | 2 | 3 | 25 | 75 | 100 | 3 |
| | III | BB24C03 | **Core 3**: Organizational Behavior | CC | 5 | 73 | 2 | 3 | 25 | 75 | 100 | 3 |
| | III | TH24A02 | **Allied paper I:** Mathematics for Management I | GE | 5 | 73 | 2 | 3 | 25 | 75 | 100 | 4 |
| | IV | | **Non Tamil Students** | | | | | | | | | |
| | | NME23B1 / NME23A1 | Basic Tamil I / Advance Tamil I | AEC | 2 | 28 | 2 | - | 100 | - | 100 | 2 |
| | | | **Students with Tamil as Language** | | | | | | | | | |
| | | NME23WS | Women Studies | AEC | 2 | 30 | - | - | 100 | - | 100 | |
| **I-V** | VI | 24BONL1 | Online Course 1** | - | - | - | - | - | - | - | - | - |
| | | 24BONL2 | Online Course 2** | - | - | - | - | - | - | - | - | |
| | | 24BONL3 | Online Course 3** | - | - | - | - | - | - | - | - | |

L-Language
E-English
CC – Core Courses                          CA – Continuous Assessment
GE – Generic Elective                     ESE - End Semester Examination
AEC – Ability Enhancing Course

** **- Additional Credit Course**

**The following changes in the assessment pattern for 2024- 25 batch (I UG )**

**CA Pattern -Theory- (First 3 Units)**

Section A – 3 x 2 = 6
Section B – 3 x 5 = 15 (either or – same CLO Level)
Section C – 3 x 8 = 24 (either or – same CLO Level)
**Total             45  Marks**

**2023 UG - Accounts Courses - (First 3 Units)**

*CA Question from each unit comprising of*

One question with a weightage of 2 Marks                    :2 x 3 = 6
One question with a weightage of 5 Marks                    :5 x 3 =15
One question with a weightage of 8 Marks                    :8 x 3 = 24
(Internal Choice at the same CLO level)
**Total :                                                   45 Marks**
**ESE Pattern (Theory)**
Section A – 5 x 2 = 10
Section B – 5 x 5 = 25 (either or – same CLO Level)
 Section C – 5 x 8 = 40 (either or – same CLO Level)
**Total             75  Marks**

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

Question from each unit comprising of

One question with a weightage of 2 Marks                    : 2 x 5=10

One question with a weightage of 5 Marks                    : 5 x 5 =25
One question with a weightage of 8 Marks                    : 8 x 5 =40

(Internal Choice at the same CLO level)

**Total                                                     75  Marks**

**I Year UG / PG**

CIA Test              -        5        Conducted for 45 marks after 50
daysModel 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

**25  Marks**
Continuous Internal Assessment Pattern for the Foundation Course – Women's Studies

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

## ASSIGNMENT/ SEMINAR
**Maximum - 20 Marks (converted to 5 marks)**

| Criteria | 4 Marks | 3 Marks | 2 Marks | 1 Mark |
|---|---|---|---|---|
| **Focus** Purpose | Clear | Shows awareness | Shows little awareness | No awareness |
| **Main idea** | Clearly presentsa main idea. | Main idea supported throughout | Vague sense | No main idea |
| **Organisation:** Overall | Well planned | Good overall organization | There is a sense of organization | No sense of organization |
| **Content** | Exceptionally well presented | Well presented | Content is sound | Not good |
| **Style:** Details and Examples | Large specific examples and detailed descriptions | Some use of examples and detailed descriptions | Little use of specific examples and details | No use of examples |

## CLASS PARTICIPATION
**Maximum - 20 Marks (converted to 5 marks)**

| Criteria | 5 Marks | 4 Marks | 3 Marks | 2 Marks | 1 Mark | Points scored |
|---|---|---|---|---|---|---|
| **Level of Engagement in Class** | Student proactively contributes to class by offering ideas and asks questions more than once per class. | Student proactively contributes to class by offering ideas and asks questions once per class | Student contributes to class and Asks questions occasionally | Student rarely contributes to class by offering ideas and asking no questions | Student never contributes to class by offering ideas | |
| **Listening Skills** | Student listens when others talk, both in groups and in class. Student incorporates or builds off of the ideas of others. | Student listens when others talk, both in groups and in class. | Student listens when others talk in groups and in class occasionally | Student does not listen when others talk, both in groups and in class. | Student does not listen when others talk, both in groups and in class. Student often interrupts when others speak. | |
| **Behavior** | Student almost never displays disruptive behavior during class | Student rarely displays disruptive behavior during class | Student occasionally displays disruptive behavior during class | Student often displays disruptive behavior during class | Student almost always displays disruptive behavior during class | |

| Preparation | Student is almost always prepared for class with required class materials | Student is usually prepared forclass with required class materials | Student is occasionally prepared for class with required Class materials | Student is rarely prepared forclass with required class materials | Student is almost never prepared for class. | |
|---|---|---|---|---|---|---|

**MAPPING OF PLOs WITH CLOs**

| COURSE | PROGRAMME LEARNING OUTCOMES | | | | |
|---|---|---|---|---|---|
| | PLO1 | PLO2 | PLO 3 | PLO4 | PLO 5 |
| **COURSE-BB24C01** | | | | | |
| **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 |
| **COURSE – BB24C02** | | | | | |
| 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 |
| **COURSE – BB24C03** | | | | | |
| 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 |

| COURSE CODE | COURSE NAME | Category | L | T | P | Credit |
|---|---|---|---|---|---|---|
| **BB24C01** | **CONTEMPORARY MANAGEMENT** | **Theory** | **73** | **2** | **-** | **3** |

**Preamble**

**1.** To impart thorough understanding of management fundamentals and diverse managerial functions to students.

**2.** To empower students with comprehension of essential managerial skills crucial for achieving success in managerial roles.

**3.** To equip students with knowledge in planning, decision-making, organizing, and controlling, essential for navigating evolving organizational structures, globalization, technological advancements, and diverse workforce dynamics.

**4.** To integrate the concept of social responsibility into business decision-making processes.

**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 with a deeper understanding of their roles and significance within organizational contexts. | K2 |
| CLO3 | Identify the advantages and challenges of different functions of management, demonstrating a critical understanding of their implications for organizational effectiveness. | K3 |
| CLO4 | Apply budgetary controls & non-budgetary controls promoting efficient and optimal utilization of resources in an organization, showcasing advanced knowledge and skills in management practices. | 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

# CONTEMPORARY MANAGEMENT - BB24C01                                    (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 - Management Lessons From IKS *(Arthashastra and Thirukkural).*

## 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 – Role of AI in Management.

## 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 – Effectivecontrol 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 - Global Management Competencies
*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 &Edition |
|---|---|---|---|---|
| 1 | Gareth Jones and Jennifer George | Contemporary Management | McGraw-Hill | 2022 & 12th Edition |
| 2 | Harold Koontz,Heinz Weihrich & Mark V. Cannice | Essentials of Management-AnInternational, Innovation and Leadership Perspective | Tata McGraw Hill | 2020 & 11th Edition |
| 3 | Gupta CB | Management Theory and Practice | Sultan Chand & Sons | 2022 & 21st Edition |
| 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 &Edition |
|---|---|---|---|---|
| 1 | Openstax, David S. Bright, Anastasia H. Cortes | Principles of Management | Open Stax Textbooks | 2022 & 1st Edition |
| 2 | Stephen P Robbins; Mary K Coulter | Management | Hoboken, NJ : Pearson | 2020 & 15th Edition |

**Reference Links:**

| Sl. No. | Units | Topics | Links | No of Hrs |
|---|---|---|---|---|
| **1** | Unit: I, II, III, IV, V | Management, Planning, Decision Making, Organizing, Span of management, Staffing: , Organizational Change, Controlling, | NPTEL: https://archive.nptel.ac.in/courses/110/107/110107150/ | 12 Weeks |
| **2** | Unit: I, II | Concept of Management, Organizing, Controlling, Management & Society, Creativity & Innovation | NPTEL: https://nptel.ac.in/courses/122108038 | 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 | 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 <br> https://youtu.be/O_jsxkRCS4U |
| 4 | Modern Management Thoughts | https://youtu.be/B28ipvdbf-U <br> 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- Singleuse 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 <br> https://youtu.be/WsqH8ygPS1k |
| 13 | Process of staffing | https://youtu.be/6YOQY__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 CODE | COURSE NAME | Category | L | T | P | Credit |
|---|---|---|---|---|---|---|
| BB24C02 | FINANCIAL ACCOUNTING | Theory | 73 | 2 | - | 3 |

accounting.
**Preamble:**

1.      To deepen knowledge on all the components of the final accounts, using a double entrybook keeping perspective.

2.      To convey sufficient knowledge for an adequate interpretation, analysis and use the information provided by financial accounting.

3.      To effectively communicate financial results and position to stakeholders.

## 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, principles and the importance of financial accounting. | K1 |
| CLO2. | Recognize the kinds of accounting and use accounting tools through application and implementation. | K2 |
| CLO3. | Associate with the components of final accounts through the application of double-entry book keeping principles | K3 |
| CLO4. | Analyse and perform the accounting operations. | K4 |

## Mapping with Programme Learning 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**

## Financial Accounting - BB24C02                                    (73 Hours)
**UNIT – I (15 Hours)**
Nature of Accounting - **\*GAAP\*** - Generally Accepted Accounting Principles - Accounting Concepts and conventions – Accounting Cycle – Accounting Equations - AI in Accounting - **\*Kinds of Accounts\*** - Journal, Ledger - Self Balancing 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 -
**typesof 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 International Accounting
standards - 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 & Edition |
|---|---|---|---|---|
| 1 | P C Tulsian, Bharat Tulsian, Tushar Tulsian | Financial Accounting | S Chand Publications | 2023 & 1st Edition |
| 2 | S.P. Jain ,K.L. Narang, Simmi Agrawal & Monika Sehgal | Financial Accounting | Kalyani Publishers | 2022 & 12th Edition |
| 3 | Gupta MP, Agarwal BM | Financial Accounting | S Chand Publications | 2023 & 1st Edition |

**REFERENCE BOOKS:**

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication &Edition |
|---|---|---|---|---|
| 1 | S.N. Maheswari, Suneel K.Maheshwari, Sharad K. Maheshwari | Financial Accounting for BBA | Vikas Publishing HousePrivate Limited | 2018 & 6th Edition |
| 2 | Grewal T.S | Double entry bookkeeping | Sultan hand &Company | 2017 & 2nd Edition |

**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 FinancialAccounting | 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 CODE | COURSE NAME | Category | L | T | P | Credit |
|---|---|---|---|---|---|---|
| BB24C03 | **ORGANISATIONAL BEHAVIOUR** | 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.


**Course Learning Outcome**
On the successful completion of the course, students will be able to:

| CLO | 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

## ORGANISATIONAL BEHAVIOUR – BB24C03                    (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- Revolutionizing Technology - 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,* AI in Workplace Collaboration and Team Dynamics - 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; AI Application in Organisational Development- *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 & Edition |
|---|---|---|---|---|
| 1. | Stephen P. Robbins , Timothy A. JudgeNeharika Vohra | Organisational Behaviour | 19th Edition Pearson | 2023 & 19th Edition |
| 2. | Fred Luthans, Brett C. Luthans, Kyle W. Luthans | Organizational Behavior: An Evidence-Based Approach | Information Age Publishing | 2020 & 12th Edition |
| 3. | Dr. F. C. Sharma | Organisational Behaviour | SBPD Publications | 2021 & 1st Edition |

## Reference Books:

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

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=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTs b&index=3 |
| 2 | Personality, Personality traits | https://www.youtube.com/watch?v=vJuYtdksW6c&list=PLbMVo gVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=6 |
| 3 | Personality tests | https://www.youtube.com/watch?v=fncSqQxgGnw&list=PLbMV ogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=7 |
| 4 | Factors influencing perception, | https://www.youtube.com/watch?v=DNdUY4nz1qQ&list=PLbM VogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=11 |
| 5 | Attribution Theory –Organisational Applications | https://www.youtube.com/watch?v=hKCcZdqhs1I&list=PLbMVo gVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=12 |
| 6 | Evaluation, Feedback and Rewards | https://www.youtube.com/watch?v=MK9Jt7BxoYM&list=PLbM VogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=18 |
| 7 | Values, Beliefs and Attitudes with Managerial Implications | https://www.youtube.com/watch?v=qaCs1PyPG04&list=PLbMV ogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=10 |
| 8 | Team Building | https://www.youtube.com/watch?v=6mBLT7gux2I&list=PLbMV ogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=22 |
| 9 | Group Cohesiveness – Group norms - Group processes and Group Decision Making, | https://www.youtube.com/watch?v=v1gigx9fwcY&list=PLbMVo gVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=23 |
| 10 | Organisation Power: Concept and Classification; PowerTactics; Coalitions | https://www.youtube.com/watch?v=3wLDyPN4QMY&list=PLb MVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=26 |
| 11 | Across culture | https://www.youtube.com/watch?v=_s6z81TGMXQ&list=PLbM VogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=41 |
| 12 | Managing Stress and Conflicts. | https://www.youtube.com/watch?v=KHD0pIh6UEg&list=PLbM VogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=20 <br> https://www.youtube.com/watch?v=KXTi6S-pLa8&list=PLbMVogVj5nJQYXoO3foSZ6CrU7aCCwTsb&inde x=25 |
| 13 | Organisational Effectiveness-Organisational Change and innovation - Concept and Forces for Change | https://www.youtube.com/watch?v=TnhBeaFbHYo&list=PLbMV ogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=39 |
| 14 | Boundedness of Managing the Change. | https://www.youtube.com/watch?v=Ws2gVrVzYbo&list=PLbM VogVj5nJQYXoO3foSZ6CrU7aCCwTsb&index=40 |

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**(BUSINESS PROCECSS MANAGEMENT)**

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

**SEMESTER II**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**(BUSINESS PROCECSS MANAGEMENT)**

**2024-2027 Batch**

## PROGRAM LEARNING OUTCOMES (PLO'S):

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

**PLO2.** To manifest the students with a 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 responsibility 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 etiquette, 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 the Business Process Industry.

**DEPARTMENT OF BBA (BUSINESS PROCESS MANAGEMENT)**
**CHOICE BASED CREDIT SYSTEM (CBCS) &**
**LEARNING OUTCOMEBASED CURRICULAR FRAMEWORK (LOCF)**
**SCHEME AND SYLLABUS OF THE EXAMINATION**
**2024-2027 Batch**
**Semester - II**

| 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 | |
| II | I | TAM2302A/ HIN2302A/ FRE2302A | Tamil Paper II / Hindi Paper II / 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 | BA24C04 | Business Regulatory Framework | CC | 5 | 73 | 2 | 3 | 25 | 75 | 100 | 3 |
| II | III | BA24C05 | Business Etiquette and Corporate Grooming | CC | 5 | 73 | 2 | 3 | 25 | 75 | 100 | 3 |
| II | III | BB24C06 | Human Resource Management | CC | 5 | 73 | 2 | 3 | 25 | 75 | 100 | 3 |
| II | III | TH24A10/ ES24A04 | Mathematics for Management II / Managerial Economics | GE | 5 | 73 | 2 | 3 | 25 | 75 | 100 | 4 |
| II | IV | NM24UHR | Universal Human Values and Human Rights | AECC | 2 | 30 | - | - | 100 | - | 100 | 2 |
| I-II | VI | NM23GAW | General Awareness | AEC | SS | - | - | - | 100 | - | 100 | Gr. |
| II | IV | NME23B2/ NME23A2* | Basic Tamil II / Advanced Tamil II | AEC | - | - | - | - | 100 | - | 100 | Gr. |
| I-IV | VI | COM15SER | Community Services-30 Hours | GC | - | - | - | - | - | - | - | - |
| I-V | VI | 24BONL1 24BONL2 24BONL3 | Online Course 1 Online Course 2 Online Course 3 | ACC | - | - | - | - | - | - | - | - |

L-Language
E-English
CC – Core Courses                                      CA – Continuous Assessment
GE – Generic Elective                                  ESE - End Semester Examination
AEC – Ability Enhancing Course                 * **After class hours**

ACC **-** Additional Credit Course

**The following changes in the assessment pattern for 2024- 25 batch (I UG )**

**CA Pattern -Theory- (First 3 Units)**

Section A – 3 x 2 = 6
Section B – 3 x 5 = 15 (either or – same CLO Level)
Section C – 3 x 8 = 24 (either or – same CLO Level)
**Total                45  Marks**

**2023 UG - Accounts Courses - (First 3 Units)**

*CA Question from each unit comprising of*

One question with a weightage of 2 Marks                    :2 x 3 = 6
One question with a weightage of 5 Marks                    :5 x 3 =15
One question with a weightage of 8 Marks                    :8 x 3 = 24
(Internal Choice at the same CLO level)
**Total :                                                        45 Marks**

**ESE Pattern (Theory)**
Section A – 5 x 2 = 10
Section B – 5 x 5 = 25 (either or – same CLO Level)
 Section C – 5 x 8 = 40 (either or – same CLO Level)
**Total                75  Marks**

 **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                        25 Marks**

**Continuous Internal Assessment Pattern for Universal Human Values and Human Rights**
- Quiz after each module of class hours          - 50  marks
- Assignment after each unit                     -25 marks
- Project / Case Study                           - 25 marks

# ASSIGNMENT/ SEMINAR

## Maximum - 20 Marks (converted to 5 marks)

| Criteria | 4 Marks | 3 Marks | 2 Marks | 1 Mark |
|---|---|---|---|---|
| **Focus: Purpose** | Clear | Shows awareness | Shows little awareness | No awareness |
| **Main idea** | Clearly presents a main idea. | Main idea supported throughout | Vague sense | No main idea |
| **Organization: Overall** | Well planned | Good overall organization | There is a senseof organization | No sense of organization |
| **Content** | Exceptionallywell presented | Well presented | Content is sound | Not good |
| **Style: Details andExamples** | Large specificexamples anddetailed descriptions | Some examples anddetailed descriptions | Little use of specific examples anddetails | No use of examples |

## CLASS PARTICIPATION

### Maximum - 20 Marks (converted to 5 marks)

| Criteria | 5 Marks | 4 Marks | 3 Marks | 2 Marks | 1 Mark | Points scored |
|---|---|---|---|---|---|---|
| **Level of Engagement in Class** | Student proactively contributes to class by offering ideas and asks questions more than once per class. | Student proactively contributes to class by offering ideas and asks questions once per class | Student contributes to class and Asks questions occasionally | Student rarely contributes to class by offering ideas and asking no questions | Student never contributes to class by Offering ideas | |
| **Listening Skills** | Student listens when others talk, both in groups and in class. Student incorporates or builds off of the ideas of others. | Student listens when others talk, both in groups and in class. | Student listens when others talk in groups and in class occasionally | Student does not listen when others talk, both in groups and in class. | Student does not listen when others talk, both in groups and in class. Student often interrupts when others speak. | |
| **Behavior** | Student almostnever displays disruptive behavior during class | Student rarely displays disruptive behavior during class | Student occasionally displays disruptive behavior during class | Student often displays disruptive behavior during class | Student almost always displays disruptive behavior during class | |
| **Preparation** | Student is almost always prepared for class with required class materials | Student is Usually, preparedfor class with required class materials | Student is occasionally prepared for class with required Class materials | Student is rarely preparedfor class with required class materials | Student is almost never preparedfor class. | |

| COURSE CODE | COURSE NAME | Category | L | T | P | Credits |
|---|---|---|---|---|---|---|
| BA24C04 | **BUSINESS REGULATORY FRAMEWORK** | Core | 73 | 2 | - | 3 |

**Preamble**
1. To provide students with a comprehensive understanding of the principles and legal frameworks
2. To integrate modern technologies to enhance the understanding and application of traditional laws for contemporary business challenges.
3. To emphasize ethical practices, cultural values from Indian Knowledge Systems (IKS)

**Course Learning Outcomes:**
On the successful completion of the course, students will be able to

| CLO Number | CLO Statement | Knowledge Level |
|---|---|---|
| CLO 1 | Demonstrate an in-depth understanding of the Indian Contract Act, Sale of Goods Act, and Companies Act, including their legal provisions, processes, and applications in real-world business scenarios. | K1 |
| CLO 2 | Analyze the significance of employment laws in India and evaluate their impact on employer-employee relationships, including recent legal amendments and the role of digital compliance tools. | K2 |
| CLO 3 | Examine emerging trends in business law, including Intellectual Property Rights (IPR), Artificial Intelligence, and International Trade Laws, and assess their legal and ethical implications. | K3 |
| CLO 4 | Apply knowledge of business laws and ethical considerations to address challenges in corporate administration, contract enforcement, labor regulations, and sustainability, integrating advanced technologies for effective decision-making. | K4 |

**Mapping with Programme Learning Outcomes**

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

S-Strong; M-Medium; L-Low

**UNIT I (15 HOURS)**
Indian Contract Act: Definition and Essentials of Contract- Types of Contracts-Competent Party-*Usage of AI tools to assess the competency of Parties*-Free Consent-Consideration-Performance of Contract-Discharge of Contract & Rules for Compensation- Contingent Contract & Quasi Contract. Special Contract Act: Indemnity & Guarantee- Bailment & Pledge-Law of Agency - Meaning, Modes of creating Agency-Types of Agents- Personal Liability of an Agent and Termination of Agency.

**UNIT II (14 HOURS)**

Sale Of Goods Act: Definition-***Formation of Contract of Sale***- Essentials of a Contract of Sale- Sale and Agreement to sell – Condition and Warranties – Definition and Types of Conditions- Role-***Transfer of property in goods***-Principles of Transfer of Title – Transfer of title by Unpaid Seller and his rights- Actionable Remedies for an Unpaid Seller- Sale of Auction - Characteristics -Auction Terms. Hire Purchase Agreement- Conditions and Terms -***AI and Automation***.

**UNIT III (15 HOURS)**

Indian Partnership Act and Negotiable Instrument Act: Definition and Essentials of Partnership-Types-Rights, Duties and Relation of Partner. Limited liability Partnership-Salient features of LLP-Difference between LLP and Partnership- Extent and limitation of liability of LLP and partners. Dissolution of Partnership Firms. The Negotiable Instrument Act-Meaning and Characteristics-Types-Parties to a Negotiable Instrument -Negotiation and Assignment-Discharge and Dishonor of Negotiable Instrument-Presumptions as to Negotiable Instruments-Crossing and Bouncing of Cheque-***Application of AI in Cheque Processing***.

**UNIT IV (14 HOURS)**

Industrial Law: Introduction – Factories Act 1948- Health Safety Welfare measures. Payment of Wages Act : Objectives and Scope of the Act-Deductions from Wages. Payment of bonus Act -***Objectives and Application of the Act***-Eligibility for Bonus. Payment of Gratuity Act: Objectives-Rules regarding Payment of Gratuity-Recovery of Gratuity-Penalties-Procedure for nomination-Exemption of Employer from Liability. The Employees Provident Funds and Miscellaneous Provisions Act.

**UNIT V (15 HOURS)**

Companies Act: Introduction- Kinds of Companies – Lifting of Corporate veil- Incorporation Promoters and their Role- Documentation. Memorandum of Association (MoA) - Purpose and Contents – Alteration - Articles of Association (AoA) - Purpose and Contents – Alteration. Prospectus - Introduction- Contents – Types. Directors-Types, Power and duties. Company meetings and proceedings-Kinds. Winding up of company-Kinds.***AI-Driven Corporate Administration***.***IKS Views on Ethical Liquidation***.

 **\* Topics offered in blended mode. (Links given)**

**Text Books:**

| S.No | Author(s) | Title of the Book | Publisher | Year of Publication and Edition |
|------|-----------|-------------------|-----------|----------------------------------|
| 1 | Tulsian.P.C | Business Law | S. Chand Publishing. | 2023 (1st Edition) |
| 2 | N D Kapoor | Elements of Mercantile Law | Sultan Chand& Sons | 2021 (39th Revised Edition) |

**Reference Books:**

| S.No | Author(s) | Title of the Book | Publisher | Year of Publication and Edition |
|------|-----------|-------------------|-----------|----------------------------------|
| 1 | Dr.G.K. Varshney | Business Regulatory Framework | Sahitya Bhawan Publications | 2022 (4th Edition) |
| 2 | N D Kapoor | Elements of Mercantile Law | Sultan Chand& Sons | 2021 (39th Edition) |

**Blended Learning Links:**

| S.No | Unit | Topic | Blended Learning Links |
|---|---|---|---|
| 1. | I | Usage of AI tools to assess the competency of Parties | https://youtu.be/nhVGxEc7nkA?si=eptjqi64vsgUI115 |
| 2. | | Formation of Contract of Sale | https://youtu.be/li4NopFWoXE?si=MSJjZengcVyFVne z |
| 3. | III | Transfer of property in goods | https://youtu.be/2Um847XTjDQ?si=GkQcvSVutW0Vg UFb |
| 4. | | AI and Automation in Hire Purchase Agreements | https://youtu.be/lGsdBrKQTKs?si=UDeFFfpAQOyJ4b av |
| 5. | III | Application of AI in Cheque Processing | https://www.youtube.com/watch?v=AQdYf0JN3OE |
| 6. | IV | Objectives and Application of the Payment of Bonus Act | https://www.youtube.com/watch?v=gPMoRTkcYzc |
| 7. | | AI-Driven Corporate Administration | https://youtu.be/DnBtTF7ASGw?si=yhMKrdBYeEbYS 4KV |
| 8. | V | IKS Views on Ethical Liquidation | https://youtu.be/5-ZhzEJX-kU?si=hWJU- N6Vf7b9kcAz |

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

| COURSE CODE | COURSE NAME | Category | L | T | P | Credit |
|---|---|---|---|---|---|---|
| BA24C05 | **BUSINESS ETIQUETTE AND CORPORATE GROOMING** | Theory | 73 | 2 | - | 3 |

**Preamble**

1. To develop essential skills in business etiquette, communication, and professionalism
2. To equip students to excel in professional interactions and adapt to dynamic workplace scenarios.
3. To prepare students to navigate professional challenges with confidence and empathy by blending core etiquette principles with advanced tools.

**Course Learning Outcomes:**

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

| CLO Number | CLO Statement | Knowledge Level |
|---|---|---|
| CLO1 | Understand the principles of business etiquette, workplace courtesy, and professional communication, and their significance in fostering effective workplace relationships and creating a positive professional image. | K1 |
| CLO2 | Associate the use of AI tools and Indian Knowledge Systems (IKS) with practical workplace scenarios to enhance task management, workplace courtesy, ethical decision-making, and professional interactions. | K2 |
| CLO3 | Apply key concepts of business attire, grooming, stress management, and time management to professional settings, ensuring alignment with organizational expectations and cultural sensitivities. | K3 |
| CLO4 | Analyze workplace challenges related to communication, conflict resolution, and professional behavior, leveraging AI, AR/VR tools, and IKS principles to propose effective and innovative solutions. | K4 |

**Mapping with Programme Learning Outcomes**

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

S- Strong; M-Medium; L-Low

**UNIT – I (15 Hours)**
**Business Etiquette**: Introduction-Definition of Business Etiquette - ABCs of etiquette- meeting and greeting scenarios- Principles of exceptional work behavior-Role of good manners in business - **\*Use of AI tools for prioritizing tasks and managing schedules\*-**Key Functions- Principles of Professional management -Professional conduct and personal spacing- **\*Applying ancient Indian wisdom for fostering respect, empathy, and holistic workplace interactions\*.**

**UNIT – II (14 Hours)**
**Workplace Courtesy and Business Ethics:** Meaning of Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - \***Application of IKS: Values like integrity and dedication\*-** Hierarchy and Protocol. Ethical issues - conflict resolution strategies - Real life workplace scenarios**-\*Leveraging AI to monitor and enforce workplace courtesy policies\*.**

**UNIT-III (14 Hours)**

**Corporate etiquette**: Meaning- Dressing and grooming skills-Workplace Etiquette- **\*AI tools for monitoring workplace behavior and feedback\***. Business etiquette-meeting etiquette-Telephone Etiquette-email etiquette- Professional Competencies- Time management -Team Skills-Stress Management-Attention to detail- **\*IKS on maintaining politeness and respect in digital communication\***.

**UNIT IV (15 Hours)**

**Business Communication**: Introduction-Principles of effective Communication – Barriers to Communication – Communication etiquette- Communication through Reports – Agenda- Minutes of Meeting - Resume Writing. Interview Skills-Stages of Interview-Group Discussion-*\*Critical success factors of Group Discussion\**- Answering Strategies- Social Conversion Skills-Presentation Skill-Difference between Conversations and Presentation-Critical success factors of Presentation-**-\*Creating Engaging presentations with Artificial Intelligence**\*

**UNIT V (15 Hours)**

**Business Attire& Professionalism**: Introduction to Business Attire-Nature-Importance- Guidelines for appropriate business attire. Professionalism- Importance, Functions and Types - **\*AR/VR tools for simulating professional scenarios and honing skills\*.**Business style and Professional image-Nature, elements, functions and importance **-\*IKS teachings on simplicity and authenticity in personal presentation\***. Dress code-Importance and Types -Grooming for success**-**Importance- Key functions of Grooming for success.

    **\* Topics offered in blended mode. (Links given)**

**Textbooks:**

| S.No | Author(s) | Title of the Book | Publisher | Year of Publication and Edition |
|---|---|---|---|---|
| 1. | Michael Vaz, Aurara Vaz | Business Etiquette and Corporate Grooming | Manan Prakashan | 2024 (1st Edition) |
| 2. | Dr. Sanober Hussaini | Business Etiquette and Corporate Grooming | Sheth Publishers | 2024 (1st Edition) |
| 3. | Courtland L. Bovee and John V. Thill | Excellence in Business Communication | Pearson | 2023 (14th Edition) |

**Reference Books:**

| S.No | Author(s) | Title of the Book | Publisher | Year of Publication and Edition |
|---|---|---|---|---|
| 1. | Lydia E. Anderson and Sandra B. Bolt | Professionalism: Skills for Workplace Success | Pearson | 2023 5th Edition |
| 2. | Peter Post, Anna Post, Lizzie Post | Etiquette Advantage in Business: Personal Skills for Professional Success | Harper Collins Leadership | 2023 3rd Edition |
| 3. | Gerard Assey | Professional Business Etiquette & Grooming | Gerard Assey | 2022 1st Edition |

**Blended Learning Links:**

| S.No | Unit | Topic | Blended link |
|---|---|---|---|
| 1. | | Use of AI tools for prioritizing tasks and managing schedules | https://www.youtube.com/watch?v=aG2-3zj7Muw |
| 2. | I | Applying ancient Indian wisdom for fostering respect, empathy, and holistic workplace interactions | https://www.youtube.com/watch?v=b9UvkK2xxr0 |
| 3. | | Application of IKS: Values like integrity and dedication | https://www.youtube.com/watch?v=AyJ1GdNSsJc |
| 4. | II | Leveraging AI to monitor and enforce workplace courtesy policies | https://www.youtube.com/watch?v=-n4rpBlvIqo |
| 5. | | AI tools for monitoring workplace behavior and feedback | https://www.youtube.com/watch?v=KXpgtsRPM04 |
| 6. | III | IKS on maintaining politeness and respect in digital communication | https://www.you_ube.com/watch?v=LZP1StpYEPM |
| 7. | IV | Critical success factors of Group Discussion | https://www.youtube.com/watch?v=3w32jIsRlsw |
| 8. | | Creating Engaging Presentations with Artificial Intelligence | https://www.youtube.com/watch?v=BZ_ObFC7NVA |
| 9. | V | AR/VR tools for simulating professional scenarios and honing skills | https://www.youtube.com/watch?v=iK8OcI_pYbo |
| 10. | | IKS teachings on simplicity and authenticity in personal presentation | https://www.youtube.com/watch?v=Gexiwsa7Gc0 |

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

| COURSE CODE | COURSE NAME | Category | L | T | P | Credit |
|---|---|---|---|---|---|---|
| BB24C06 | HUMAN RESOURCE MANAGEMENT | 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 training program, evaluating training results and evaluating a company's implementation of a performance-based pay system.
4. To understand the importance of HR Analytics, HR Audit and metrics

### Course Learning Outcomes
On the successful completion of the course, students will be able to:

| CLO Number | CLO Statement | Knowledge Level |
|---|---|---|
| CLO1 | Understand the fundamentals 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 Learning Outcomes

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

S-Strong; M-Medium; L-Low

### UNIT – I (15 Hours)
Human Resource Management - Meaning, Definition, **\*Objectives and Nature of HRM – Evolutionof HRM - Functions & Importance of HRM – Qualities, and Role of HR Manager\***, Ancient Wisdom for Modern HR: Valmiki's Perspectives - 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 - Recruitment Philosophy from IKS (Insights from Artha shastra & Tirukkural) – 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\*** – The Role of Practical Learning in Training: Insights from the Gurukul System - 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 - Data-driven DEIB. \***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, Tech-Enabled Employee Self-Service, 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

**\* Topics offered in blended mode. (Links given)**

**Textbook:**

| S.No | Author(s) | Title of the Book | Publisher | Year of Publication and Edition |
|---|---|---|---|---|
| 1 | Aswathappa & Sadhna Dash | Human Resource Management, Text & Cases | Mcgraw Hill | 2023 & 10th edition |
| 2 | Gary Dessler & Biju Varkey | Human Resource Management | Pearson Publisher | 2023 & 16th edition |

**Reference Books:**

| S.No. | Author(s) | Title of the Book | Publisher | Year of Publication and Edition |
|---|---|---|---|---|
| 1 | Dr. Shikha Kapoor | Human Resource Management | Taxmann | 2023 & 2nd edition |
| 2 | IIBF | Human Resource Management | Macmillan | 2023 & 1st edition |
| 3 | Rahul Kumar Das | Human Resource Management | Notion Press | 2022 & 1st edition |

**Blended Learning links:**

| S. No. | Units | Topics | Links |
|---|---|---|---|
| 1 | 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=awUPBxAetlU |
| 2. | II | Recruitment: Definition and Objectives of Recruitment –Recruitment Policy | https://archive.nptel.ac.in/courses/122/105/122105020/ |
| | | Selection: Definition and Purpose ofSelection | https://archive.nptel.ac.in/courses/122/105/122105020/ |
| 3. | III | Training and development of Employees – Training Objectives – Need for Training | https://archive.nptel.ac.in/courses/122/105/122105020/ |
| 4. | IV | Compensation –meaning, Essential, types | https://www.youtube.com/watch?v=c75U2xofWEM |
| | | Career Planning | https://www.youtube.com/watch?v=-3gpquAjios |
| 5. | 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.**