

Sem	Course Code	Professional English - I	Total Marks: 100		Hours Per Week	Credits
I	21UABCT101		CIA: 50	ESE: 50	4	4

**Course 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.

**Course Outcomes (CO): On completion of the course, students should be able to**

CO 1	Recognise their own ability to improve their own competence and skills in using the language	K1 - K4
CO 2	Develop their competence in the use of English with particular reference to workplace situation with confidence and acceptable manner	
CO 3	Enhance the importance of negotiation strategies and thereby improve their LSRW skills	
CO 4	Create and develop their skills in interpreting visuals and presentations	
CO 5	Sharpen their critical thinking related to life and professional ethics	

**K1: Remember; K2: Understand; K3: Apply; K4: Analyze****Unit - I      Communication**

Listening: Listening to instructions

Speaking: Telephone etiquette and official phone conversations

Reading: Short passages (3 passages selected from Commerce and Management)

Writing: Letters and Emails in professional context

Grammar in Context: Wh and Yes or no, Q tags, Imperatives

Vocabulary: Word formation, Creating antonyms using Prefixes, Intensifying prefixes (E.g inflammable)

**Changing words using suffixes: Noun Ending, Adjectives Endings, Verb Endings****Unit - II      Description**

Listening: Listening to process description

Speaking: Role play Formal: With faculty and mentors in academic environment, work place communication- Informal: with peers in academic environment, workplace communication

Reading: Reading passages in trade/ commerce/ management

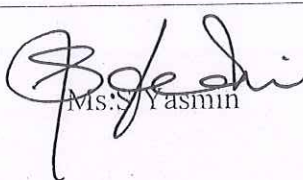
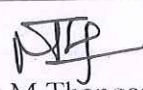
Writing: Writing sentences definition (e.g ledger) and extended definitions (e.g accountancy) picture description -- Description of fashion and Beauty products ( A small Write up promoting the products/ an objective review of the product in 150-200 words)

Grammar in Context: Connectives and Linkers

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<b>Unit - III</b>	<b>Negotiation Strategies</b>
<p>Listening: Listening to interviews of specialists / Inventors in fields (Subject specific)</p> <p>Speaking: Brainstorming. (Mind mapping). Small group discussions (Subject- Specific)</p> <p>Reading: Longer Reading text.(Comprehensive Passages)</p> <p>Writing: Essay Writing (250 words essay on topics related to commerce and management like recording business transactions)</p> <p>Grammar in Context: Active voice and passive voice - if conditional</p> <p>Vocabulary: Register specific – Collocations – Phrasal Verbs</p>	
<b>Unit - IV</b>	<b>Presentation Skills</b>
<p>Listening: Listening to presentation - Listening to lectures. Watching – documentaries ( Discovery / History channel)</p> <p>Speaking: Short talks. Making Formal Presentations (Power point)</p> <p>Reading: Reading a written speech by eminent personalities in the relevant field/ short poems/ short biography</p> <p>Writing: Writing Recommendations- Interpreting Visuals- Charts / Tables/ Flow Diagrams</p> <p>Grammar in Context: Models</p> <p>Vocabulary: Register specific – Single word substitution.</p>	
<b>Unit - V</b>	<b>Critical Thinking Skills</b>
<p>Listening: Listening to advertisements/ News and brief documentary films (with Subtitle).</p> <p>Speaking: Simple problems and suggesting solutions.</p> <p>Reading: Motivational stories and professional competence, professional ethics and life skills (Subject – Specific)</p> <p>Writing: Problem and Solution essay– Creative writing –Summary writing in 200 words</p> <p>Grammar in Context: Make Simple Sentences</p> <p>Vocabulary: Fixed Expressions.</p>	
<b>Skill Development Activities:</b>	
<ol style="list-style-type: none"> <li>1. Design and demonstrate an advertisement copy for an illustrative product or service.</li> <li>2. Profile &amp; Biography of an eminent personality (PPT or Short Talk)</li> <li>3. Identify a prospective entrepreneur and conceptualize a case study (Draft and presentation)</li> </ol>	
<b>TEXT BOOK</b>	
1.	Professional English for Commerce and Management-I - TANSI RAMAN
<b>REFERENCE BOOKS</b> KONGU ARTS AND SCIENCE COLLEGE	
1.	Simon Sweeney, English for Business Communication, Student's Book, Second Edition, Cambridge University Press, 2003.
2.	Michael McCarthy, Felicity O'Dell, English Vocabulary in Use: Advanced, First South Asian Edition, Cambridge University Press, 2003.

WEB RESOURCES	
1	<a href="https://nptel.ac.in/courses/109/104/109104030/">https://nptel.ac.in/courses/109/104/109104030/</a>
2	<a href="https://www.edubull.com/courses/online-english-speaking-courses-video-english/tofel-ilets/basic-courses/professional-english-part-2">https://www.edubull.com/courses/online-english-speaking-courses-video-english/tofel-ilets/basic-courses/professional-english-part-2</a>
3	<a href="http://www.autojini.com/blog/importance-of-branding-in-the-automobile-">http://www.autojini.com/blog/importance-of-branding-in-the-automobile-</a>
4	<a href="https://www.edubull.com/courses/online-english-speaking-courses-video-english/tofel-ilets/basic-courses/professional-english-part-2">https://www.edubull.com/courses/online-english-speaking-courses-video-english/tofel-ilets/basic-courses/professional-english-part-2</a>
5	<a href="https://commons.wikimedia.org/w/index.php?title=File:Elon_Musk_Ro">https://commons.wikimedia.org/w/index.php?title=File:Elon_Musk_Ro</a>
6	<a href="http://www.fearlessmotivation.com/2017/08/31/elon-musk-greatest-">http://www.fearlessmotivation.com/2017/08/31/elon-musk-greatest-</a>

Course Designed By	Verified By	Approved By HOD
Dr.P.Poongodi Dr.M.Jayanthi Dr.M.Thangam	 Ms. S. Yasmin	 Dr. M. Thangam

**QUESTION PAPER PATTERN**

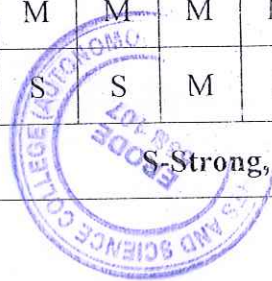
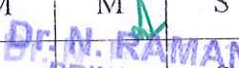
**Max. Marks : 50**

SECTION - A (10 X 1 = 10 Marks)	SECTION - B (4 X 10 = 40 Marks)
(Vocabulary) (MCQ, Info-gap questions - domain specific vocabulary)	(Reading: Two long domain-specific comprehension passages with questions pertaining to understanding and analysis - 20 Marks) (Writing: Descriptive/narrative/persuasive writing questions pertaining to domain-specific vocabulary - 20 Marks)

**Mapping of COs with POs and PSOs**

PO/PSO CO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	S	S	M	M	S	S	S	S	S
CO 2	S	S	S	S	S	M	M	S	S	S	M	S
CO 3	S	S	M	M	M	M	S	S	S	M	S	S
CO 4	S	M	M	M	M	M	M	S	M	M	S	M
CO 5	S	S	S	S	M	S	S	S	M	S	S	S

S-Strong, M-Medium, L-Low


  
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Sem	Course code	Core Paper – II Principles of Management	Total Marks:100		Hours Per Week	Credits
			CIA: 50	ESE:50		
I	21UABCT102				6	4

**Course Objectives:**

1. On successful completion of this course, the students should have understood the Management concepts.
2. To enable the students to think independently and become efficient in the operations functions of organization.
3. To evaluate the management functions and practices.

**Course Outcomes (CO): On completion of the course, students should be able to**

CO 1	Understand the concepts related to management principles, functions, roles and recent developments in management.	K1 – K4
CO 2	Develop business plans and decision - making skill that support an organization's strategic objectives.	
CO 3	Know the various organization structures, authority, responsibility, accountability and delegation with respect to management	
CO 4	Acquire knowledge in human resource planning and directing and learn the techniques of co-ordination and controlling process.	
CO 5	Able to apply principles of management tools and techniques in an enterprise	

**K1 :Remember; K2 :Understand; K3 :Apply; K4 :Analyze**

Unit –I	Management
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Nature - Scope - Importance - Management functions - Managerial levels and skills - roles - Management: Science or Art - Ancient roots of management theory: Fayol's Administrative management - Taylor's scientific management - Universality of management - Recent development in the management practices: Business Process Re-engineering (BPR) and Business Process Outsourcing (BPO).

**Chapters – (1,2,3)**

Unit – II	Planning
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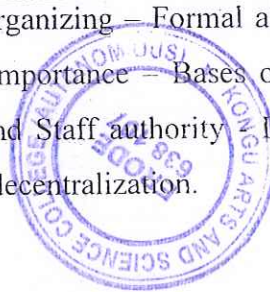
Nature - Importance - Types of plan - Planning process - Objectives: Setting objectives and Policies: Types of policies - Decision - Making: Types of decisions – Decision Making-process of decision making-types-techniques of decision making.

**Chapters- (6,7,8,10)**




Unit – III	Organizing
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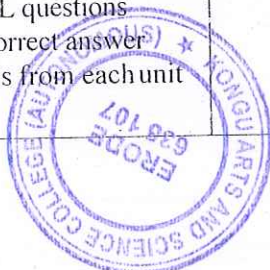
Concept of organization and organizing – Formal and Informal organizations - Types of organizational structure – Departmentation: Importance – Bases of departmentation - Authority: Distinction between authority and power – Line and Staff authority - Delegation: Steps in delegation - Centralisation and Decentralisation: Rationale of decentralization.

**Chapters-(11,12,13,14,15,)**



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<b>Unit – IV</b>		<b>Staffing - Directing</b>	
Man power planning - Process - Difference between recruitment and selection - Selection Process - Role of training and development - Objectives of performance appraisal - Directing: Importance - Techniques of directing - Motivation: Nature of motivation - Maslow's hierarchy theory - Leadership: Definition - Styles.			
Chapters-(18,19,20,21,22,23)			
<b>Unit – V</b>		<b>Coordinating - Controlling</b>	
Need for co-ordination - Techniques of co-ordination - Controlling: Importance - Types of control - Control process - Essentials of Effective control system.			
Chapters-(16,27,28)			
<b>Skill Development Activities :</b>			
<ol style="list-style-type: none"> <li>1. Develop a plan for a small scale industry.</li> <li>2. Identify the management function oriented problems in a company and suggest the line of action to overcome it.</li> <li>3. Analyze the way in which a company relates its planning with control in its line of business to ensure their plan is actually implemented and targets attained.</li> </ol>			
<b>TEXT BOOK</b>			
1. Prasad.L.M - Principles of Management - 9 <sup>th</sup> Edition 2015 - Sultan Chand & Sons, New Delhi.			
<b>REFERENCE BOOK</b>			
1. Harold Koontz and Heinz Weihrich - Essentials of Management - 10 <sup>th</sup> Edition 2015 - Tata McGraw Hill Education Private Limited, New Delhi.			
2. Ramasamy.T- Principles of Management - 1 <sup>st</sup> Edition 2010 - Himalaya Publishing House, Pune.			
<b>WEB RESOURCES</b>			
1. file:///C:/Users/BBA/AppData/Local/Temp/MANAGEMENT-1.pdf			
2. <a href="https://books.google.co.in/books?id=hgsBEAAAQBAJ&amp;printsec=frontcover&amp;source=gbs_book_others_versions_r&amp;redir_esc=y#v=onepage&amp;q&amp;f=false">https://books.google.co.in/books?id=hgsBEAAAQBAJ&amp;printsec=frontcover&amp;source=gbs_book_others_versions_r&amp;redir_esc=y#v=onepage&amp;q&amp;f=false</a>			
Course Designed By		Verified By	
Ms.K.V.Shanmugavadivu 		Mr.M. Arul Raja 	
		Approved By HOD	
		Dr.M.Thangam 	
<b>QUESTION PAPER PATTERN</b>			<b>Max. Marks : 50</b>
<b>SECTION – A (10 x 1 = 10 Marks)</b> Answer ALL questions Choose the correct answer Two questions from each unit	<b>SECTION – B (5 x 3 = 15 Marks)</b> Answer ALL questions Either or type Two questions from each unit	<b>SECTION – C (5 x 5 =25 Marks)</b> Answer ALL questions Either or type Two questions from each unit	




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Mapping of COs with POs and PSOs:

PO/PSO CO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	S	M	M	M	S	S	S	M	M	S
CO2	M	M	S	M	M	M	S	S	M	S	M	S
CO3	S	M	S	M	S	S	M	S	S	M	M	S
CO4	S	S	M	S	M	S	M	S	M	M	M	S
CO5	S	M	S	M	M	M	M	S	M	M	M	S
S-Strong, M-Medium, L-Low												



  
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Sem	Course code	ALLIED COURSE: I	Total Marks:100	Hours Per Week	Credits
1	21UABAT103 / 21UACAT103	BUSINESS MATHEMATICS AND STATISTICS	CIA : 50   ESE :50	6	4

**Course Objectives:**

1. To enable the students to understand the concepts of Financial Mathematics.
2. To develop the ability of the students in obtaining and analysing the measures of central tendency Dispersion, Correlation and Regression.
3. The students are able to utilize the concepts of Index Numbers.

**Course Outcomes (CO): On completion of the course, students should be able to**

CO 1	Calculate simple and compound interest and understand the concepts of sets and its operations.	K1-K4
CO 2	Find the solutions of simultaneous linear equations using matrix method.	K1-K4
CO 3	Understand and apply classification and tabulation of data.	K1-K4
CO 4	Acquire knowledge about the measures of central tendency and dispersion.	K1-K4
CO 5	Examine the concepts of Correlation, Regression and index number.	K1-K4

**K1 :Recall; K2 :Understand; K3 :Apply; K4 :Analyze; K5: Evaluate; K6: Create.**

**Unit – I : Mathematics of Finance and Set Theory**

Mathematics of Finance: Basic Concepts-Simple Interest and Compound Interest-Simple Problems.

Set Theory : Definition- Notations- Methods of Description of Sets-Types of sets- Venn

Diagrams- Set operations – Laws and Properties of Sets –Number of Elements.

**Chapter 2 (Pages 43-61) Chapter 3 ( Pages 104-134)**

**Unit – II : Matrices and Determinants**

Matrices: Definition of a Matrix- Importance- Notation-Order of a Matrix- Types of Matrices-

Matrix Operations-Properties- System of Linear Equations-Determinants-Properties- Cramer's Rule-

Inverse of a Matrix-Solving a System of Simultaneous Linear Equations by Inverse matrix or Matrix method.

**Chapter 4 : Pages 147 -186**

**Unit – III : Collection and Presentation of Data**

Meaning and Scope: Origin and Growth-Meaning- Definitions- Functions- Characteristics-Scope and Uses-Limitations.

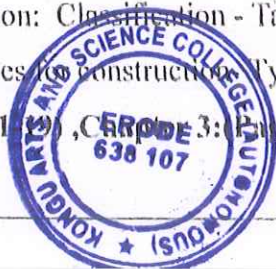
Collection of data: Primary and secondary data –Methods of collection of Primary and Secondary data.

Classification and Tabulation: Classification - Tabulation.

Diagrams: Diagrams – Rules for construction- Types of Diagrams- Drawing Diagrams.

Part II Chapter 1:(Pages 1-17) ,Chapter 3:( Pages 28-40) ,Chapter 5:(Pages 68-84)

Chapter 6:(Pages 98-118)



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**Unit – IV : Measures of Central Tendency and Dispersion**

Measures of Central Tendency: Arithmetic Mean, Median and Mode.

Measures of Dispersion: Range, Quartile Deviation, Standard Deviation and Co-efficient of Variation- Simple Problems.

Chapter 7 : (Pages 159- 183, 196-209, 212-227) Chapter 8 :(Pages 305-310, 325-336,360-368)

**Unit – V : Correlation , Regression and Index Number**

Simple Linear Correlation: Karl Pearson's coefficient of correlation – Rank correlation.

Simple Linear Regression: Methods of Forming the Regression Equations- Properties of Regression Lines and Coefficients.

Index Numbers: Characteristics of Index Numbers-Uses-General problems in the Construction of Index Numbers- Test of consistency and adequacy.

Chapter 12: (Pages 506-522), Chapter 13 :( Pages 540-571) ,Chapter 10 :( Pages 444-463, 467-471)

**SKILL DEVELOPMENT ACTIVITIES**

1. List out and explain any three real time applications of Matrices.
2. Chart out and plot the frequency and range for your internal marks.
3. Collect base year quantity and price, current year quantity and price for 6 items of consumed products and calculate cost of living index.

**TEXT BOOK**

- 1 PA.Navnitham "Business Mathematics & Statistics", Jai Publishers, 2011.

**REFERENCE BOOKS**

- 1 V. Sundaresan and S.D. Jayaseelan, "An Introduction to Business Mathematics and Statistical Methods", S.Chand Publishing, New Delhi, 2012.
- 2 Gupta S.P, "Statistical Methods"- Sultan Chand & Sons, New Delhi, 2012
- 3 R.S.N. Pillai and Bhagavathi, "Statistics", S.Chand & Company Ltd, New Delhi, 2008.

**Web Resources**

- 1 <http://www.math.wise.edu>>free221
- 2 [www.ma.huji.ac.il](http://www.ma.huji.ac.il)>iWeb>Teach



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K. K. SIVARANJANI Ms.K.SIVARANJANI	Dr.M.LALITHA	Dr.S.NAGARAJAN

**QUESTION PAPER PATTERN**

Time: 3 hours

Max. Marks: 50

**SECTION-A (10 X 1 = 10 Marks)**

Answer ALL questions  
Choose the correct answer  
Two questions from each unit

**SECTION-B (5 X 3 = 15 Marks)**

Answer ALL questions  
Either or type  
Two questions from each unit

**SECTION-C (5 X 5 = 25 Marks)**

Answer ALL questions  
Either or type  
Two questions from each unit

**Mapping of COs with POs and PSOs:**

PO/PSO CO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	M	M	M	S	M	S	M	M	S
CO 2	S	M	S	S	M	M	S	S	S	S	M	S
CO 3	S	M	M	M	S	S	M	S	S	M	M	S
CO 4	S	S	M	S	M	S	M	S	S	M	M	S
CO 5	S	M	S	M	M	M	M	S	S	M	M	S

S-Strong, M-Medium, L-Low



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Semester	Course Code	Professional English - II	Total Marks: 100		Hours Per Week	Credits
II	21UABCT201		CIA: 50	ESE: 50	4	4

**Course Objectives:**

1. To develop their competence in the use of English with particular reference to the workplace situation.
2. To enhance the creativity of the students which will enable them to think of innovative ways to solve issues in the workplace.
3. To develop their competence and competitiveness and thereby improve their employability skills.

**Course Outcomes (CO): On completion of the course, students should be able to**

CO 1	Identify the importance of linguistic competence in workplace environment.	K1 – K4
CO 2	Develop LSRW skills for academic and career purposes.	
CO 3	Illustration of digital competence for Vlogs and Webpage designing.	
CO 4	Application of digital competence for innovation and imagination in recent business scenario.	
CO 5	Applying the effective business correspondence with brevity and clarity at workplace.	

**K1 :Recall; K2 :Understand; K3 :Apply; K4 :Analyze;**

**Unit - I Communicative Competence**

Listening: Listening to two talks/lectures by specialists on selected subject specific topics - (TED Talks) and answering comprehension exercises (inferential questions).  
 Speaking: Small group discussions (the discussions could be based on the listening and reading passages - open ended questions).  
 Reading: Two subject-based reading texts followed by comprehension activities/exercises.  
 Writing: Summary writing based on the reading passages.

**Unit - II Persuasive Communication**

Listening: Listening to a product launch- sensitizing learners to the nuances of persuasive communication.  
 Speaking: Debates - Just-A Minute Activities  
 Reading: Reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions.  
 Writing: Dialogue writing- Writing an argumentative / persuasive essay.

**Unit - III Digital Competence**

Listening: Listening to interviews (subject related).  
 Speaking: Interviews with subject specialists (using video conferencing skills) - Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related).  
 Reading: Selected sample of Web Page (subject area).  
 Writing: Creating Web Pages-Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.  
 The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area.



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<b>Unit - IV</b>	<b>Creativity and Imagination</b>
<p>Listening: Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites - E.g. <a href="https://www.youtube.com/watch?v=tpvicScuDy0">https://www.youtube.com/watch?v=tpvicScuDy0</a>).</p> <p>Speaking: Making oral presentations through short films - subject based.</p> <p>Reading: Essay on Creativity and Imagination (subject based).</p> <p>Writing - Basic Script Writing for short films (subject based) - Creating blogs, flyers and brochures (subject based) - Poster making - writing slogans/captions (subject based).</p>	
<b>Unit - V</b>	<b>Workplace Communication and Basics of Academic Writing</b>
<p>Speaking: Short academic presentation using PowerPoint.</p> <p>Reading and Writing: Product Profiles, Circulars, Minutes of Meeting.</p> <p>Writing an introduction, Paraphrasing, Punctuation (period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis), Capitalization (use of upper case).</p>	
<b>Skill Development Activities :</b>	
<ol style="list-style-type: none"> <li>1. Role Play / Mock Interview</li> <li>2. Just- a – Minute Talk or One to One Student Interaction</li> <li>3. Application of Digital Competence : Mock panel Discussion of Entrepreneurs / Organize an Interview for Young Startups</li> </ol>	
<b>TEXT BOOK</b>	
1	Professional English for Commerce and Management-II - TANSCHÉ. <a href="http://syllabus.b-u.ac.in/tansche/pecm1.pdf">syllabus.b-u.ac.in/tansche/pecm1.pdf</a>
<b>REFERENCE BOOKS</b>	
1	Alice Oshima & Ann Hogue, Writing Academic English, Second Edition, Addison Wesley Publishing Company, 1991.
2	Lyn R. Clark, Kenneth Zimmer, Joseph Tinervia, Business English and Communication, Seventh Edition, MacMillan / McGraw-Hill, Imprint 1991.
<b>WEB RESOURCES</b>	
1	<b>Book Material:</b> <a href="https://drive.google.com/file/d/1FbcKJleXwXhfiFYfKisNDfR5lGXNrmN/view?usp=sharing">https://drive.google.com/file/d/1FbcKJleXwXhfiFYfKisNDfR5lGXNrmN/view?usp=sharing</a>
2	<p><b>Unit 1 Video:</b> <a href="https://drive.google.com/file/d/1cPXTVXQpAmz3qacgnp3f3kCQJkGi6XDI/view?usp=sharing">https://drive.google.com/file/d/1cPXTVXQpAmz3qacgnp3f3kCQJkGi6XDI/view?usp=sharing</a></p> <p><b>Unit 2 Video:</b> <a href="https://drive.google.com/file/d/1TwRZvTSgIOel_YVtcci_p6q9WV901F6Q/view?usp=sharing">https://drive.google.com/file/d/1TwRZvTSgIOel_YVtcci_p6q9WV901F6Q/view?usp=sharing</a></p> <p><b>Unit 3 Video :</b> <a href="https://drive.google.com/file/d/1Ejc3mTIVAncoZOnSwkhSNUEv4jOIL2_/view?usp=sharing">https://drive.google.com/file/d/1Ejc3mTIVAncoZOnSwkhSNUEv4jOIL2_/view?usp=sharing</a></p> <p><b>Unit 4 Video</b> <a href="https://drive.google.com/file/d/1vXQBQ04nAZqCsaxyqEwDpfeXB6P-9KXY/view?usp=sharing">https://drive.google.com/file/d/1vXQBQ04nAZqCsaxyqEwDpfeXB6P-9KXY/view?usp=sharing</a></p> <p><b>Unit 5 Video</b> <a href="https://drive.google.com/file/d/11v2H_Uu9J_ZDrJLo3IN6xligXJ5OkB/view?usp=sharing">https://drive.google.com/file/d/11v2H_Uu9J_ZDrJLo3IN6xligXJ5OkB/view?usp=sharing</a></p>




Course Designed By Dr.P.Poongodi Dr.M.Jayanthi Dr.M.Thangam		Verified By <i>[Signature]</i> Ms.S. Asmin		Approved By HOI <i>[Signature]</i> Dr.M.Thangam								
<b>QUESTION PAPER PATTERN</b>						<b>Max. Marks : 50</b>						
<b>SECTION - A</b> (10 X 1 =10 Marks)				<b>SECTION - B (4 X 10 = 40 Marks)</b>								
(Vocabulary)(MCQ, Info-gap questions - domain specific vocabulary)				(Reading: Two long domain-specific comprehension passages with questions pertaining to understanding and analysis - 20 Marks) (Writing: Descriptive/narrative/persuasive writing questions pertaining to domain-specific vocabulary - 20 Marks)								
<b>Mapping of COs with POs and PSOs:</b>												
<b>CO</b>	<b>PO</b>							<b>PSO</b>				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	M	S	M	M	S	S	S	M	S
CO 2	S	S	M	S	M	M	S	S	M	S	S	S
CO 3	S	S	S	M	S	M	M	S	M	S	S	S
CO 4	S	S	M	S	S	M	S	S	S	M	S	S
CO 5	S	S	S	M	M	M	M	S	M	S	S	S
<b>S-Strong, M-Medium, L-Low</b>												



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<b>Unit – IV :</b>	<b>Group Dynamics</b>
Group Behaviour: Definition - Characteristics - Types - Stages of group development - Group behaviour - Group decision making process. Conflict: Meaning - Sources - Types - Conflict management. Leadership: Meaning - Functions - Leadership styles. <b>Chapters 15(15.1,15.4-15.6,15.7) Chapter 17(17.2,17.3,17.6) Chapter 21(21.1,21.3-21.4)</b>	
<b>Unit – V :</b>	<b>Organizational Change and Development</b>
Organizational culture: Definition - Types - Functions - Organizational change: Importance - Types - Resistance to change - Managing resistance to change - Organizational Development: Meaning - Objectives - Factors influencing OD intervention. <b>Chapters 27 (27.1-27.3) Chapter 28 (28.1,28.2.1,28.2.2,28.3.1,28.3.3,28.3.6)</b>	
<b>SKILL DEVELOPMENT ACTIVITY:</b>	
<ol style="list-style-type: none"> <li>1. Identify the reasons for conflict in an organization.</li> <li>2. Identify employee diversity in workplace.</li> <li>3. Apply the need theory to any one organization and identify the gap. Also suggest a suitable model to overcome the gap.</li> </ol>	
<b>TEXT BOOK</b>	
1.	Dr. Khanka S. S., Organisational Behaviour Reprint Edition, 2015, S. Chand & Company Pvt.Ltd, New Delhi.

<b>REFERENCE BOOKS</b>		
1.	Stephen Robbins, Organizational Behaviour, 15 <sup>th</sup> Edition, 2012, Prentice Hall Publishers, New Delhi.	
2.	L.M.Prasad, Organisational Behaviour, 5 <sup>th</sup> Edition, 2011, Sulthan Chand Publisher, New Delhi.	
3.	Keith Davis, Human Behaviour at Work, 11 <sup>th</sup> Edition, 2001, Mc Graw Hill Publisher, Karnataka.	
4.	Fred Luthans, Organisational Behaviour, 12 <sup>th</sup> Edition, 2010, Mc Graw Hill Publisher, Karnataka.	
<b>Web Resources</b>		
1.	<a href="https://www.pearson.com/store/p/organizational-behaviour-concepts-controversies-applications-eighth-canadian-edition/P100001152501">https://www.pearson.com/store/p/organizational-behaviour-concepts-controversies-applications-eighth-canadian-edition/P100001152501</a>	
2.	file:///C:/Users/BBADEPT/Downloads/Organizational_Behaviour.pdf	
Course Designed By	Verified By	Approved By HOD
Mrs. K. V. Shanmugavadivu 	Mr.M.Arul Raja 	Dr.M.Thangam 




  
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QUESTION PAPER PATTERN			Max. Marks : 50
<b>SECTION – A</b> (10 x 1 = 10 Marks) Answer ALL questions Choose the correct answer Two questions from each unit	<b>SECTION – B</b> (5 x 3 = 15 Marks) Answer ALL questions Either or type Two questions from each unit	<b>SECTION – C</b> (5 x 5 = 25 Marks) Answer ALL questions Either or type Two questions from each unit	

Mapping of COs with POs and PSOs:												
PO/PSO CO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	M	M	S	S	L	S	M	S	S	M	M	S
CO 2	M	L	S	M	L	S	S	S	M	S	M	S
CO 3	M	L	S	M	M	S	S	S	S	M	M	S
CO 4	S	M	S	S	M	S	M	S	M	M	M	S
CO 5	M	M	M	S	M	S	S	S	M	M	M	S
<b>S-Strong, M-Medium, L-Low</b>												



  
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Semester	Course Code	ALLIED PAPER: II OPTIMIZATION TECHNIQUES	Total Marks:100	Hours Per Week	Credits
II	21UABAT203 / 21UACAT204		CIA : 50    ESE :50	6/5	4

**Course Objectives:**

1. To enable the students to understand the concepts of Linear Programming.
2. To develop the students ability in solving Transportation problems, Assignment Problems and Game theory.
3. To enable the students to understand the concepts of Network Scheduling.

**Course Outcomes (CO):** On completion of the course, students should be able to

CO1	Understand the concepts of Linear Programming Problems and its Solution by Graphical Method.	K1-K4
CO2	Find the Solutions for Transportation and Assignment Problems.	K1-K4
CO3	Solve Games by using Pure and Mixed Strategies and also find Graphical Solutions of Game theory.	K1-K4
CO4	Acquire knowledge in the concepts of Critical Path Method (CPM).	K1-K4
CO5	Examine the factors in Project Evaluation and Review Techniques (PERT).	K1-K4

K1 :Remember; K2 :Understand; K3 :Apply; K4 :Analyze; K5: Evaluate; K6: Create.

**Unit – I :**

**Linear Programming Problem**

Operations Research: Introduction-Origin and Development of O.R.-Nature and Features of O.R.-Scientific Method in O.R.-Modelling in O.R-Advantages and Limitations of Models- Operations Research and Decision making- Applications of O.R.

Linear Programming Problem-Mathematical Formulation: Introduction-Linear Programming Problem-Mathematical Formulation of the Problem-Illustration on Mathematical Formulation of LPPs.

Linear Programming Problem –Graphical Solution: Introduction-Graphical Solution Method.

Chapter 1: Sections: 1.1-1.6, 1.9, and 1.10. : Chapter 2: Sections: 2.1-2.4.:

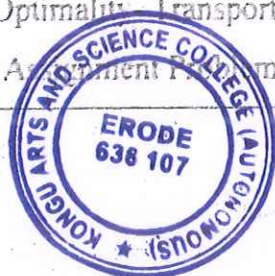
Chapter 3: Sections: 3.1, 3.2.

**Unit – II :**

**Transportation and Assignment Problem**

Transportation Problem: Introduction-Finding an Initial Basic Feasible Solution (NWC Rule-LCM Method-VAM Method)-Test for Optimality-Transportation Algorithm (MODI METHOD)

(Non-degenerate problems only). Assignment Problem: Introduction-Mathematical Formulation



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Problem- Solution Methods of Assignment Problems (Hungarian Assignment Method).

Chapter 10: Sections: 10.1, 10.9, 10.10 and 10.13.: Chapter 11: Section: 11.1-11.3.

Unit – III :

Games and Strategies

Introduction- Two-Person Zero-Sum Games – Some Basic Terms-The Maxmin-

Minimax Principle- Games Without Saddle Points-Mixed Strategies- Graphic Solution of  $2 \times n$  and  $m \times 2$  Games.

Chapter 17: Sections: 17.1 – 17.6.

Unit – IV :

Network Scheduling by PERT /CPM

Introduction-Network: Basic Components-Rules of Network Construction - Critical Path Analysis.

Chapter 25 : Sections: 25.1, 25.2, 25.4, 25.6

Unit – V :

Network Scheduling by PERT/CPM

Network Scheduling by PERT/CPM: Probability Considerations in PERT (Probability of Meeting Schedule Time) - Distinction between PERT and CPM.

Chapter 25 : Sections: 25.7, 25.8.

### Skill Development Activities

1. Formulate a Linear Programming Problem for a business problem.
2. Give any two applications of game theory in real life.
3. Calculate time duration for project construction by using Critical Path Method.

### TEXT BOOK

- 1 Treatment as in Kanti Swarup, P.K.Gupta and Man Mohan, " Operations Research" , Sultan Chand & Sons, New Delhi, Eighteenth Edition: 2015, Reprint 2016.

### REFERENCE BOOKS

- 1 P.R. Vittal and V.Malini, "Operations Research" Margham Publications, KONGILAR AND SCIENCE COLLEGE (AUTONOMOUS) MANJANAPURAM, ERODE - 638 107
- 2 R.Panneer Selvam, "Operations Research" , PHI Learning Pvt. Ltd., 2006.



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## WEB RESOURCES

1. <http://en.m.wikibooks.org>

2. [www.themathpage.com](http://www.themathpage.com)

Course Designed By

Verified By

Approved by HOD

*SS*  
Ms.S.SAVITHA

*CR*  
Ms. C.RADHAMANI

*SN*  
Dr.S.NAGARAJAN

## QUESTION PAPER PATTERN

Time: 3 Hours

Max. Marks:50

**SECTION-A (10 X 1 = 10 Marks)**

**SECTION-B (5 X 3 = 15 Marks)**

**SECTION-C (5 X 5 = 25 Marks)**

Answer ALL questions

Answer ALL questions

Answer ALL questions

Choose the correct answer

Either or type

Either or type

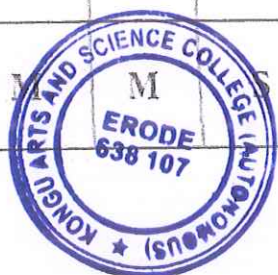
Two questions from each unit

Two questions from each unit

Two questions from each unit

### Mapping of COs with POs and PSOs:

PO/PSO CO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	M	S	M	L	L	S	S	S	S	S	S
CO 2	S	M	S	M	L	L	S	S	S	S	M	S
CO 3	S	M	S	M	M	M	S	S	S	S	M	S
CO 4	S	S	M	S	M	M	S	S	S	S	S	S
CO 5	S	S	M	M	M	M	S	S	S	S	S	S



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S-Strong, M-Medium, L-Low

Sem.	Course Code	OPERATIONS MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE:75	6	4
III	17UABCT301					

**OBJECTIVE(S):**

- To focus on key aspects of Operations and provide practical insight for operations Management.
- To focus and to impart knowledge on Issues, Techniques and System for Operations Management.

**COURSE OUTCOMES:**

- CO1 Identify and evaluate the process, tools and principles of operations management with better understanding of the operations environment.
- CO2 Identify the process needed to develop a new product from identifying the customer needs and to deliver the final product as per customer satisfaction.
- CO3 Identify future challenges and directions related to operations management and respond to such market changes effectively and efficiently.
- CO4 Explain and evaluate the quality process in manufacturing and service sector to improve the operational performance.
- CO5 Apply the modern tools and underlying principles of operations management in the manufacturing and service sectors to improve organizational performance.

**UNIT -I**

**Product & Service:** Meaning – Comparison **Operations Management:** Meaning – Importance - historical contributions – System View of OM – Scope of OM - Functions of OM **Types of production systems:** Meaning – Characteristics – Comparison – Advantages and Disadvantages of various production systems.

**UNIT- II**

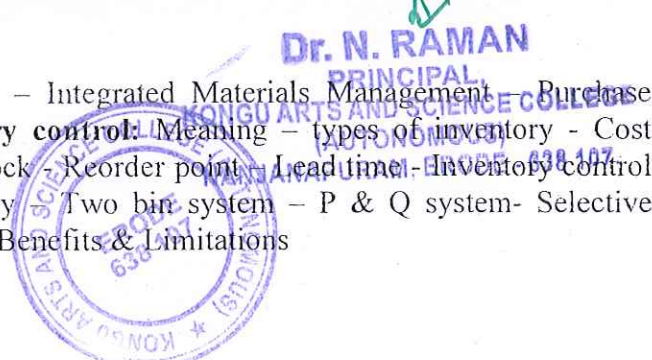
**Product design:** Aspects / Types of Product Design – Steps in new product Development – **Make or Buy Decision:** Criteria **Plant Location:** Meaning - Objectives - Factors effecting Plant location **Plant Layout:** Meaning – Objectives – Characteristics of a good layout - Factors - Types of layout – Fixed position, Product, Process, and Group / Cellular layout.

**UNIT- III**

**Production planning and control:** Meaning – Objectives - functions – **Aggregate planning:** – Nature – Strategies **Master production schedule (MPS)** – Relationship of MPS for manufacturing planning & control activities – Advantages **Material Requirements Planning (MRP)** – Concept – Dependent & Independent items – Input and output of MRP – BOM – Bench Marking

**UNIT- IV**

**Materials management:** Functions – Integrated Materials Management – Purchase functions and Procedure **Inventory control:** Meaning – types of inventory - Cost associated with inventory – safety stock - Reorder point - Lead time - Inventory control Techniques: Economic order quantity - Two bin system – P & Q system- Selective Inventory Control – ABC Analysis – Benefits & Limitations



**UNIT- V**

**Statistical Quality Control:** Process Control charts – Variable chart (X & R chart) Attribute chart (P & C chart) Acceptance Sampling - Concept of Type I and Type II error . **Modern Operation Management tools:** Just in time manufacturing: Concept – Basic principles – Push / Pull production – Kanban systems - Benefits of JIT – Total quality Management: Concept - Elements – Benefits – International standards organization: ISO 9000 series quality Certifications and types – steps in registration - Benefits Six Sigma: Definition – Approaches – Types of belts - Benefits

**TEXT BOOK:**

P.Saravanel S.Sumathi, Production and Materials Management, 3<sup>rd</sup> Edition, Reprint 2016, Margham Publications, Chennai.

**BOOKS FOR REFERENCE:**

1. R.Panneerselvam, Production and Operations Management, 3<sup>rd</sup> Edition, 2012, PHI Learning Pvt.Ltd, New Delhi.
2. Everest E Adam & Ebert, Production and Operations Management, 5<sup>th</sup> Edition, 2015 PHI Learning Pvt. Ltd, New Delhi.
3. Lee J. Krajewski and Larry P. Ritzman, Operations Management: Process and value Chains, 7<sup>th</sup> Edition, year, 2007, PHI learning Pvt. Ltd, New Delhi.

<b>QUESTION PAPER PATTERN</b>		
<b>SECTION – A</b>	<b>SECTION - B</b>	<b>SECTION – C</b>
<b>10 x 1 = 10 Marks</b> (Multiple Choice, Four options) Two questions from each unit	<b>5 x 7 = 35 Marks</b> (Either or choice) Two questions from each unit	<b>3 x 10 = 30 Marks</b> (Answer any three Questions) One Question from each unit

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Sem.	Course Code	MARKETING MANAGEMENT	Total Marks: 100		Hours per Week	Credits
			CIA: 25	ESE: 75		
III	17UABCT302				6	4

**OBJECTIVE:**

- To enable the students to understand the marketing management, marketing environment, marketing mix and marketing research.

**COURSE OUTCOME:**

- CO1 Equip the learners with required skills to be a good marketing manager and to know about the bases of market segmentation.
- CO2 Help the students to understand the product mix
- CO3 Equip the learners with required skills to develop a new product.
- CO4 Make the students to analyze the kinds of pricing decisions.
- CO5 Develop their knowledge in distribution channels

**UNIT - I**

Marketing: Meaning - Definition - Nature - Scope - Functions of marketing - Modern marketing - Concept - Features - Recent innovations in modern marketing - Marketing environment: Micro and macro Environment - Environmental scanning and analysis.

**UNIT - II**

Marketing research - Nature - Functions - Elements - Process of marketing research.

Market segmentation: Concept - Methods - Benefits - Bases of market segmentation - Marketing mix - Elements - Determining the marketing mix -

**UNIT - III**

Product mix: Product planning - Concept - Objectives - Product mix - Factors - Product item and product line - Product standardization - Identification - New product development - Steps - Product life cycle- Branding - Packaging - labeling

**UNIT - IV**

Price mix: Significance - Factors affecting price of a product - Pricing objectives - Pricing policies - Kinds of pricing decisions - Pricing of new products - Resale price maintenance - Price discrimination.

**UNIT - V**

Distribution: Channel - Importance - Selection - Distribution policies - Strategies - Wholesaler - Functions and services - Retailer - Functions and services - Types - Physical distribution of goods: Objectives - Transportation - Functions - Methods - Warehousing - Functions - Types of warehousing.



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**TEXT BOOK:**

Ramaswamy Namakumari, Marketing Management, 5th Edition, 2013, Mcgraw Hill Education, Bengaluru.

**BOOKS FOR REFERENCE:**

1. R.S.N. Pillai & Bagavathi, Modern Marketing, 4<sup>th</sup> Edition, 2010, S.Chand Publishing, New Delhi.
2. Dr. C.B.Gupta and Dr. N. Rajan Nair, Marketing Management: Text & Cases, 15th Edition, 2012, Sultan Chand & Sons, New Delhi.
3. Philip Kotler & Kevin Lane Keller, Marketing Management, 12<sup>th</sup> Edition, 2014, Prentice Hall of India, New Delhi.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit

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Sem.	Course Code	PC-SOFTWARE (MS-OFFICE)-THEORY	Total Marks: 100		Hours Per Week	Credits
III	17UABCT303		CIA: 25	ESE:75	3	3

**OBJECTIVE:**

- To focus and impart knowledge on how to create and modify the text documents. enhance worksheet data using Microsoft Excel, augment a presentation using Microsoft PowerPoint and create a database using Microsoft Access.

**COURSE OUTCOME:**

- CO1 The student will create and name folders; rename, move or copy folders, format text, values, dates, and charts using various methods in the software, build various types of formulas; including SUM, AVERAGE, MIN and MAX using various techniques.
- CO2 The student will create and edit, organize, save and print various objects of the database and format text, values, dates and data using various methods in the software.
- CO3 The student will understand and utilize database object; including tables, reports, queries and forms.
- CO4 The student will launch MS PowerPoint navigate and identify components of the software window.
- CO5 The student will understand and utilize terminology for the presentation software, Word processing software and Spreadsheet software.

**UNIT -I**

Working with windows –Window settings. MS Office Basics – Creating document – entering text-Selecting text- giving instructions- Using tool bars- Menu commands- Keyboards shortcuts- Saving files- Opening documents – Manipulating Windows – simple Editing- Printing Files.

**UNIT-II**

Word Basics – Using Auto text – Using Auto Correct Word editing technique- finding and replacing text – Checking spelling – using templates- formatting – Formatting with styles creating tables.

**UNIT-III**

Excel Basics- entering data- Selecting Ranges- Editing entries – formatting entries- Simple Calculation- naming cells and Ranges- Data display-printing worksheets – copying entries between workbooks – Moving sheets between workbook-deleting sheets- Creating graphs.

**UNIT-IV**

Power Point basics- Working in outline view- using a design template- Merging presentations in Slider sorter view applying templates. Adding graphs, adding organization Charts.



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**UNIT-V**

Access Basics- Creating a table- entering and adding records- Changing a structure- working with records – Creating forms – establishable relationship using queries to extract information.

**TEXT BOOKS :**

Stephen L.Nelson, The Complete Reference Office 2000, Annotated Edition, 1999, Tata McGraw Hill Publishers. Pvt.Ltd.

**BOOKS FOR REFERENCE:**

1. R.K Taxali, PC Software for window made simplex, Tata McGraw Hill Publishers Pvt. Ltd.
2. Joyce Cox Polly urban, Quick Course in Micro soft Office, Galgottia Publications.
3. T.Karthikeyan and Dr. C. Muthu, PC Software for Office- Automation, Sultan Chand and Company.

QUESTION PAPER PATTERN		
SECTION – A	SECTION - B	SECTION – C
<b>10 x 1 = 10 Marks</b> (Multiple Choice, Four options) Two questions from each unit	<b>5 x 7 = 35 Marks</b> (Either or choice) Two questions from each unit	<b>3 x 10 = 30 Marks</b> (Answer any three Questions) One Question from each unit

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Sem.	Course Code	FINANCIAL ACCOUNTING	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE: 75		
III	17UABCT304				6	4

**OBJECTIVE:**

- On successful completion of this course, the students should have understood the basic accounting concepts, double entry book keeping system and various books of accounts and Preparation of final accounts.

**COURSE OUTCOME:**

- CO1 Recognize and understand the basic concept of accounting.  
 CO2 Able to prepare the subsidiary books.  
 CO3 Enable to prepare the final accounts.  
 CO4 Identify the value of depreciation in various assets.  
 CO5 Understand the methods of single entry system.

**UNIT-I**

Basic accounting Concepts- Kinds of accounts-Double entry book keeping-Rules of double entry system. Preparation of journal and ledger accounts-Preparation of Trail balance-Problems

**UNIT-II**

Subsidiary Books: Purchase Book, Sales Book, Purchase Return Book, Sales Return Book-Cash book-Kinds of cash book-Single column: Double column: Three column cash book and petty cash book- Bank Reconciliation Statement-Rectification of Errors

**UNIT-III**

Manufacturing-Trading and Profit and Loss Account-Balance Sheet-Problems with simple adjustments.

**UNIT-IV**

Accounting for Depreciation-Meaning and definition-Causes-Methods-Accounting treatment for straight line method, Written down value method and Annuity method.

**UNIT-V**

Preparation of accounts from incomplete records-Meaning-Definition-Methods-Net worth method and conversion method.

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



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**TEXT BOOK:**

T.S.Reddy & A.Murthy, Financial Accounting, 6<sup>th</sup> Edition, 2012, Margham Publications, Chennai.

**BOOKS FOR REFERENCE:**

1. Gupta and Radhaswamy, Advanced Accountancy, 6<sup>th</sup> Edition, 2013, Sultan Chand & Sons, New Delhi.
2. S.N. Maheswari, Financial Accounting, 15<sup>th</sup> Edition, 2014, Sultan Chand & Sons, New Delhi.
3. S P Jain and Narang K.L, Financial Accounting, 16<sup>th</sup> Edition, 2013, Kalyani Publishers, Bengaluru.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
<b>10 x 1 = 10 Marks</b> (Multiple Choice, Four options) Two questions from each unit	<b>5 x 7 = 35 Marks</b> (Either or choice) Two questions from each unit	<b>3 x 10 = 30 Marks</b> (Answer any three Questions) One Question from each unit

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 DEPARTMENT OF BUSINESS ADMINISTRATION  
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 (AUTONOMOUS)  
 ERODE - 638 107.



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Sem.	Course Code	PC-SOFTWARE (MS-OFFICE)- PRACTICAL	Total Marks: 100		Hours Per Week	Credits
			CIA:40	ESE:60	3	
III	17UABAP305				3	3

**OBJECTIVES:**

- To enable the students to know how to lay out a document in Word, how to select words, sentences and paragraphs with some alignment skills; to create a simple slide show presentation with a master slide layout and some design, to create and format individual worksheets on learning simple cell and column formatting and to create, analyze databases and queries through access.

**COURSE OUTCOME:**

CO1 Acquire knowledge to produce a report with appropriate formatting numbered

paragraphs, referencing and footnotes using Microsoft Word

CO2 Gain skills to use Microsoft Word in generating text and graphic documents

that meets a variety of professional requirements

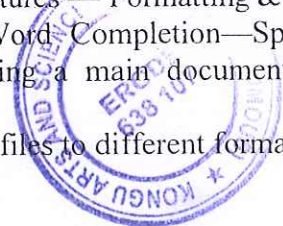
CO3 Gain knowledge about Microsoft Excel to create, analyze, and manipulate data in complex electronic workbooks and charts

CO4 Able to use Microsoft PowerPoint to create engaging and informative presentations that illustrate good design principles by incorporating appropriate graphic, animated, and text elements.

CO5 Utilize the Microsoft Access to create query, analyze, and generate reports from databases.

**MS WORD**

1. Introduction to MSWord —Opening Files —New & Existing—Saving Files — Formatting page and Setting Margins.
2. Editing text documents —inserting —deleting —Cut, Copy, Paste —Undo, Redo— Find, Search, Replace operations.
3. Formatting Documents —Setting Font Styles —Font selection —style, size, color etc.— Type face —Bold, Italic, Underline —Case settings —Highlighting —Special symbols.
4. Setting Paragraph style —Alignments—Indents —Line space —Margins—Bullets and Numbering.
5. Setting Page Style —Formatting —Border & Shading —Columns —Header & footer — Setting Footnotes.
6. Inserting Clip arts, pictures, and other files —Page Numbering, Date & Time, Author etc.
7. Creating Tables —Table settings —Borders — Alignments —Insertion, deletion — Merging- Splitting —Sorting.
8. Drawing Pictures — Formatting & editing pictures.
9. Tools —Word Completion—Spell Checks —Mail Merge (Setting up the mail merge— Creating a main document—Building the data source—placing the merge fields)
10. Converting files to different formats -Printing Documents.



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**MS EXCEL**

11. Working with Spreadsheets —Opening a File —Saving Files.
12. Entering and Editing Data —Entering Data —Find, Search & Replace—Filling continuous rows, columns —Inserting— Data, cells, column, rows & sheets.
13. Computing data —Setting Formula —Finding total in a column or row — Mathematical operations (Addition, Subtraction, Multiplication, Division, Exponentiation) —Using other Formulas.
14. Formatting Spreadsheets —Formatting —Cell, row, column & Sheet —Alignment, Font, Border & shading —Highlighting values —Hiding/Locking Cells.
15. Worksheet —Sheet Name—Row & Column Headers —Row Height, Column Width.
16. Formatting —Worksheet —Sheet Formatting & style — Background, Color, Borders & Shading — Anchoring objects — Formatting layout for Graphics, Clipart etc.
17. Creating Charts —Selecting charts —Formatting charts, label, scaling etc., and Printing worksheet.

**MS ACCESS**

18. Introduction —Database concepts —Tables—Queries—Forms —Reports.
19. Opening and saving database files —Creating Tables—Table Design —Indexing— entering data —importing data.
20. Creating Queries —SQL statements — Setting relationship —Using wizards
21. Creating Forms for data entry and printing reports.

**MS POWER POINT**

22. Introduction —Opening new Presentation —Different presentation templates— Setting backgrounds —Selecting presentation layouts.
23. Creating a presentation —Setting presentation style —Adding Text to the presentation
24. Formatting a presentation —Adding style —Color and gradient fills — Arranging objects— Adding Header & Footer —Slide Background —Slide layout Adding Graphics to the presentation —Inserting pictures, movies, tables, etc into the presentation —Drawing Pictures using draw.
25. Adding effects to the presentation—Setting Animation & transition effects —Adding audio and video.
26. Printing Handouts and generating standalone presentation viewer.

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Sem.	Course Code	SOFT SKILL FOR BUSINESS-VIVA-VOCE	Total Marks: 75		Hours Per Week	Credits
			CIA: 20	ESE:55	4	3
III	17UABSV306					

**OBJECTIVE:**

- To give the learners extensive practices to develop the LSRW (Listening and Speaking; Reading and Writing) skills. To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.

**COURSE OUTCOMES:-**

- CO1 Improve the speaking and writing skills by reinforcing their listening and reading skills and habituating them.
- CO2 Assist in developing their personality.
- CO3 Help the students in developing their communication skills through effective use of English.
- CO4 Equip their knowledge areas such as business correspondence, presentation, group discussion, and interviews
- CO5 Focus on to a chosen career path.

**UNIT -I**

Presentation skills – effective presentation of an idea or concept – use of MS Powerpoint or Flash in assisting the presentation need to be encouraged Negotiation Skills dealing and preparing for negotiation – clinching and compromising – observe and record – Listening skills.

**UNIT- II**

Leaderless group behavior – arguments vs discussions – guiding and controlling – small group practices as well as observation

**UNIT- III**

Interpersonal Skills-Team Working Skills (Forming, norming, performing) – problems and prospects – encourage team formation inter and intra-class teams – list the experiences Assertiveness building – How to say ‘no’ and ‘yes’ – knowing limits – identify and list the occasions where you could not be assertive – Facing interviews – How to prepare – how to presents – FAQs Conduct a vox pop – make a brief report.

**UNIT- IV**

Practical role plays Group Discussions present – to the group Non verbal Cues in Communication – Body Language – Gesture – Postures - Facial Expressions Career Options – Skills and physique vis-à-vis career options.

**UNIT- V**

Career planning – SWOT analysis (self) – Career focus – Awareness of different career and its sources of information, choosing a career. (SDRN to have in-depth SWOT analysis, clippings from opportunities / appointments columns of newspapers, resume for different situations, evidences related to career focus)



Sem	Course Code	Non Major Elective - I : Fundamentals of Programming <sup>@</sup>	Total Marks:75		Hours Per Week	Credits
			CIA: -	ESE: 75		
III	17UALNT306				2	2

**OBJECTIVE:**

To enable the students to learn about the basic concepts of solving problems on a computer using flowcharting techniques.

**COURSE OUTCOMES:**

At the end of the course, students will be able to

- CO1 Demonstrate the basic concepts of computer, data representation and boolean algebra.
- CO2 Illustrate the elementary concepts of flowchart and make simple computations using flowchart.
- CO3 Apply the concepts of subscripted variables in one dimensional array.
- CO4 Implement the multidimensional array concepts for developing programs.
- CO5 Apply the concepts of file structure and file processing in computers.

**UNIT - I**

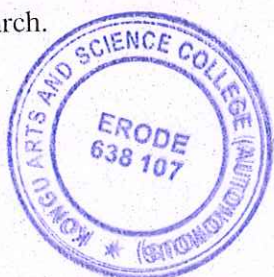
**Basics of Computers:** Introduction - What is Computer - Historical Developments of Computers - Generations of Computers - Types of Computers - Input and Output Devices - External Storage Devices - Operations in Arithmetic Logic Unit - **Data Representation and Boolean Algebra:** Introduction - The Decimal System - The Binary System - The Octal System - The Hexa-decimal System - Binary Arithmetic - Binary Coded Decimal - 6-Bit and 8-Bit Alphanumeric Codes - Check bits or Parity Bits - Boolean Algebra.

**UNIT - II**

**Flowcharts:** Introduction - Kinds of Flowcharts - Symbols used in Flowcharts - Advantages of Flowcharts - Constants and Variables - Flowcharting Simple Computations.

**UNIT - III**

**Subscripted Variables:** Introduction - Basic Concept of Subscripted Variables - One-dimensional Arrays - Average of an Array - Addition of Two Arrays - Sorting - Linear Search.



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**UNIT - IV**

**Multidimensional Arrays:** Introduction - Definitions - Matrix Operations - Sum of the Entries of a Matrix - Transpose of a Matrix - Addition of Matrices - Student's Grade - Payroll - Beyond two dimensions.

**UNIT - V**

**File Structure:** Introduction - Concept of Data Files - Types of Data Files - File Organization Methods - File Processing Activities - Telephone Bills - Data Retrieval - Advertisement Policy - Random Access.

**TEXTBOOK:**

Raj K. Jain, Fundamentals of Programming, S.Chand & Company Ltd., Reprint, 2001.

**BOOKS FOR REFERENCE:**

1. Pankaj Agarwal, Fundamentals of computer and programming, Vayu Education of India, First Edition, 2001.
2. Peter Norton, Introduction to Computers, Tata McGraw- Hill Publishing Company Limited, Sixth Edition, 2007.
3. Ashok N.Kamthane, Computer Programming, Pearson Education, Second Edition, 2008.
4. Pradeep K.Sinha, Priti Sinha, Foundations of Computing, BPB Publications, First Edition, 2010.
5. V.K Puri, Digital Electronics Circuits and Systems, Tata McGraw-Hill Publishing Company Limited, 2007.

<b>QUESTION PAPER PATTERN</b>
<b>SECTION - A</b>
5 x 15 = 75 Marks (Either or choice) Two questions from each unit

@ Offered to other department students.



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**Head of the Department,**  
Department of Computer Technology  
and Information Technology,  
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Sem.	Course Code	HUMAN RESOURCE MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE:75	6	
IV	17UABCT401					4

**OBJECTIVE:**

- To introduce the students the basic concepts of HRM and to impart knowledge in Human Resource Planning and Development.

**COURSE OUTCOMES:**

- CO1 An understanding of the HRM function and its relation to other organizational functions.
- CO2 Showing how important functions such as human resource planning, job analysis, recruitment, selection, training, managerial development and performance appraisal can be utilized in attaining organizational goals.
- CO3 Acquire knowledge about to develop a competitive advantage by using its human resources.
- CO4 Enable the students to gain knowledge upon various techniques in HRM that contribute to the overall effectiveness of an Organization.
- CO5 Develop the students knowledge in latest trends in human resources management in an organization.

**UNIT - I: INTRODUCTION**

Meaning and definition, nature, scope objectives and importance of HRM - functions of HRM - qualities of a good HR manager - changing roles of HR managers - challenges of a HR manager.

**UNIT – II: HUMAN RESOURCE PLANNING**

Concept of HR planning - characteristics - steps in HR planning, Job analysis-purpose - process – methods - problems, Job description - contents - uses, Job specification - contents- uses.

**UNIT – III: RECRUITMENT AND SELECTION**

Recruitment - meaning - principles - purpose – sources - factors affecting recruitment – process, Selection – importance - factors affecting selection – procedure - tests, Interview – types of Interview – process of conducting interview.

**UNIT – IV: TRAINING AND DEVELOPMENT**

Training: meaning - objectives - importance - process - methods of training, Management development - objectives – importance - methods of management development.

**UNIT – V: PERFORMANCE APPRAISAL**

Meaning – need – objectives - steps in appraisals -traditional and non-traditional methods of performance appraisals, Promotions – types – purposes – benefits – problems , Transfer – meaning – reasons – types, Demotions – reasons – principles.

**TEXT BOOK:**

Subba Rao P Personnel and Human Resource Management, 7<sup>th</sup> Edition, 2007, Himalaya Publishing House, Mumbai.



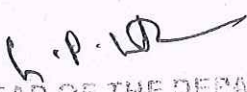
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**BOOKS FOR REFERENCE:**

1. Gupta C.B, Human Resource Management, 7<sup>th</sup> Edition. 2005, Sultan Chand and Sons, New Delhi.
2. Tripathi P.C. Personnel Management and industrial Relations, 20<sup>th</sup> Edition, 2009. Sultan Chand & Sons, New Delhi.
3. Aswathappa K. Human Resource Management, 7<sup>th</sup> Edition, 2013, Tata McGraw Hill Education Pvt. Ltd, New Delhi.

<b>QUESTION PAPER PATTERN</b>		
<b>SECTION - A</b>	<b>SECTION - B</b>	<b>SECTION - C</b>
<b>10 x 1 = 10 Marks</b> (Multiple Choice, Four options) Two questions from each unit	<b>5 x 7 = 35 Marks</b> (Either or choice) Two questions from each unit	<b>3 x 10 = 30 Marks</b> (Answer any three Questions) One Question from each unit

  
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**UNIT - V (Problems only)**

Capital budgeting - meaning - objectives - preparation of various types of capital budgeting.

**Questions:** 20% of the questions shall be problems & 80% of the questions shall be theory based.

**TEXT BOOK:**

Shashi K.Gupta and R.K.Sharma, 7<sup>th</sup> Edition 2011, Financial Management, Kalyani Publishers, New Delhi.

**BOOKS FOR REFERENCE:**

1. Prasanna Chandra, Financial Management, 9<sup>th</sup> Edition, 2015, Tata Mc Graw Hill, New Delhi.
2. M.Y.Khan and P.K.Jain, Financial Management, 7<sup>th</sup> Edition, 2014, Tata Mc Graw Hill, New Delhi.
3. P.V.Kulkarni, Financial Management, 13<sup>th</sup> Edition 2011, Himalaya Publishing House, New Delhi.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
<p><b>10 x 1 = 10 Marks</b> (Multiple Choice, Four options) Two questions from each unit</p>	<p><b>5 x 7 = 35 Marks</b> (Either or choice) Two questions from each unit</p>	<p><b>3 x 10 = 30 Marks</b> (Answer any three Questions) One Question from each unit</p>

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Sem.	Course Code	MANAGEMENT INFORMATION SYSTEM	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE:75	5	
IV	17UABCT403					4

**OBJECTIVE:**

On successful completion of this course, the students should have understood Computer based information system and Information System support for the functions of management.

**COURSE OUTCOMES:-**

- CO1 Understand the concept of Management Information System.
- CO2 Acquire knowledge about specific functions of Management Information System.
- CO3 Know the hardware and software details of Management Information System.
- CO4 Gain knowledge about database information system in Management Information System.
- CO5 Learn the data interchange applications in business.

**UNIT-I**

Introduction to Information Systems-definition -features -steps in implementation of MIS-Need for information-information system for decision making-MIS as competitive advantages -MIS structures.

**UNIT- II**

MIS -Strategic information system-MIS support for planning -organizing-controlling-MIS for specific functions -personnel, finance, marketing, inventory and production.

**UNIT- III**

Computer Hardware -Description of electronic computers-CPU operations - Classification of computers -main -mini - workstations -micro computers- Super computers-personal computers. Computer Software -types of software -data representation in computers. Introduction to client-server.

**UNIT- IV**

Data resource Management-Types of databases-operational Data base-Distributed database-external database-hyper media database-data warehouse and data mining-database management-database structure-hierarchical-network-relational.

**UNIT- V**

Telecommunication revolution -Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce-models Business to Business and Business to Consumer. Electronic Data Interchange- Electronic Data Interchange applications in business. Electronic payment cash, smart cards, and credit cards.



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**TEXT BOOK:**

1. Dr.G.Murali Manohari and Dr.M.S.Ramesh Kumar-Management Information System-  
Thakur publishers. 2015

**BOOKS FOR REFERENCE:**

- 1.Amen Jindal-Management Information System, 2010,Kalyani publishers.
2. Kenneth Laudon & Jane Laudon-Management Information System, 2008, A  
contemporary Perspective – Pearson Education (singapore) Pvt. Ltd.
4. Gordon B Davis-Management Information System, Reprinted on 2008, McGraw Hill  
Higher Education
5. James O Brien - Management Information System- McGraw-Hill Education;10th  
edition,2010

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
<b>10 x 1 = 10 Marks</b> (Multiple Choice, Four options) Two questions from each unit	<b>5 x 7 = 35 Marks</b> (Either or choice) Two questions from each unit	<b>3 x 10 = 30 Marks</b> (Answer any three Questions) One Question from each unit

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Sem.	Course Code	PROMOTION MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE:75	5	
IV	17UABCT404					4

**OBJECTIVE:**

On successful completion of this course, the students should have understood about all the promotional tools, Ad agencies, Promotional strategies etc.

**COURSE OUTCOMES:**

- CO1 Able to understand the promotion mix and personal selling
- CO2 Acquire knowledge about advertisement
- CO3 Know the media planning in advertisement
- CO4 Learn the creativity in advertising
- CO5 Gain knowledge about sales promotion

**UNIT I: PROMOTION MIX & PERSONAL SELLING:**

Promotion Mix: Tools, Steps in Communication process, Factors in deciding promotion mix, AIDA model of persuasive communication, Promotional strategies, Personal selling Principles of Personal Selling - Salesmanship, steps in selling process, Customer Relationship Management.

**UNIT II: ADVERTISING MANAGEMENT:**

Meaning, Objectives, Importance, Classification of advertisement, Economic and Social Effects of Advertising, Advertising Agency Management, Campaign Planning, Advertising Budget.

**UNIT III: ADVERTISING MEDIA MANAGEMENT:**

Types - Print, Radio, TV, Cinema Outdoor and other forms - Advantages, Limitations, Availability, Media Rates, Media Planning and Scheduling.

**UNIT IV: ADVERTISING CREATIVITY:**

Advertising Copywriting for Print and Broadcast Media - Principles, Styles, Evaluation of Advertising.

**UNIT V: SALES PROMOTION AND PUBLIC RELATIONS:****SALES PROMOTION:**

Objectives, Tools, Advantages and Disadvantages of Sales Promotion, Evaluation of Sales Promotion-Social media/Digital Marketing.

**PUBLIC RELATIONS:**

Objectives, Tools, Media and Message, Evaluation of Public Relations.

**TEXT BOOK**

S.A. Chunawalla, Advertising, Sales and Promotion Management, 1<sup>st</sup> Edition, 2001, Himalaya Publishing House, Delhi.



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**REFERENCE BOOKS:**

1. John.J.Burnett, Promotion management. 2<sup>nd</sup> Revised Edition. 1988, West Publishing Co.  
United states.
2. George E. Belch and Michael A.Belch. Advertising and Promotion, 6<sup>th</sup> Edition, 2003, Tata McGraw, Hill Publishing Company Limited, New Delhi.
3. C.N. Sontakki, Advertising and Sales Management, 1<sup>st</sup> Edition, 2006, Kalyani publishers, Chennai.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit

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Sem.	Course Code	TALLY AND E-BUSINESS	Total Marks: 100		Hours Per Week	Credits
			CIA: 40	ESE:60	3	3
IV	17UABAP405					

**OBJECTIVE:**

To enable the students use Tally for effective accounting and understand the concept of E-Commerce.

**COURSE OUTCOME:**

- CO1 Able to prepare a journal, Ledger and Trial Balance in Tally.
- CO2 Understand and prepare the final accounts in tally.
- CO3 Enable the VAT computation report and calculate the inventory details.
- CO4 Integrate the payroll in tally.
- CO5 Create web pages for business organization.

**TALLY**

1. Create a new company – name and other relevant details and configure the company
2. Journalizing
3. Posting into ledger (with and without predefined groups)
4. Configuring, creating, displaying, altering and cancelling of Vouchers
5. Trail balance
6. Final accounts- trading account- profit and loss account and balance sheet
7. Final accounts with adjustments
8. Rectification of error
9. Show the cash, bank and other subsidiary books of the company.
10. Show the Day Book.
11. Integrate stock and inventory details (stock groups/ categories/measurement units)
12. Stock summary
13. Bank reconciliation statement
14. Integrate pay-roll system

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**E-BUSINESS**

1. Create web pages for a business organization using HTML Frames.
2. Create a Program using HTML to display the ordered list and unordered list of a Product in retail shops.
3. Program to display Image and text using HTML tag for an advertisement of a Company Product.
4. Create a table to display list of products using HTML Tag.
5. Create a website of the company with minimum five links using HTML.

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Sem.	Course Code	INTERVIEW SKILLS VIVA-VOCE	Total Marks: 75		Hours Per Week	Credits
			CIA: 20	ESE:55	4	3
IV	17UABSV406					

**Objective:**

- To understand the basic concepts of interview skills and processes.

**COURSE OUTCOME:**

- CO1 Enable the students for career planning and different sources of information.
- CO2 Organize and write an effective application letter and resume.
- CO3 Understand the concepts, logic and methods of interviewing skills.
- CO4 Develop the non verbal communication and group discussion.
- CO5 Learn to behave and dress appropriately during interviews.

**UNIT-I**

Career Options - Skills and physique vis-a-vis career options - career planning - SWOT analysis - Career focus - awareness of different career and its sources of information, choosing a career.

**UNIT-II**

Preparation of application letter – resume – Paste your photo-Facing interviews - How to prepare - how to present - sample questions- Frequently and commonly asked questions in interview.

**UNIT-III**

Communication skills– Non-verbal cues in communication-body language – gesture – postures - facial expressions.

**UNIT-IV**

Group discussions – leaderless group behavior – arguments vs discussions – guiding and controlling – small group practices as well as observation.

**UNIT-V**

Interview dress-Interview check list –Ways to create good impression-grooming skills-Closing the interview.

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Sem	Course Code	Non Major Elective - II : Web Graphics <sup>®</sup>	Total Marks:75		Hours Per Week	Credits
IV	17UALNT406			CIA: -	ESE: 75	2

**OBJECTIVE:**

To enable the students to learn about the issues and techniques relating to Web graphics.

**COURSE OUTCOMES:**

At the end of the course, students will be able to

- CO1 Outline the HTML coding and basic web graphics.
- CO2 Demonstrate the components of Photoshop, image basics and file formats.
- CO3 Apply the concepts of layers and color palette for animation.
- CO4 Illustrate the usage of image editing techniques.
- CO5 Apply the multimedia concepts of creating clippings and animations with sound effects.

**UNIT - I**

**Introduction:** HTML Coding - Introduction to WWW - Links, images and frames - HTML Extensions - Basic Web Graphics - Overview - Types of graphics - Handling graphics - Obtaining graphics - Basic web graphics - case study.

**UNIT - II**

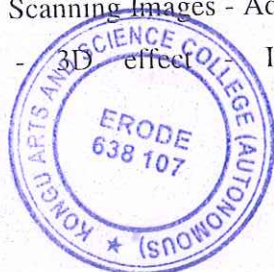
**Photoshop:** Introduction - Working with Photoshop - Basic Components of Photoshop - Image Basics - Classification of images - Properties of images - File Formats - GIF, JPEG, PNG, PSD - Classification of compression - File format Guidelines - Brushes - Grids and Guides - Scaling and Positioning Images.

**UNIT - III**

**Palette and Layers:** Color Palette - Working with palette - Color palette - Style palette - Color swatches palette - Layers - Creating New Images - Moving layers - Rearranging layers order - Dragging layers - Merging and flattening layers - Tool Palette - Classification and types of palettes - Screen Capturing - Grey Styling - Using Style Palette Animation.

**UNIT - IV**

**Image Handling:** Scanning Images - Adding Text to the Images - Sizing up the text - Giving the text dimension - 3D effect - Illustration - motion text - Designing Icons -



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Considerations in designing an icon - Conclude the icon by designing and creating icon - illustration - Creating Background Images.

#### UNIT - V

**Multimedia:** Creating Clippings - Cropping Images - Animations with Sound Effects - Adding Audio or Video - Windows Media Player ActiveX control - Agent Control - Embedding VRML in a Web Page - Real Player ActiveX control.

#### TEXTBOOK:

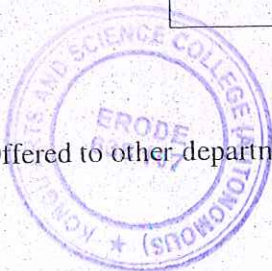
G.M. Meenakshi, Web Graphics, Scitech Publications (India) Pvt. Ltd., Reprint, September 2015.

#### BOOKS FOR REFERENCE:

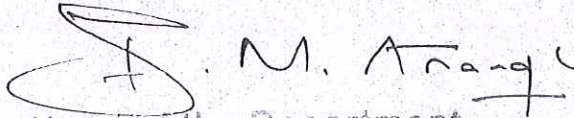
1. Vikas Gupta, Multimedia and Web Design, Dreamtech Press, New Delhi, Reprint Edition, 2008.
2. Ze-Nian Li, Mark S.Drew, Fundamentals of Multimedia, Pearson Education, Third Edition, 2008.
3. Ken milburn, Gene Hirsh, The Complete Reference Photoshop Elements 2, Tata McGraw-Hill Publishing Company Limited, First Edition, 2002.
4. Wendy Willard, HTML, A Beginner's Guide, Tata McGraw-Hill Education Private Limited, Fourth Edition, 2009.
5. Ken Milburn, Photoshop and Virtual Classroom Training Kit, Dreamtech Press, First Edition, 2002.

<b>QUESTION PAPER PATTERN</b>
<b>SECTION - A</b>
5 x 15 = 75 Marks (Either or choice) Two questions from each unit

@ Offered to other department students.



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Sem.	Course Code	EVENT MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
			CIA: -	ESE:100	-	2
IV	17UABAL408					

**OBJECTIVE:**

- To give formal instructions and training to students to be future managers of the Event Industry.

**COURSE OUTCOME:**

- CO1 Learn the basic concept in event management.
- CO2 Identify the activities to be carried out in event management.
- CO3 Know the pricing strategy in even management.
- CO4 Identify Strategic marketing planning.
- CO5 Evaluate the event performance

**Unit I**

Events - nature definition and scope, C's of events, designing, interaction and importance. As a marketing tool - various needs addressed by events, focusing and implementing events, advantages and disadvantages of events.

**Unit II**

Elements of events - event infrastructure, target audience, organizers, venue, media activities to be carried out. Concept of market in events, segmentation and targeting of the market events.

**Unit III**

Positioning in events and the concept of event property. Events as a product. Methods of pricing events, Events and promotion, various functions of management in events.

**Unit IV**

Strategic market planning, Development and assessment of market plan.

**Unit V**

Strategic alternatives arising from environment, competition and defined objectives. Pricing objectives, Evaluation of event performance - measuring performance & correcting deviations.

**TEXT BOOK:**

Wagen, Event Management, 1<sup>st</sup> edition 2005, Pearson Education.

**BOOKS FOR REFERENCE:**

1. Panwar.J.S., Marketing in the New Era1998, Sage Publishers.
2. Kotler.P., Marketing Management, Analysis, Planning, Implementation and Control, 1997, Prentice Hall
3. Avrigh.Barry, Event and Entertainment, 1994, Vision Books, New Delhi

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Sem.	Course Code	RURAL MARKETING	Total Marks: 100		Hours Per Week	Credits
			CIA: -	ESE:100	-	
IV	17UABAL409					2

**OBJECTIVE(S):**

- To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context
- To familiarize with the special problems related to sales in rural markets, and help to understand the working of rural marketing institutions.

**COURSE OUTCOME:**

- CO1 Identify core concepts of rural economy.
- CO2 State the role and importance of rural marketing.
- CO3 Describe product strategy and product mix concept.
- CO4 Identify and pricing strategy.
- CO5 Analyze the approaches in rural markets.

**Unit - I**

Rural Economy - Rural - Urban disparities-policy interventions required - Rural face to Reforms - The Development exercises in the last few decades.

**Unit - II**

Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.

**Unit - III**

Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural markets.

**Unit - IV**

Pricing strategy - pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns.

**Unit - V**

Distribution - Logistics Management - Problems encountered - selection of appropriate channels - New approaches to reach out rural markets – Electronic choupal applications.

**TEXT BOOK:**


Pradeep Kashyab-The Rural Marketing Book(Text and Practice-Biztantra publishers,New Delhi-Revised Edition,2009




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**BOOKS FOR REFERENCE:-**

1. Balaram Dogra & karminder ghuman , Rural marketing: Concept & Cases.Tata MCGraw-Hill Publishing company. New Delhi. 2008
2. A.K.Singh & S.Pandey.Rural Marketing: Indian perspective, New Age International Publuishers. 2007
3. CSG Krishnamacharylu & Laitha ramakrishna, - Rural Marketing, Pearson Education Asia. 2009
4. Philip Kotler, Marketing Management, Prentice - hall India Ltd. New Delhi
5. Agarwal A.N, Indian Economy, Vikas Publication, New Delhi.
6. Ruddar dutt sundaram, indian economy, tata mcgraw hill. publishers, New Delhi

  
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Sem.	Course Code	RESEARCH METHODS FOR MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
V	17UABCT501		CIA: 25	ESE:75	6	5

**OBJECTIVE(S):**

To impart the knowledge of concepts and tools of Research methodology and the significance of writing a report for the research work.

**COURSE OUTCOMES:**

- CO1 Exposure to the knowledge of fundamental concepts in research.
- CO2 Able to understand the relevant scaling, measurement and sampling techniques.
- CO3 Capable of evaluating statistical analysis which includes various parametric test, non-parametric test, ANOVA technique and preparing report. Learners can also formulate a research design for a given problem through hypothesis building.
- CO4 Equipped with the understanding of the importance of the procedures to be followed in research report writing and presentation.
- CO5 Understand the various types of research applications.

**UNIT - I**

Research - Definition - Objectives - Significance - Types of Research - Research Process - Research Problem - Techniques involved in Defining a Problem - Research Design - Need for Research Design - Types of Research Design.

**UNIT - II**

Sampling Design - Steps in Sampling Design - Types of Sample Design - Measurement and Scaling Technique - Methods of Data Collection - Processing of Collected Data.

**UNIT - III**

Hypothesis - Concept - Procedure for Hypothesis Testing - Flow Diagram for Hypothesis Testing - Parametric Tests - Z Test, T Test, F Test - Non Parametric Test - Chi-Square Test (Simple Problems Only)



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**UNIT - IV**

Interpretation and Report Writing - Meaning of Interpretation - Technique of Interpretation - Precaution of Interpretation - Significance of Report Writing - Steps in writing reports - Layout of Research Report - Types of Reports - Precautions of Writing Research Reports.

**UNIT - V**

Applications of Research - Product research - Advertising Research - Motivation research - Sales control research - Distribution research - Price research.

**NOTE: Distribution of Marks – Theory 80%, Problems 20%**

**TEXT BOOK:**

C.R. Kothari, Research Methodology (Methods and Techniques), New Age International (P) Limited, New Delhi, Second Revised Edition, 2004.

**REFERENCE BOOKS:**

1. Dr.D.D.Sharma, Marketing Research (Principles, Applications & Cases), Sultan Chand & Sons, New Delhi, First Edition, 2000.
2. S.L. Gupta, Marketing Research, Excel Books, New Delhi, First Edition, 2003.
3. Debashis Pati, Marketing Research, Universities Press (India) Private Limited, Hyderabad, First Edition, 2002.

<b>QUESTION PAPER PATTERN</b>		
<b>SECTION – A</b>	<b>SECTION - B</b>	<b>SECTION – C</b>
<b>10 x 1 = 10 Marks</b> (Multiple Choice, Four options) Two questions from each unit	<b>5 x 7 = 35 Marks</b> (Either or Choice) Two questions from each unit	<b>3 x 10 = 30 Marks</b> (Answer any Three Questions) One question from each unit

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Sem.	Course Code	INTERNATIONAL BUSINESS	Total Marks: 100		Hours per Week	Credit s
			CIA: 25	ESE:75		
V	17UABCT502				6	4

**OBJECTIVE(S):**

To enable the students to acquire knowledge of international business and to understand international investment, environment, promotion and globalization of business.

**COURSE OUTCOMES:**

- CO1 Enable the students to understand the various modes of entering global market.  
 CO2 Impart the learners about various environment and WTO agreements.  
 CO3 Equip the students to know the financial support for international business.  
 CO4 Learn the international promotion strategies and marketing communication.  
 CO5 Acquire knowledge of the obstacles and impacts of globalization.

**UNIT - I**

International Business – Types - Stages - International Orientations – International Business Decisions – Drivers and Retainers of Globalization – Social Responsibilities of Business – Responsibilities of Different Sections.

**UNIT - II**

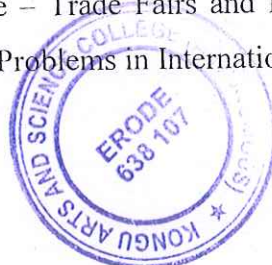
International Business Environment – Social/Cultural - Demographic – Political – Regulation – Technological Environment – International Trading – Strategies – Trade Blocks - GATT – WTO – Functions – Principles – Benefits – Criticisms of WTO.

**UNIT - III**

International Investment - Types - Significance – Factors Affecting International Investment – FDI – Growth – Determinants of FDI – Foreign Investment in India – International Trade Financing - Institutional support for Export – Exim Bank – ECGC- Export Promotion Councils – Indian Institute of Foreign Trade – Indian Trade Promotion Organisation.

**UNIT - IV**

International Promotion - Strategies – Major Decisions in International Marketing Communication – Role – Trade Fairs and Exhibitions - Personal Selling in International Marketing – Process – Problems in International Marketing Communication.



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**UNIT - V**

Globalization of Business – Essentials – Strategic Advantages – Obstacles – Implications and Impact of Globalization – Comparison Between The Old and New Globalization- Factors Favouring Globalization.

**TEXT BOOK:**

Francis Cherunilam, International Business, Prentice, Hall of India Private Limited, New Delhi, Fifteenth Edition, 2016

**REFERENCE BOOKS:**

1. K.Aswathappa, International Business, Mc-Graw Hill Education (India) Private Limited, New Delhi, Sixth Edition 2015.
2. Justin Paul - International Business, Prentice, Hall of India Private Limited, New Delhi, Third Edition, 2007.
3. Charles W.L.Hill- International Business, Mc-Graw Hill Education (India) Private Limited, New Delhi, Eleventh Edition 2016.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or Choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any Three Questions) One Question from each unit

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Sem.	Course Code	BANKING LAW AND PRACTICE	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE:75	5	4
V	17UABCT503					

**OBJECTIVE(S):**

On successful completion of this course, the students could learn the concepts of banking theories and practices.

**COURSE OUTCOMES:**

- CO1 Enable to understand the concepts of banking system in India.
- CO2 Acquire the knowledge in commercial banking and its operation.
- CO3 Understand the laws relating to negotiable instruments.
- CO4 Able to know the procedures of term loans.
- CO5 Learn the banking technology and security measures.

**UNIT I: INTRODUCTION TO BANKING**

Introduction to Banking - Origin of Banks – Meaning – Definition - Banking Regulation Act 1949 - Types of Banks - Central Banking – RBI - Functions of RBI - Role of Banks and Economic Development - Women Bank.

**UNIT-II: COMMERCIAL BANKING**

Commercial Banking – Meaning - Definition - Structure and Functions of Commercial Banks - Various Types of Account - Types of Deposits - Procedure for Opening Accounts - Customers - Bankers - Types of Customers - Relationship Between Banker and Customer.

**UNIT-III: LAW RELATING TO NEGOTIABLE INSTRUMENTS**

Negotiable Instruments- Definition-Features- Bill of Exchange - Types- Promissory Notes- Demand Draft- Endorsement-Meaning - General Rule-Crossing of cheques - payment of cheques - Collection of cheques.

**UNIT-IV: LOANS AND ADVANCES & GRIEVANCES**

Principles of sound lending-types of loans - Classification of loans and Advances - Lending policies and procedures - Forms of Advances - Various methods of creating charges - Lien-pledge - Hypothecation-Mortgage. Customer Grievance procedure - Banking Ombudsmen.

**UNIT-V: BANKING TECHNOLOGY**

E-Banking – EFT - Mail transfer – Credit cards - Debit cards – ATM - Mobile Banking- Latest development in modern Banking – NEFT – RTGS - Security measures.

**TEXT BOOK:**

Sundharam & Varshney - Banking Theory Law and Practices: Sultan Chand & Sons, New Delhi, 20<sup>th</sup> revised Edition, Reprinted 2016.



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**REFERENCE BOOKS:**

1. Indian Institute of Banking & Finance, Principles & Practices of Banking, Macmillan Publishers, Third Edition. Reprinted 2015.
2. D.Muraleedharan, Modern banking Theory & Practice, PHI Learning private Ltd, Second Edition, Fourth Printing, 2014.
3. Sukhvinder Mishra, Banking Law & Practice - S.Chand & Sons Ltd, First Edition, 2012.
4. Dharmaraj, Banking Theory, Law and Practice Margham publishers, First Edition, 2012.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or Choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any Three Questions) One question from each unit

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Sem.	Course Code	COST AND MANAGEMENT ACCOUNTING	Total Marks: 100		Hours Per Week	Credits
V	17UABCT504		CIA: 25	ESE: 75	5	4

**OBJECTIVE(S):**

On successful completion of this course, the students could understand the basis of cost and management accounting, Cost sheet, Material issues, Labour cost, financial statement analysis, Ratio analysis, Fund flow and Cash flow statement.

**COURSE OUTCOMES:**

- CO1 Able to apply management accounting techniques for the effective operations of the organizations.
- CO2 Demonstrate the mastery of costing systems, cost management systems, budgeting systems and performance measurement systems.
- CO3 Capable of evaluating the costs and benefits of different conventional and contemporary costing systems.
- CO4 Learn within teams - to co-operate with team members, to assume leadership and to manage differences and conflicts.
- CO5 Learners know evaluate complex ideas and to tolerate ambiguity in managerial and organisational problem - solving.

**UNIT-I**

Cost Accounting: Meaning and definition – Scope – Objectives – Functions – Merits and Demerits of Cost Accounting – Methods of Costing – Technique of Costing – Classification of Cost – Cost unit – Cost centre – Elements of Cost. Distinction between financial accounting and cost accounting.

Management Accounting: Meaning and definition – Scope – Objectives – Functions – Merits and Demerits of Management Accounting – Management accounting Vs cost accounting, Management accounting Vs Financial accounting.

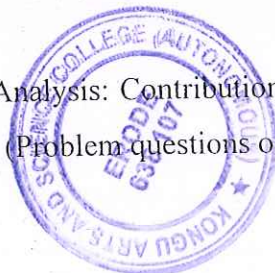
**UNIT – II**

Preparation of cost sheet – Tenders and Quotations – Pricing of materials issues: FIFO, LIFO Simple average method and weighted average method. (Problem questions only)

**UNIT – III**

Methods of Wage Payment – Time Rate and Piece Rate – Taylor's and Merrick's differential piece rate systems – Incentive Schemes – Halsey Premium Plan – Rowan Bonus Plan.

Cost Volume Profit (CVP) Analysis: Contribution, Break Even Point, Profit Volume ratio or MCSR, Margin of Safety. (Problem questions only)



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**UNIT – IV**

Financial Statement Analysis – Preparation of Comparative and Common Size Statements – Analysis and Interpretation. Ratio analysis – Classification of Ratios – Profitability Ratios – Turnover Ratios – Solvency Ratios – Construction of Balance Sheet Through Ratios.  
(Problem questions only)

**UNIT – V**

Preparation of Fund flow statement and Cash flow statement. (As per AS-3)  
(Problem questions only)

**NOTE: Distribution of Marks – Theory 20%, Problems 80%**

**TEXT BOOK:**

T.S.Reddy & Y.Hari Prasad Reddy, “Cost and Management Accounting”, Margham Publication, Chennai, Third Edition, 2016.

**REFERENCE BOOKS:**

1. Shashi K.Gupta, R.K.Sharma, “Cost and Management Accounting”, Kalyani Publishers, New Delhi, 6<sup>th</sup> Edition, 2012.
2. M.N.Arora, “Cost and Management Accounting, Theory, Problems & Solutions”, Himalaya Publishing House, New Delhi, Fourth Revised Edition, 2015.
3. S.P.Jain, K.L.Narang, “Cost Accounting”, Kalyani Publishers, New Delhi, 2018. Edition, 2018.
4. CA Sharad K.Maheshwari, Dr.S.N.Maheshwari, “Principles of Management Accounting”, Sultan Chand & Sons, New Delhi, 17<sup>th</sup> revised Edition, Reprint, 2018.
5. Prof H.J.Ghosh Roy, Dr.A.K.Singhal, “A Text Book of Accounting for Managers”, Vayn Education of India, New Delhi, 3<sup>rd</sup> Edition, 2011.

<b>QUESTION PAPER PATTERN</b>		
<b>SECTION - A</b>	<b>SECTION - B</b>	<b>SECTION – C</b>
<b>10 x 1 = 10 Marks</b> (Multiple Choice, Four options) Two questions from each unit	<b>5 x 7 = 35 Marks</b> (Either or Choice) Two questions from each unit	<b>3 x 10 = 30 Marks</b> (Answer any Three Questions) One question from each unit

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Sem.	Course Code	CONSUMER BEHAVIOUR	Total Marks: 100		Hours Per Week	Credits
			CIA:25	ESE:75	5	4
V	17UABET505					

**OBJECTIVE(S):**

On successful completion of the course the students could have understand consumer motivation, perception, attitude and decision making.

**COURSE OUTCOMES:**

- CO1 Able to identify the dynamics of human behaviour and the basic factors that influence the consumer's decision process.
- CO2 Understand the consumer research process and consumer motivation.
- CO3 Acquire the knowledge in behavioral theories.
- CO4 Identify the consumers on the basis of socio-economic nature.
- CO5 Develop the knowledge related to consumer decision making.

**UNIT I**

Introduction - Consumer Behaviour - Definition-Scope of Consumer Behaviour - Discipline of Consumer Behaviour - Customer Value Satisfaction - Retention - Marketing Ethics.

**UNIT II**

Consumer Research - Paradigms - The Process of Consumer Research - Consumer Motivation - Dynamics – Types – Buying Motives - Consumer Perception.

**UNIT III**

Consumer Learning - Behavioral Learning Theories - Measures of Consumer Learning - Consumer Attitude - Formation - Strategies for Attitude Change.

**UNIT IV**

Social Class Consumer Behaviour - Lifestyle Profiles of Consumer Classes - Cross Cultural Customer Behaviour Strategies.

**UNIT-V**

Consumer Decision Making - Opinion Leadership - Dynamics - Types of Consumer Decision Making - A Model of Consumer Decision Making.



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**TEXT BOOK:**

Leon G Schiff Man and Leslie Lazar Kanuk, "Consumer Behaviour", Pearson Education. Chennai, 11<sup>th</sup> Edition 2015.

**REFERENCE BOOKS:**

1. Paul Green Berg- Customer Relationship Management- Tata Mc Graw Hill, 2<sup>nd</sup> Edition, 2002.
2. Barry Berman and Joel R Evans- Retail Management- A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006.
3. Gibson G Vedamani – Retail Management- Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or Choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any Three Questions) One question from each unit

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Sem.	Course Code	MANAGERIAL SKILL DEVELOPMENT	Total Marks: 75		Hours Per Week	Credits
			CIA: 20	ESE:55		
V	17UABSV508				3	3

**OBJECTIVE(S):**

To assist the students in learning the managerial skills and in improving their problem solving ability and analytical skills.

**COURSE OUTCOMES:**

- CO1 Acquire the effective management skills.
- CO2 Gain knowledge related to problem solving and creativity.
- CO3 Understand the way of building relationship with co-workers.
- CO4 Able to develop and lead the team.
- CO5 Understand the concept of empowerment.

**UNIT -I Managerial Skills**

Introduction to skills and personal skills - Importance of competent managers - skills of effective managers - developing self awareness on the issues of emotional intelligence - self learning styles – values - attitude towards change - learning of skills and applications of skills.

**UNIT -II Problem Solving**

Problem solving and building relationship: Problem solving – creativity- innovation - Steps in analytical problem solving - limitations of analytical problem solving - impediments of creativity- multiple approaches to creativity - conceptual blocks - conceptual block bursting.

**UNIT –III Relationship Building**

Building relationship Skills for developing positive interpersonal communication - importance of supportive communication - coaching and counselling - defensiveness and disconfirmation - principles of supportive communications. Personal interview management.

**UNIT -IV Team Building**

Team building: Developing teams and team work - advantages of team - leading team - team membership.

**UNIT –V Empowerment and Delegation**

Empowering and delegating: Meaning of empowerment - Dimensions of empowerment, how to develop empowerment - inhibitors of empowerment - delegating work Skills development and skill application. Communication - How to make oral presentations, conducting meetings - reporting of projects - reporting of case analysis - answering in Viva

W. V. S. Assignment writing.



Sem.	Course Code	BRAND MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
			CIA: -	ESE:100		
V	17UABAL509				-	2

**OBJECTIVE(S):**

To assist the students to learn brand management methods and models.

**COURSE OUTCOMES:**

- CO1 Understand key principles of branding.  
 CO2 Able to know the branding concept.  
 CO3 Understand and conduct the measurement of brand equity and brand performance.  
 CO4 Practically develop a brand, including positioning and communication.  
 CO5 Prepare a professional, logical and coherent report in the form of a brand audit.

**UNIT - I**

Brand Management: Introduction-Meaning - Essentials for The Success of Brands – Brand Evolution – Brand Perspective - Anatomy of Brand- Types of Brand Names - Functions of Brand.

**UNIT - II**

Brand Power: Meaning – Characteristics – Brand Associations: Meaning – Role and Functions – Kinds of Brand Associations – Essentials of Superior Brand Strategy.

**UNIT - III**

Brand Equity: Meaning – Brand Equity Model – Brand Image: Definition –Dimensions of Brand Image – Brand Knowledge Structure – Customer Response – Brand Loyalty: Meaning – Importance – Levels of Brand Loyalty.

**UNIT - IV**

Meaning of brand identity – Brand identity perspectives – Levels of brand identity- Brand positioning- meaning – Brand checks – Brand positioning strategies.

**UNIT – V**

Brand extensions: Meaning – Reasons – Risks in line extensions – Benefits of brand extensions – Types of brand extensions - Steps in brand extensions.

**TEXT BOOK:**

Kevin lane Keller, Strategic Brand Management- Building, Measuring and Managing Brand Equity, Pearson Education, 2<sup>nd</sup> Edition, 2012

**REFERENCE BOOKS:**

1. Y.L.R.Moorthy - Brand Management the Indian context, Sultan Chand publishers, First Edition, 2003.
2. Alexander Chernev, Strategic Brand Management, Cerebellum Press, 2<sup>nd</sup> Edition, 2017.



Sem.	Course Code	CUSTOMER RELATIONSHIP MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
			CIA: -	ESE:100	-	
V	17UABAL510					2

**OBJECTIVE(S):**

To train the students to implement customer relationship management in business strategy and to simplify marketing and sales process in order to provide better customer service.

**COURSE OUTCOMES:**

- CO1 Learn the value of a relationship management strategy.
- CO2 Able to develop the process of customer relationship management.
- CO3 Gain the basic knowledge in sales force automation.
- CO4 Gathering knowledge about online trading systems.
- CO5 Review several features and benefits of various CRM systems.

**UNIT - I**

Relationship marketing: Meaning - Features - Objectives - Methods - Advantages and disadvantages of relationship marketing - Customer life cycle: Introduction - Stages of customer life cycle.

**UNIT - II**

Meaning of Customer Relationship Management - Objectives - Evolution of CRM - elements of CRM - Process of CRM - Types of CRM.

**UNIT - III**

Sales force automation: Meaning - Features - SFA ecosystem - SFA functionalities - Benefits of SFA - Contact management: Concept - Objectives of contact management.

**UNIT - IV**

Enterprise marketing management: Features and applications of enterprise marketing management - E-mail marketing - Types - Elements of EMM - Functions of EMM.

**UNIT - V**

Customer value: Concept of customer value - Classification of customer value - Customer value delivery process - Customer value chain - Benchmarks in CRM - Classification of benchmarking.

**TEXT BOOK:**

R.K.Suganthi, Customer Relationship Management - New age publishers, First Edition, 2005.

**REFERENCE BOOKS:**

1. S.Shajahan-Relationship marketing- Text and Cases - McGraw HILL, Second Reprint 1997.
2. Philip Kotler -Marketing Management-Pearson Education, Fifteenth Edition, 2015
3. D.S.N.Pillai -Modern Marketing Principles and Practice- Margham publications, 2010



Sem.	Course Code	ENTREPRENEURSHIP AND PROJECT MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE: 75	6	5
VI	17UABCT601					

**OBJECTIVE(S):**

On successful completion of this course, the students could understand entrepreneurship development process, Project management, Institutional support to Entrepreneurs.

**COURSE OUTCOMES:**

- CO1 Gain the knowledge about entrepreneurship.
- CO2 Identify the institutional support to entrepreneurs.
- CO3 Learn the concept of project management.
- CO4 Understand the basics for selecting the project.
- CO5 Know the various sources of funds for entrepreneurs.

**UNIT - I**

Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurship-  
Intrapreneur - Role of entrepreneurship in economic development.

**UNIT - II**

Factors affecting entrepreneur growth - Economic - Non-Economic. Women entrepreneurs and rural entrepreneur - Entrepreneurship development programmes - Need – Objectives - Course contents – Phases - Evaluation, Institutional support to entrepreneurs.

**UNIT - III**

Project Management: Meaning of project - Concepts – Categories - Project life cycle phases - Characteristics of a project - Project manager - Role and responsibilities of project manager.

**UNIT - IV**

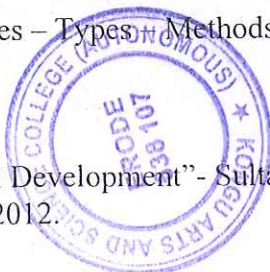
Project identification - Selection-project formulation - Contents of project report - Planning commission guidelines for formulating a project - Specimen of a project report.

**UNIT - V**

Source of finance for a project - Institutions providing financial support for entrepreneurs –  
Project evaluation - Objectives – Types, Methods (Theory Only).

**TEXT BOOK:**

S.S.Khanka “Entrepreneurial Development”- Sultan Chand & Sons, New Delhi, and Nineteenth revised Edition, 2012.




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**REFERENCE BOOKS:**

1. C.B.Gupta & N.P.Srinivasan "Entrepreneurial Development"-Sultan Chand and Sons, New Delhi, Edition, 2015.
2. S.Choudhury "Project Management", Tata McGraw-Hill, New Delhi, 31<sup>st</sup> reprint, 2008.
3. Denis Lock "Project Management"- Gower Publishing Limited, United Kingdom, 9<sup>th</sup> Edition, 2007.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
<b>10 x 1 = 10 Marks</b> (Multiple Choice, Four options) Two questions from each unit	<b>5 x 7 = 35 Marks</b> (Either or Choice) Two questions from each unit	<b>3 x 10 = 30 Marks</b> (Answer any Three Questions) One question from each unit

  
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**REFERENCE BOOKS:**

1. P.K.Ghosh, Strategic Planning and Management, Sultan Chand & Sons, Fourth revised and enlarged Edition, 2014.
2. V.S.Rao & Hari Krishna, Strategic Planning - Formulation of corporate strategy Excel Books, 1<sup>st</sup> Edition, 2003.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or Choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any Three Questions) One question from each unit

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Sem.	Course Code	INSURANCE PRINCIPLES AND PRACTICE	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE:75		
VI	17UABET606				5	4

**OBJECTIVE(S):**

It will help the students to learn the basics and fundamentals of insurance principles and practices being practiced in the insurance industry. The knowledge in this field of insurance may help the students to adopt this as a career.

**COURSE OUTCOMES:**

- CO1 Identify and evaluate the processes, concepts and principles of insurance with better understanding of the insurance environment.
- CO2 Equip the learners with required skills to know the life insurance policy and role of insurance agent.
- CO3 Gain knowledge on general insurance.
- CO4 Acquire knowledge about to fire, marine, health engineering and corps insurance.
- CO5 Enable the students to understand the role of insurance authority.

**UNIT - I**

Meaning - Concept - Principles and classification of insurance - History of insurance - Life insurance scenario in India, Organizational structure of life insurance business- Recent trends in insurance.

**UNIT - II**

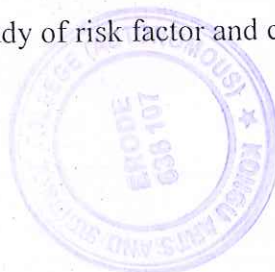
Life Insurance: Introduction - Types of life insurance policies - Whole life endowment, money back, group insurance, unit linked insurance policies, pension plan - Role of insurance agent, field officer, surveyors assessor and responsibilities of insurer.

**UNIT - III**

Principles of general insurance - Comparison between general and life insurance. Study and scope of general insurance in India - Marketing of general insurance business in India.

**UNIT - IV**

GIC: Role of general insurance company of India - Types of general insurance - Fire, marine motor, personal accidents, health, engineering, corps, etc. Study of various policies and insurance cover - Study of risk factor and causes of insurance claim.



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**UNIT - V**

Deposit and credit insurance - Role of deposit insurance and credit guarantee corporation - Regulation of insurance business in India. IRDA: Role of Insurance Regulatory and Development Authority.

**TEXT BOOK:**

M.N. Mishra, Insurance Principles and Practices, Chand and Company Ltd, Twenty second Edition, 2016.

**REFERENCE BOOK:**

1. P.Periyasamy, Principles and Practices of Insurance, Himalaya publishing House, Seventh Edition, 2014
2. Vinayakan, N.M. Radhaswami and V. Vasudevan, Insurance Principle and Practices, S Chand and company Ltd, 2015.
3. Misra M.N and Misra S.P, Insurance principles and practice, S Chand Publishers, 2016.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or Choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any Three Questions) One question from each unit

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Sem.	Course Code	RETAIL MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE:75	5	
VI	17UABET609					4

**OBJECTIVE(S):** On successful completion of the course the students could understand the features of retailing learnt the theories of retail development learnt retail development in India and global retail markets.

**COURSE OUTCOMES:**

- CO1 Identify and understand basic theories, principles, practices and terminology related to each functional area of business.
- CO2 Understand the ways that retailers use marketing tools and techniques to interact with their customers.
- CO3 Able to understand the strategic planning for retailing.
- CO4 Gain the knowledge upon the changes in retail business in India.
- CO5 Enable to develop the strategic planning process in retailing

**UNIT -I**

Retail: Meaning – Functions and special characteristics of a Retailer – Reasons for studying. Retailing – Marketing-Retailer Equation –Marketing concepts applied to retailing – Retailing as a career – Trends in Retailing.

**UNIT - II**

Retail Model and Theories of Retail Development – Life cycle and phase in growth of retail markets – Business models in retail – other Retail models.

**UNIT - III**

Strategic Planning in Retailing: Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process.

**UNIT- IV**

Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges faced by the retailers.

**UNIT- V**

Global retail markets: Strategic planning process for global retailing – Challenges faced by global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy.



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**TEXT BOOK:**

Gibson.V and Vedamani Retail Management-Jaico publishing house, 4<sup>th</sup> Edition,2006.

**REFERENCE BOOKS:**

1. Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill – 2nd Edition, 2004.
2. Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall of India, 8<sup>th</sup> Edition, 2002.
3. James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
<b>10 x 1 = 10 Marks</b> (Multiple Choice, Four options) Two questions from each unit	<b>5 x 7 = 35 Marks</b> (Either or choice) Two questions from each unit	<b>3 x 10 = 30 Marks</b> (Answer any Three Questions) One Question from each unit

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Sem.	Course Code	CAMPUS TO CORPORATE	Total Marks: 75		Hours Per Week	Credits
			CIA: 20	ESE:55	4	3
VI	17UABSV610					

**OBJECTIVE(S):**

To train the learners effectively and efficiently for smooth transition from their campus to corporate for employment.

**COURSE OUTCOMES:**

- CO1 Students can understand various types of etiquettes.
- CO2 Students can learn to dress at corporate level.
- CO3 Enable the students for different sources of e-communication.
- CO4 Enable students to learn quantitative and qualitative aptitude.
- CO5 Develop the positive attitude towards individual.

**UNIT - I**

Etiquette: Corporate etiquette - Workplace etiquette-Business etiquette-Email etiquette - Telephone and meeting etiquette. (Theory blended learning with notes and hints in the SDRNs) – Video clippings to watch and noting down the critical aspects pertaining to etiquettes.

**UNIT - II**

Attire Aspects: Paste your own photograph in formal and informal dress – Dressing sense and grooming skills – Cut and paste various photographs from advertisement pictures to distinguish dressing for different occasions.

**UNIT - III**

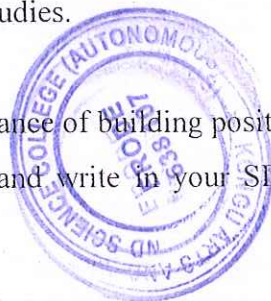
E-communication: Students are expected to have an email id and work with groups - make mail attachments, join professional groups in social networks - download and upload files using virtual memory – E-mail Etiquette – Overcoming problems in e-mail communication – Use of electronic devices in modern communication such as Fax, e-mail, chat using skype – work with social networking sites such as linkedin, facebook, orkut, tumblr, twitter, instagram– narrate them in the SDRN with clippings as evidence.

**UNIT- IV**

Aptitude Appetizer: Quantitative Vs Verbal Aptitude — Practice – Shortcut Routes – Workouts from Previous Year / Batch Tests – Familiarize the Various types of Problems from Quantitative and Non-Verbal Reasoning Areas in Competitive Exams for Employment and/or Higher Studies.

**UNIT - V**

Attitude Building: The importance of building positive attitude - Read from the examples of great people of your choice and write in your SDRN - Identify and enumerate ways to nurture your positive attitude.



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