

**MANONMANIAM SUNDARANAR UNIVERSITY,
TIRUNELVELI - 627012.**



VISION OF THE UNIVERSITY

To provide quality education to reach the un-reached

MISSION OF THE UNIVERSITY

- To conduct research, teaching and out reach programmes to improve conditions of human living
- To create an academic environment that honours women and men of all races, caste, creed, cultures, and an atmosphere that values intellectual curiosity, pursuit of knowledge, academic freedom and integrity
- To offer a wide variety of Off-campus educational and training programs, including the use of information technology to individuals and groups
- To develop partnership with industries and government so as to improve the quality of the workplace and to serve as catalyst for economic and cultural development
- To provide quality/ inclusive education, especially for the rural and un-reached segments of economically down trodden students including women, socially oppressed and differently abled

CHOICE BASED CREDIT SYSTEM

**BACHELOR OF BUSINESS ADMINISTRATION
(With effect from the Academic Year 2022-2023 onwards)**

A bachelor degree programme in Business Administration to provide courses which enable students to pursue professional careers. The Programme aims to prepare the students for positions in management of complex and diversified organizations by providing them with a broad, fundamental and specialized education, thereby enabling them to perform successfully, ethically, and professionally in a rapidly changing, interdependent, competitive business globe.

Departmental Vision:

To help students achieve pinnacle of success and groom them to become successful management professionals and entrepreneurs through imparting continuous learning and attitude development.

Departmental Mission:

To impart quality education in diverse management domain, reinforce business ethics and social values among students, fine tune the students to be dynamic to the changing world and provide the platform to have smooth take-off to the corporate world.

Bachelor of Business Administration is one of the most popular bachelor degree program after class XII. The BBA course is the gateway to numerous job opportunities in a plethora of sectors like Marketing, Education, Finance, Sales, and Government. The 3-year undergraduate course in Business Administration is open to students

from all the three streams of education namely Commerce, Arts and Science. The BBA course offers knowledge and training in management and leadership skills to prepare them for managerial roles and entrepreneurship. During the tenure of the course, candidates learn various aspects of business administration and management through class room lectures, Games, Seminars and practical projects. The overall objectives of this academic Bachelor's program is to develop the students' intellectual capacity, executive personality, and managerial skills in a way that enables them assume entry-level managerial positions in business and industry, public sector organizations, consultancy companies and other organizations. Graduates of the program may also choose to start their own entrepreneurial business ventures

ELIGIBILITY FOR Any candidate who has passed the Plus Two of the Higher Secondary Board of Tamilnadu or that of any other university or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Tamilnadu.

DURATION OF THE COURSE The duration of the course shall be three academic years comprising **six semesters** into with two semesters for each academic year. There shall be at least 90 working days in a semester and a minimum 450 hours of instructions in a semester.

REGISTRATION Each student shall register for the courses in the prescribed registration form in consultation with the Faculty Advisor within two weeks from the commencement of each semester.

Revised Programme Structure (With effect from September 2022)

Sem (1)	Part I/ II/III/IV (2)	Subject number (3)	Subject Status(4)	Subject Title (5)	L	T	P	T	C	Maximum Marks		
										Internal	External	Total
I	I	1	Language	Tamil/other language				6	4	25	75	100
	II	2	Language	Communicative English -I				6	4	25	75	100
	III	3	Core-1	Professional English for Commerce and Management-I	3	0	2	5	4	25	75	100
	III	4	Core-2	Principles of Management	3	2	0	5	4	25	75	100
	III	5	Allied -1	Business Statistics	2	2	2	6	3	25	75	100
	IV	6	Common	Environmental Studies	2	0	0	2	2	25	75	100
	Sub Total							30	21			
II	I	7	Language	Tamil / Other language				6	4	25	75	100
	II	8	Language	Communicative English -II				6	4	25	75	100
	III	9	Core-3	Professional English for Commerce and Management-II	3	0	2	5	4	25	75	100
	III	10	Core-4	Managerial Economics	3	2	0	5	4	25	75	100
	III	11	Allied-2	Business Mathematics	2	2	2	6	3	25	75	100
	IV	12	Common	Value Based Education / Mana VazharKalai	2	0	0	2	2	25	75	100
	Sub Total							30	21			
III	I	13	Language	Tamil / Other language				6	4	25	75	100
	II	14	Language	Communicative English -III				6	4	25	75	100

	III	15	Core-5	Financial Accounting	4	0	0	4	4	25	75	100
	III	16	Core-6	Organizational Behaviour	4	0	0	4	4	25	75	100
	III	17	Allied-3	Business Law	2	2	0	4	3	25	75	100
	IV	18	Skill based Practical -I	Computer Applications in Business-I	0	0	4	4	2	50	50	100
	V	19	Non-Major Elective-I	Advertising	2	0	0	2	2	25	75	100
		20	Common	Yoga	2	0	0	2	2	50	50	100
	Sub Total							30+2	25			
IV	I	21	Language	Tamil / Other language				6	4	25	75	100
	II	22	Language	Communicative English -IV				6	4	25	75	100
	III	23	Core-7	Cost Accounting	4	0	0	4	4	25	75	100
	III	24	Core-8	Marketing Management	4	0	0	4	4	25	75	100
	III	25	Allied-4	Human Resource Management	2	2	0	4	3	25	75	100
	IV	26	Skill based Practical -II	Computer Applications in Business-II	0	0	4	4	2	50	50	100
	IV	27	Non-Major Elective-II	Consumer behavior	2	0	0	2	2	25	75	100
		28	Common	Computer for Digital Era	2	0	0	2	2	50	50	100
	V	29	Extension Activity	NSS/NCC/YRC/Physical Education	-	-	-	-	1	-	100	100
	Sub Total							30+2	26			
V	III	30	Core-9	Management Accounting	4	0	0	4	4	25	75	100
	III	31	Core-10	Research methodology	4	0	0	4	4	25	75	100
	III	32	Core-11	Production and Operations management	4	0	0	4	4	25	75	100
	III	33	Core-12	Banking and Insurance	4	0	0	4	4	25	75	100
	III	34	Major Elective -I	Retail Management/ Services Marketing	4	0	0	4	4	25	75	100
	IV	35	Major elective-I1 (Practical)	Effective Employability Skills-I	0	0	4	4	2	50	50	100
	IV	36	Skill based Subject Common	Personality Development	2	0	0	2	2	25	75	100
	III	37		Field Study	0	0	4	4	2	50	50	100
	Sub Total				22	0	8	30	26			
VI	III	38	Core-13	Financial management	4	0	0	4	4	25	75	100
	III	39	Core-14	Strategic Management	4	0	0	4	4	25	75	100
	III	40	Core-15	Entrepreneurship Development	4	0	0	4	4	25	75	100
	III	41	Major Elective-III	Training and Development/ Financial Services	4	0	0	4	4	25	75	100
	IV	42	Major elective-IV (Practical)	Effective Employability Skills- II	0	0	4	4	2	50	50	100
	III	43		Major Project	0	0	10	10	5	50	50	100
	Sub Total				16	0	14	10	23			

L-Lecture Hours T-Tutorial Hours P-PracticalHours T- Total hours / week C- Credit
Allocationofquestionsforproblemorientedsubjects:40%theoryand60%problems

EVALUATION PATTERN
CONTINUOUS INTERNAL ASSESSMENT TEST
INTERNAL VALUATION IS DONE BY COURSE TEACHERS
PART I, II AND III-THEORY PAPERS

COMPONENT	TIME	MAX.MARKS
TEST I	1 hour	20
TEST II	1 hour	20
TEST III	1 hour	20

PART III PRACTICAL PAPERS

COMPONENT	MARKS
TEST I	20
TEST II	20
OBSERVATION	5
ASSIGNMENT	5

CIA EXAMINATIONS QUESTION PAPER PATTERN-PART III

Section	Type of Questions	WORD LIMIT	Marks	Total
A	MULTIPLE CHOICE QUESTIONS	-	2 X 1=2	20
B	SHORT EASSY TYPE QUESTIONS (Either or Choice)	120	2 X 5 =10	
C	Essay type questions	200	1 X 8 =8	

END SEMESTER EVALUATION PATTERN
THEORY & PRACTICAL PAPERS
PART III SEMSTER I/II/III/IV/V/VI
SINGLE VALUATION BY EXTERNAL EXAMINER

MAXIMUM MARKS: 75

PASSING MINIMUM: 40

PART IV

SINGLE VALUATION

WRITTEN TEST

MAXIMUM MARKS: 50

PASSING MINIMUM: 20

END SEMESTER EXTERNAL EXAMINATIONS QUESTION PAPER PATTERN- PART
III

Model Question Paper

Q.P.S.No:

Course Code:

(For the candidates admitted from the academic year 2021-2022 onwards Under CBCS)

____ BBA ____ Degree Examination, ____ - 2022 ____

Major: BUSINESS ADMINISTRATION, Semester - SIXTH

Core Course - ____: ENTREPRENEURIAL DEVELOPMENT

Time : 3 Hours

Maximum Marks:75

Section -A (10X1=10 Marks)

Answer all the Questions

- The word entrepreneur derived from
a) Entreprena b) Enereprise c) Entarena d)Entreprenre
- First Generation Entrepreneur

- Section - B (5X5= 25Marks)**
Answer ALL Questions

- | | | |
|----|---|-----------|
| 11 | a.What are the chief characteristics of an entrepreneur? | Or |
| | b. write a note on any four types of entrepreneurs? | |
| 12 | a.What is the inter relationship between society and enterprise? | Or |
| | b.What is the constraints of social enterprise? | |
| 13 | a.State the characteristics of small scale industries. | Or |
| | b.What are state assistances provided to MSME sector? | |
| 14 | a. What are the important factors to be considered for project selection? | Or |
| | b. What are the different kinds of project plans? | |

- 15 a. Describe the role of Industrial development Bank of India. **Or**
b. What are the functions provided by the industrial estates to the promotion of entrepreneurship?

Section -C (5X5=40 Marks)

Answer all the Questions. Choose Either (a) or (b)

- 16 a) Trace the growth of entrepreneurship in India. **Or**
b) Elaborate on the evolution of the concept of entrepreneur.
- 17 a) Explain the measures taken by Government of India for developing rural entrepreneurship in the country. **Or**
b) Explain the role of entrepreneurship in economic development of the country
- 18 a) Discuss various policies of the government for the development of MSME Sector in India. **Or**
b) What are the main causes to become sick by the small scale units? What remedial measures do you offer?
- 19 a) Explain about the contents and formulation of project report. **Or**
b) Explain about the concept and methods of project evaluation.
- 20 a) Explain the role of various organizations engaged in promoting entrepreneurship in India. **Or**
b) Write an essay on the role played by DIC & SISI for the development of entrepreneurship

Programme Outcomes (POs):

1. To impart knowledge of the foundations of management theory and its application in managerial decision making.
2. Select and apply appropriate tools required for solving complex managerial problems.
3. To develop capabilities in students to independently conduct theoretical as well as applied research.
4. To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students.
5. To produce industry ready graduates have highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.

Programme Specific Objectives (PSOs):

On successfully completing the program the student will be able to:

1. To provide adequate basic understanding about Management Education
2. Provide strong analytical and critical thinking foundation enabling problem solving

- skills in the various disciplines of management.
3. To prepare students to exploit opportunities being newly created in the Management Profession.
 4. Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
 5. Strengthen the ability to learn continuously to adapt to the dynamic challenges of the business world and lead business with conscience- moral, ethical and environmental values.

MSU/2021-22/UG-Colleges/Part-III (B.B.A.)/ Semester-I / Ppr.no.4/ Core-2
PRINCIPLES OF MANAGEMENT

L	T	P	C
3	2	0	4

Course Objectives:

1. To provide an insight in to the basic managerial functions.
2. To describe the various forms of structure available to an organization
3. To discuss contemporary management issues and challenges

Course Outcomes:

1. Develop an understanding of the functions of management and contributions made by management theorists to the field of scientific and modern management.
2. Demonstrate critical thinking when presented with managerial problems and express their views and opinions on managerial issues by applying the concepts of planning and decision making
3. Identify the factors influencing the design of organizational structure and the right span of control for effective functioning of an organization.
4. Identify and incorporate best staffing practices and apply principles of directing for hiring and managing employees.
5. Control and coordinate the work force in a systematic approach

UNIT I INTRODUCTION TO MANAGEMENT

Definition of Management – managerial roles and skills- Science or Art – Manager Vs Administrator – Evolution of Management – Scientific, human relations, system and contingency approaches (contributions of F.W Taylor, Henry Fayol, Elton Mayo, Glberth and McGregor) - Levels and Functions of Management.

UNIT II PLANNING

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Planning Tools and Techniques – Decision making steps and process.

UNIT III ORGANISING

Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization —Span of Management-Job design- Recruitment, selection, Training and Compensation.

UNIT IV DIRECTING

Foundations of individual and group behaviour – motivation – motivational techniques – job enlargement – job enrichment – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication.

UNIT V CONTROLLING

System and process of controlling – budgetary and non-budgetary control techniques – use of computers and IT in Management control – Productivity problems and management – control and performance – direct and preventive control – reporting.

TEXTBOOKS:

1. C.B Gupta, Business Management, Ninth edition, Sultan Chand Sons, New Delhi.
2. L.M.Prasad, Principles and practice of Management, Sultan chand&sons, New Delhi.
3. Koontz O' Donell, Essentials of Management, Tata McGraw Hill.
4. M Prakash and Parag Diwan, Management principles and practices, Excel books, New Delhi.

REFERENCE BOOKS:

1. Appannaiah&Dinakar, Managing organizations, Himalaya publishing house, Mumbai
2. James A. F. Stoner, R. Edward Freeman, Daniel R Gilbert, Management, Pearson, Noida.
3. NeeruVasishth, Principles of Management text and cases, Taxmann publications private limited,

Web RESOURCES:

1. file:///C:/Users/bmlab34/Downloads/116_Sample_Chapter.pdf
2. <http://www.civicus.org/view/media/Overview%20of%20Planning.pdf>
3. <https://www.managementstudyhq.com/advantages-and-disadvantages-of-mbo.html>
4. <http://egyankosh.ac.in/bitstream/123456789/13299/1/Unit-7.pdf>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO 3	S	M	M	L	S	S	S	M	M	L
CO 4	S	M	L	L	M	S	S	L	M	L
CO 5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

MSU/2021-22/UG-Colleges/Part-III (B.B.A.)/ Semester-I / Ppr.no.5/ Allied-1
BUSINESS STATISTICS

L	T	P	C
4	2	0	4

Course Objectives:

To enable students to

1. Understand the concepts of statistics in the context of business.
2. Apply the statistical tools in decision-making.
3. Utilize statistical analysis in Research

Course Outcomes:

1. Apply descriptive statistics in effective business decision making
2. Ascertain cause and effect relationship between business factors and predict direction of business
3. Analyse time series data to identify trend and seasonal variations to forecast and take business decisions
4. Construct and compare index numbers to analyse business and economic activities
5. Utilize statistical analysis in business projects to arrive at solutions

UNIT I MEASURE OF CENTRAL TENDENCY

Measures of Central value- characteristics of an ideal measure- Measures of Central tendency –mean, median, mode – Application in Business decisions – Measures of Dispersion – absolute and relative measures of dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation, Co-efficient of Variation – Moments, Skewness, Kurtosis - (Conceptual frameworkonly)

UNIT II CORRELATION ANALYSIS

Correlation analysis: Meaning and Significance – Correlation and Causation, Types of Correlation, Methods of studying Simple Correlation – Scatter diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation co-efficient.

UNIT III REGRESSION ANALYSIS

Regression Analysis – Regression Vs Correlation, Linear Regression, Regression lines, Standard error of estimates.

UNIT IV TIME SERIES ANALYSIS

Time Series-Meaning and significance – utility, components of Time series- Measurement of Trend: Method of least squares, Parabolic Trend and Logarithmic trend.

UNIT V INDEX NUMBERS

Meaning and significance, problems in construction of index numbers, methods of constructing index numbers – weighted and unweighted, test of adequacy of index numbers, chain index numbers, base shifting, splicing and deflating index numbers

(Marks: Theory 40% and Problems 60%)

TEXTBOOKS:

1. S.P.Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi.
2. N.Arora, S.Arora; Statistics for Management; S.Chand and Company Ltd.; New Delhi
3. R.S.N. Pillai and Bhagavathy, Statistical Methods, S.Chand and Company Ltd.; New Delhi
4. Wilson, Statistics for Commerce and Management, Himalaya Publishing house, Mumbai

REFERENCE BOOKS:

1. P.R.Vittal, Business Mathematics and Statistics, Margham publications, Chennai.
2. J.K.Sharma, Business Statistics, Pearson education, New Delhi,
3. Richard.I.Levin, David.S.Rubin; Statistics for Management; Pearson Education; New Delhi
4. Divya Saxena; Business Statistics; Vayu Education of India; New

WEB RESOURCES:

1. <https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/>
2. <https://www.toppr.com/guides/business-mathematics-and-statistics/measures-of-central-tendency-and-dispersion/measure-of-dispersion/>
3. <https://www.toppr.com/guides/business-mathematics-and-statistics/measures-of-central-tendency-and-dispersion/measure-of-dispersion/>
4. <https://sol.du.ac.in/mod/book/view.php?id=1317&chapterid=1071>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO 3	S	M	M	L	S	S	S	M	M	L
CO 4	S	M	L	L	M	S	S	L	M	L
CO 5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

L	T	P	C
3	2	0	4

COURSE OBJECTIVES:

- 1.To be acquainted with the basic concepts of economics.
2. To identify the applications and limitations of economic laws in decision-making and problem solving.
3. To provide knowledge on different types of markets.

COURSE OUTCOMES:

1. Exhibit the role of a manager by making strategic business decisions considering economic environment.
2. Utilize the concept of demand, elasticity of demand to identify the determinants of demand and forecast demand.
3. Assess technically the possible ways of increasing the level of production.
4. Develop knowledge on different market structures and make the price and output decisions.
5. Develop an understanding of the role of government and taxes in controlling inflation and deflation.

Unit – I – Demand Analysis

Meaning, Nature and Scope of Managerial Economics- Demand – Law of Demand –Exceptions to the law of demand- Determinants of Demand-Elasticity of demand – Supply – Law of Supply – Elasticity of Supply. Demand Forecasting: Meaning Significance, methods of demand forecasting

Unit- II- Cost Analysis and Production Analysis

Cost Concept- Types of cost – Cost Curves – Cost- Output Relationship in the short run and long run, LAC curve. Production function with one variable input – Law of variable Proportions. Production function with two variable inputs and Law of returns to scale, Indifference curves, Iso-Quants and Iso-cost line, Least cost combination factor, Economies of scale.

Unit III- Market structure and Pricing Practice

Perfect Competition, Features, Determination of price under perfect competition. Monopoly- features, Pricing under monopoly, Price Discrimination. Monopolistic Competition- Features, pricing under monopolistic competition, product differentiation. Oligopoly- features, Kinked demand curve, cartels, Price leadership.

Unit IV – Money

Money- meaning – types- functions – Foreign Exchange – Meaning – Exchange Rate- Spot rate and forward rate-Types of forex market- Inflation – Meaning – Types- causes and effects. Inflation Vs Deflation. Corrective mechanism (Monetary and fiscal measures).

Unit V- National Income and Business Cycle

National Income- Meaning – Concepts (GDP, GNP, NNP, NDP, Private Income, Personal Income , Disposable Income and Per Capita Income) – Methods of Measurement (Product method, Income Method and Expenditure Method)- Difficulties in Measuring National Income. Business Cycle – Meaning-phases and effects.

TEXTBOOKS:

1. DR.S.Sankaran, Managerial economics, Margham Publications, chennai.
2. K.P.M Sundharam& E.N. Sundharam ,Business Economics ,sultan Chand &Sons,New Delhi.
3. DR.R.L.Varshney&K.L.Maheshwari , Sultan Chand &Sons,New Delhi
4. Micro economics, Students helpline publishing house(P)Ltd. Hyderabad

REFERENCE BOOKS:

- 1.SumithraPal ,Managerial economics, Mac Millan
2. BPP Learning media, Economics, VIVA books pvt.ltd. New Delhi
3. D.N. Dwivedi, Managerial Economics, Vikas Publising
4. Craig h.Petersen, W.Cris Lewis & Sudhir K Jain,Pearson Education Inc,New Delhi

WEB RESOURCES:

1. <https://businessjargons.com/determinants-of-elasticity-of-demand.html>
2. <http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>
3. <https://www.intelligenteconomist.com/profit-maximization-rule/>
4. [ps://scholar.cu.edu.eg/?q=mahmoudarafa/files/1.3_market_structures_and_price.pdf](https://scholar.cu.edu.eg/?q=mahmoudarafa/files/1.3_market_structures_and_price.pdf)

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO 3	S	M	M	L	S	S	S	M	M	L
CO 4	S	M	L	L	M	S	S	L	M	L
CO 5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

L	T	P	C
4	2	0	4

Course Objectives:

1. To develop mathematical continuity for learning.
2. To apply mathematical concepts in finding solutions to business problems.
3. To familiarize students with the application of mathematical techniques in business decision process.

Course Outcomes:

1. Apply the concept of geometry in the field of business
2. Draw and use Venn diagrams to solve real problems in business.
3. Use derivatives in marginal analysis
4. Application of differential calculus to find the maxima and minima of a function.
5. Perform elementary matrix operation and use matrices in business decision making.

Unit I

Analytical geometry – distance between two points in a plane – slope of a straight line – equation of the straight line – point of intersection – demand and supply curves (linear) – market equilibrium – break even analysis.

Unit II

Set theory – definition – types – union, intersection, difference, and complement of sets – De Morgan's Law – Venn diagram – simple set applications – Cartesian product

Unit III

Differential calculus – derivative of a function – differentiation – standard forms – sum, product, quotient rule – differential coefficients of simple functions (**trigonometric functions excluded**) – function of a function rule – simple application to business using marginal concept

Unit IV

Higher order derivatives – maxima and minima – simple marketing models using profit maximization, fencing and container problems only – Integral calculus – standard forms – rules of integration – Definite integral – simple applications – finding total and average cost function – producer surplus and consumer surplus.

Unit V

Matrices – definition – types – addition, subtraction, multiplication of matrices – inverse matrix – solving a system of simultaneous linear equations using matrix inversion technique – rank of a matrix.

(Marks: Theory 40% and Problems 60%)

TEXTBOOKS:

1. V.Sundaresan and S.D.Jeyaseelan, Business Mathematics, S Chand Publishers, New delhi
2. P.R Vittal , Business mathematics & Statistics , Margham publications, Chennai.
3. M. Wilson, Business Mathematics, Himalaya Publising house, Mumbai
4. S.R.Arora& Dinesh Khattar , Business Mathematics with applications, S.Chand& company ltd, New Delhi

REFERENCE BOOKS:

1. R.S,Soni Essentials of Business Mathematics &Business Statistics,Ane Books pvt ltd, New Delhi.
2. D.C Sancheti& V.K Kapoor Business Mathematics, Sultan Chand &Sons,New Delhi.
3. S.P. Gupta & P.K. Gupta, Business Statistics & Business Mathematics,Sultan Chand & sons ,New Delhi,
4. D.Bose, An Introduction to Mathematical Methods, Himalaya Publishing

WEB RESOURCES:

1. <https://www.toppr.com/guides/maths/sets/venn-diagrams/>
- 2.<https://www.scribd.com/doc/19613606/Applications-of-Matrices-to-Business-andEconomics>
3. <https://www.pearsonhighered.com/assets/samplechapter/0/1/3/4/0134437764.pdf>
4. <http://math.hawaii.edu/~mchyba/documents/syllabus/Math499/extracredit.pdf>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO &PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO 3	S	M	M	L	S	S	S	M	M	L
CO 4	S	M	L	L	M	S	S	L	M	L
CO 5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

MSU/2021-22/UG-Colleges/Part-III(B.B.A.)/Semester-III/Ppr.no.15/Core-5
FINANCIAL ACCOUNTING

L	T	P	C
4	0	0	4

Course Objective:

To enable students to

1. Understand the significance of accounting concepts and conventions in the preparation and presentation of financial reports.
2. Prepare financial statements of the company.
3. Analyze and interpret financial statements of a company.

COURSE OUTCOMES:

CO1: Apply accounting concepts and accounting standards in practical situations

CO2: To be familiar with the rules governing accounting transactions.

CO3: Prepare Final accounts to ascertain profit or loss of the business and its financial position

CO4: Critically analyze financial statements of the enterprise , vertically and horizontally for business decision making

CO5: Identify the methods of calculating depreciation charges.

UNIT – I:INTRODUCTION

Meaning and Scope of Accounting – Need for Accounting – Nature and Objectives of Accounting – Developing of Accounting – Book Keeping and Accounting. Accounting Concepts and Conventions – Accounting Standard in India- IFRS.

UNIT – II: BOOKS OF ACCOUNTS

Double Entry System of Book-Keeping – Journal –Rules of Debit and Credit – Ledger Posting – Rules Regarding Posting – Relationship Between Journal and Ledger – Trial Balance.

UNIT – III: SUBSIDIARY BOOKS

Benefits- Basic Documents-Preparation of Purchase Book, Sales Book-Purchase Return Book-Sales Return Book-Cash Book-Single, Double and Triple Column Cash Book-Petty Cash Book.

UNIT – IV: FINAL ACCOUNTS

Manufacturing Account–Trading Accounts – Profit and Loss A/C - Balance Sheet – Adjustment entries.

UNIT – V:DEPRECIATION ACCOUNTING

Meaning – Causes – Objectives – Methods of Depreciation – Reserves and Provisions.

(Marks:Theory40%andProblems60%)

TEXT BOOKS:

1. Gupta, R.L. and Radhaswamy M., Financial Accounting,– Sultan and Chand Sons – New Delhi.
2. Maheswari, S.N and Maheshwary, S.K., Fundamental of Accounting, Vikas Publications.

REFERENCE BOOKS:

- i. T.S.Reddy&Y.Hariprasad Reddy, Financial & Management Accounting, Margham Publications, Chennai
- ii. M.C.Shukla, T.S.Grewal&S.C.Gupta, Advanced Accounts, S.Chand, New Delhi
- iii. S.Pandian, Accounting for Managers, Ane Book Pvt.Ltd, New Delhi
- iv. R.S.N.Pillai&Bagavathi, Management accounting, S.Chand, New Delhi
- v. P. C. Tulsian, Financial Accounting – Pearson Edcation, New Delhi

WEB RESOURCES:

1. <https://www.swayamprabha.gov.in/>
2. <https://swayam.gov.in/>
3. <https://epgp.inflibnet.ac.in/>
4. <https://www.icaai.org/>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

ORGANIZATIONAL BEHAVIOR

L	T	P	C
4	0	0	4

Course Objective:

- 1.To give an insight into how individual behavior can be made meaningful to increase organizational effectiveness.
- 2.To understand group behavior in the organization
- 3.To understand the concepts of organizational behavior and its systems.

COURSE OUTCOMES:

- CO1:Apply theories and concepts of organisationalbehaviour in workplace to create an effective organisational environment
- CO2: Analyze workplace behaviours from theoretical perspective of ability, learning, attitude and values
- CO3: Determine the influence of perception, personality and emotions on workplace behaviour in order to exhibit positive behaviour and to create solutions in a challenging context
- CO 4: Create a conducive environment to facilitate group functioning, articulate conflict management competencies in managing and resolving conflicts
- CO 5:Identify forces of change and manage a planned organizational change

UNIT-I:INTRODUCTION

Definition, Nature and Scope of organizational behavior – Need for studying organizationalBehavior- Disciplines that contribute to OB- OB models – Challenges and Opportunities ofOB (12hrs)

UNIT-II:INDIVIDUALBEHAVIOR

Perception:meaning – process-improvingperception, Personality development determinants of personality-personality traits. Learning theoriesandprinciplesof Learning.Motivation:meaningandImportance – TheoriesofMotivation (12hrs)

UNIT-III: GROUPBEHAVIOR

Groups – definition – types – Groupdevelopment;-Groupsnorms–Groupcohesiveness–Group decision making – Conflict- Individual Conflict – Interpersonal conflict- group conflict – Resolvingconflict. (12hrs)

UNIT-IV:ORGANIZATIONALCULTURE

Organisational Culture - Meaning - definition - concept - characteristics - types of culture - functions of culture - creating and sustaining culture - learning culture - measuring culture – communicatingculture. (12hrs)

UNIT-V:ORGANIZATIONALCHANGEANDORGANIZATIONALDEVELOPMENT

Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organization development);Organizationaldevelopment –ODinterventions. (12hrs)

TEXT BOOKS:

1. L.M.Prasad, Organizational behaviour-Sultan Chand, New Delhi
2. J. Jayashankar, Organizational Behavior- Margham publications, Chennai

REFERENCE BOOKS:

1. K.Aswathapa, Organisational behavior- Himalayas publishing house, Mumbai,
2. Luthans Fred, Organizational Behavior- Tata McGraw Hil
3. Stephen P Robins, Organisational behavior- Pearson Education, 2018, Noida
4. S.S.Khanga -OrganizationalBehaviour, S Chand publishers, New Delhi

WEB RESOURCES:

1. <https://iedunote.com/organizational-behavior>
2. <http://www.indiaclass.com>
3. https://www.tutorialspoint.com/organizational_behavior
4. <https://www.referenceforbusiness.com/management/Gr-Int/Group-Dynamics>

MAPPING-COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

L	T	P	C
2	2	0	3

CourseObjective:

1. To impartation in-depth knowledge of the law of contracts,
2. To provide a basic knowledge of the agency has to be operated.
3. To provide an insight into the application of commercial laws to business operations

COURSEOUTCOMES:

CO 1: Understand the meaning and nature of contract and various essentials of contract.

CO 2: Understand Discharge of contract and remedies for breach of contract

CO 3: Analyze and differentiate between bailment, Pledge and Agency.

CO 4: Understand the idea of sale, distinguish sale and agreement to sell and can explain conditions and warranties

CO 5: Interpret critical issues of partnership business and can recognize rights and duties of partners.

UNIT –I: INDIAN CONTRACT ACT 1872

The Indian Contract Act 1872-I Meaning & Nature of contract, Types of Agreement, Difference between agreement and contract, Essentials of a valid contract- offer, Acceptance, capacity to contract, Free consent, consideration, Possibility of performance, Writing and Registration etc.

UNIT II: -THE INDIAN CONTRACT ACT 1872- II

Agreements expressly declared void, Quasi Contracts, Performance of contract, Discharge of contract & Remedies for breach of contract

UNIT III:-SPECIAL CONTRACT

Contract of Bailment- Rights & duties of bailor & Bailee, Contract of Pledge. Rights & duties of Pawner & Pawnee, Contracts of Agency-Formation & Termination of Agency.

UNIT IV:- THE SALE OF GOODS ACT 1930

Definition of Sale & Goods, Essentials of valid contract of Sale of Goods, Conditions & warranties, passing of property, Rule of caveat emptor & its exceptions, Rights of unpaid seller, Remedies for breach of contract.

UNIT: V-THE INDIAN PARTNERSHIP ACT 1932

Meaning & Nature of partnership, Types of Partners, Rights & Duties of Partners, Registration of Partnership firm & Dissolution of Partnership firm..

TEXT BOOKS:

1. N.D. Kapoor -Elements of Mercantile Law - Sultan Chand & Co., New Delhi
2. M.C.Kucchal - Business Law/Mercantile Law, Vikas Publishing. House (P) Ltd.

REFERENCE BOOKS

1. Shukla M.C, Mercantile Law- S.Chand & co Ltd, New Delhi
3. G.K.Kapoor, Business & corporate laws- Sultan Chand & sons, New Delhi
4. P C Tulsian - Business Law - Tata McGraw - Hill Education.
5. R.S.N.Pillai & Bagavathi, Business law - S.Chand Publishing, New delhi

WEB RESOURCES:

1. <https://www.edx.org>
2. <https://openstax.org>
3. <https://rmit.libguides.com>
4. <https://nluo.ac.in>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

MSU/2021-22/UG-Colleges/Part-III(B.B.A.)/Semester-III/Ppr.no.18/Skillbased-1
COMPUTER APPLICATIONS IN BUSINESS – I
(Practical Subject)

L	T	P	C
0	0	4	2

Course Objective:

1. To gain practical knowledge and depth working application principles in the office packages for the day to day office transactions.
2. To provide practical knowledge of basic operations in MSWord, MS Excel, MS Power point
3. To integrate Microsoft Office applications for use in business

COURSE OUTCOMES:

CO1: Apply word basic commands, editing and proofing tools, creating tables, changing layout and mail merge concept for creating and managing business documents and effective communication

CO2: Handle business data by applying the in- built features of excel

CO 3: Apply financial and statistical function of excel for financial forecast, project analysis and analysis of business data

CO 4: Create a new presentation, modify presentation themes and add or edit text to slides

CO 5: Design a simple data base, build a new data base with related tables and manage the data in a table

SOFTWARE: MS – OFFICE Package

EXERCISES: Word

1. Create Table with five columns and six rows. Do the following options using that Table:
a) Sorting b) The Sum Function c) Merge cell d) Table Headings
Convert Text to a table, Splitting a Table and Table AutoFormat. Show with example.
2. Assuming yourself as the General Manager of a company draft an appointment letter to a candidate short-listed through an interview. (Use Mail Merge)
3. Create at least two pages of text with multicolumn layouts like magazines and newspapers. Add the following options:
a) Header and Footer
b) Borders and shading for title
c) Use WordArt for heading
d) Use Text Box

EXERCISES: Excel

1. Prepare a Mark Sheet of a School for 10 Students with 6 Subjects details and Calculate how many students pass and fail by including one column as result in the mark sheet.
2. Prepare an EMPLOYEE Database of an Organization with the following details: (Atleast 10 Details) Name, Emp Id, Gender, Address, Phone No, E-Mail Id Qualification, Designation, Department, Salary, Year Of Joining And Working Station
 - Draw Chart to Find Out The % Of Male & Female Working (Pie Chart)
 - Find Out How Many Employees Drawn Salary Above 10000.
 - Draw a Chart For Emp Id And Salary Drawn.
3. Create Balance Sheet and Profit & Loss Statement by your own data for an organization and use atleast 10 Different Formulas in Different Cells.

4. Graphically present the following sales data from ABC Corporation Limited

Zone	Sales in Lakhs			
	1 st quarter	2 nd quarter	3 rd quarter	4 th quarter
North	23	26	32	30
South	21	25	30	30
East	24	26	29	27
West	21	26	28	29

Use the following chart types: a. Bar Chart b. 3-D Column

EXERCISES: Power Point

1. Present the agenda of the Annual General Meeting of a company using PowerPoint.
 - a) Set a suitable timing between two slides.
 - b) Use appropriate templates, fonts and styles.
 - c) Store a copy of the presentation as a PowerPoint show (ie., with a pps extension)
 - d) The timing between slides is 30 seconds.
 - e) Use different animation effects for each slide.

Prepare at least seven slides.
2. Design presentation slides for a products of your choice the slides must include name, brand name, type of product, characteristics, special offers, price etc.
 - a) Changing background colour, font colour using wordart.
 - b) Use manual mode for the slide show.
 - c) Use Top-down, Bottom-up, Zoom in and Zoom out effects.

EXERCISES: Access

- i. Create a table, form and report for the database: “Patient details”
- ii. Fields are: patient, Patient name, Patient age, Patient Gender, Patient address, Patient phone, Patient mobile, Patient email, Doctor detail, Patients reports (At least 10 records should be included).

TEXT BOOKS:

1. AnanthiSheshasaayee and Sheshasaayee, Computer Applications in Business And Management - Margham Publications, Chennai.
2. Dr Ahmad Tasnim Siddiqui, Vivekanand Pandey, Computer Application in Management- Himalaya publishing house, Mumbai

REFERENCE BOOKS:

1. Sinha, P.K. and Sinha, P. Foundation of computing.- BPB Publications.New Delhi
2. Arora, A, Computer fundamentals and applications. Vikas Publishing.
3. Rajaraman, V, Fundamentals of Computers. Prentice-Hall, Delhi
4. Parameswaran R, Computer applications in business-S Chand & company, New Delhi.

WEB RESOURCES:

1. <https://edu.gcfglobal.org>
2. <https://www.invensislearning.com>
3. <https://www.makeuseof.com>
4. <https://johnacademy.org>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

L	T	P	C
2	0	0	2

COURSE OBJECTIVES:

- 1.To enable the students to study the evolution of advertising
- 2.To study the functions of advertising agencies
3. to explain the process of advertisement making and launching

COURSE OUTCOMES:

- CO 1: Understand the origin and growth of advertising sector
CO 2: Explain types of advertising
CO 3: describe about the functions of advertising agencies
CO 4: To identify and make decisions regarding the most feasible advertising appeal and media mix
CO 5: To conduct pre-testing and post testing of advertisement to determine their effectiveness

UNIT-I:INTRODUCTION TO ADVERTISING

Advertising – Meaning- Origin and Development- Objectives- Importance- Functions of advertising- Classification and Types of advertisements – merits and demerits

UNIT –II:ADVERTISING AGENCIES

Type and functions of advertising agencies-Advertisement campaign- Social, economic and legal aspects of advertisements - Misleading advertisements- Advertisement Standards council of India- Regulation of advertising in India

UNIT-III:DRAFTING ADVERTISEMENT COPY

Advertisement copy- Requisites of an effective advertisement copy-Types of copy- Elements of copy- Layout- functions of layout – Elements of layout – Principles of design and layout- Copy writing- Qualities of good Copy Writer-Copy testing and Advantages

UNIT–IV:ADVERTISING MEDIA

Media Planning and Strategy -Importance of media planning and selection- Problems in media planning- Internet as an advertisement medium-Objects of Internet advertisement – Advantages and disadvantages of internet advertising

UNIT-V:MEASURING THE EFFECTIVENESS OF ADVERTISING

Need and importance for measuring the effectiveness of advertising- Methods of Measurement: Pretesting, Concurrent testing, Post testing-DAGMAR Model

Text Books:

1. Manendra Mohan – Advertising Management – Concepts and Cases, Tata McGraw Hill
2. Sherlekar, Victor & Nirmala Prasad – Advertising Management – Himalaya Publishing House

REFERENCE BOOKS:

1. C.L. Tyagi, Arun Kumar- Advertising Management- Atlantic Publishers and Distributors
2. Wells, Moriarty & Burnett, Advertising, Principles & Practice, Pearson Education
3. Ruchi Gupta, Advertising – Scholar Tech Press
4. Rajeev Patra and John G. Myers, Advertising Management -Pearson India, New Delhi

WEB RESOURCES:

1. <https://www.slideshare.net>
2. <https://neilpatel.com>
3. <https://open.umn.edu>
4. <https://courses.lumenlearning.com>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
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CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

MSU/2021-22/UG-Colleges/Part-III(B.B.A.)/Semester-IV/Ppr.no.23/Core-7
COST ACCOUNTING

L	T	P	C
4	0	0	4

COURSE OBJECTIVES:

- 1.To provide basic knowledge on cost concepts
2. To impart knowledge on accounting techniques useful in managerial functions.
- 3.To enable the students to ascertain the cost control methods and the ascertainment of the profitability of activities planned

COURSE OUTCOMES:

CO1: Prepare cost sheet to ascertain total cost and cost/ unit in order to prepare quotation

CO2: To differentiate methods of calculating material consumption

CO 3: Apply various labor control Techniques for cost reduction and smooth functioning of business.

CO4: Explain meaning of Overheads. Classify, Allocate, Apportion and Reapportion various overheads to calculate cost.

CO 5: Apply costing methods and costing techniques appropriately

UNIT-1:INTRODUCTION TO COST ACCOUNTING

Cost Accounting -Meaning of Cost, Costing and Cost Accounting. Comparison between Financial Accounts and Cost Accounts-Application of Cost Accounting-Cost Concepts -Cost Unit-Cost Centre-Elements of Costs-Preparation of Cost Sheet.

UNIT-2: MATERIAL COSTING

Classification of Materials-Material Control-Purchasing Procedure-Store Keeping-Techniques of Inventory Control-Setting of Stock Levels- EOQ Method of Pricing- Materials Issues - LIFO-FIFO - Weighted Average Method- Simple Average Method.

UNIT-3: LABOUR COSTING

Control of Labour Cost -Labour Turnover – Method of wage payments-Remuneration and Incentives-Time Rate System-Piece Rate System-Premium and Bonus Plans. O

UNIT-4: OVERHEAD COST CONTROL

Meaning- Classification-Procedure - Allocation and Apportionment- Principles of Apportionment -Reapportionment, Direct, Step, Reciprocal, Simultaneous Equation Trial and Error.

UNIT-5: TECHNIQUES OF COSTING

Unit costing, Job Batch costing, Contract costing, Process Costing-excluding inter process profits.

(Marks:Theory40%andProblems60%)

TEXT BOOKS:

1. Jain, S.P. & Narang, Cost Accounting: Principles & Methods - K.L.-Kalyani Publishers
2. M.N. Arora , A Text Book of Cost Accountancy - Vikas Publishing Pvt. Ltd.

REFERENCE BOOKS:

1. R.S.N.Pillai&Bagavathi, Management accounting- S.Chand, New Delhi.
2. N.P.Srinivasan&M.SakthivelMurugan, Accounting For Management- S.Chand, New Delhi
3. S.Pandian, Accounting for Managers, Ane Book Pvt.Ltd, New Delhi
4. S.N. Maheshwari, Studies in Cost Management- Sultan Chand & Sons

WEB RESOURCES:

1. <https://www.prestoexperts.com>
2. [https:// www.tutorialspoint.com](https://www.tutorialspoint.com)
3. [https://www. accounting -simplified.com](https://www.accounting-simplified.com)
4. [https://:www.study.com](https://www.study.com)

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO &PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

MARKETINGMANAGEMENT

L	T	P	C
4	0	0	4

Course Objective:

1. To understand the nature and significance of the Marketing Function and the Marketing management process.
2. To gain knowledge about the key aspects of the Buying Behavior of consumers and develop an understanding of the STP Process.
3. To explain the factors affecting various product, pricing, channel management and Marketing communication decisions

COURSE OUTCOMES:

- CO1: Identify the marketing functions, environment and segmentation for effective positioning of the products.
- CO 2: Assess the factors influencing consumer behavior and apply recent marketing trends in business
- CO 3: Develop new products and services that are consistent with evolving marketing needs.
- CO 4: Formulate effective pricing policy and select an appropriate channel of distribution
- CO 5: Summarize the nature and functions of the elements of Promotion mix

UNIT-I:INTRODUCTION

Nature, Scope and importance of marketing – Functions – Marketing environment- Factors influencing Marketing Environment– Market Segmentation – Need and basis of market segmentation Targeting and Positioning

UNIT-II:CONSUMER BEHAVIOUR

Factors influencing consumer behaviour - general consumers, industrial consumers, online consumers-Recent concepts in marketing – Green marketing, Digital marketing, Relationship marketing

UNIT-III:PRODUCT

Product –definition – levels of product- classification of products – Product Mix: Levels,Hierarchy,Classifications,Mix.Productlifecycle:TheConceptanditsStrategicImplications ,Significanceof branding, NewProductdevelopmentProcess.

UNIT-IV:PRICINGANDPHYSICALDISTRIBUTION

Price – Pricing objectives – Pricing policies – Methods of pricing – Distribution channel (levels, advantages and disadvantages) – Factors to be considered in selecting a channel – Channel conflicts (causes and overcoming conflicts).

UNIT-V:PROMOTION

Eight elements of the Promotion Mix: basics of Advertising (5M's), Sales Promotion, Events& Experiences, Public Relations & Publicity, Direct Marketing, Interactive Marketing, WordofMouthMarketingand PersonalSelling.Factorsaffectingthepromotionmix.

TEXT BOOKS:

1. Dr. C B Gupta, Dr. N. Rajan Nair, Marketing Management - Sultan Chand & Sons, New Delhi
2. Philip Kotler, Marketing Management - Prentice Hall of India Pvt Ltd., New Delhi

REFERENCE BOOKS:

1. R.S.N.Pillai&Bagavathi, Marketing Management, S. Chand Publishing.
2. RajanSexna, Marketing Management, MC Graw Hill Education
3. Ramaswamy, V.S., Namakumari, S- Marketing Management: Global Perspective, Sage publications India Private Ltd, New Delhi
4. Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, Marketing 4.0- John Wiley & Sons, Inc., USA,

WEB RESOURCES

1. <https://www.tutorialspoint.com>
2. <https://www.feedough.com>
3. <http://www.yourarticlelibrary.com>
4. <https://www.tutor2u.net>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
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CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

L	T	P	C
2	2	0	3

CourseObjective:

1. To equip the students with knowledge, skills and competencies required to manage people.
2. To acquaint the students with various functions and processes related to human resource management.
3. To provide conceptual framework required for human resource planning and development.

COURSE OUTCOMES:

- CO 1: Develop an understanding of the human resource functions and environment to manage human resource effectively.
- CO 2: Identify the human resource requirement and select suitable work force.
- CO 3: Evaluate the performance of human resource and develop suitable training, development and career planning programs
- CO 4: Frame sound compensation policy for high employee retention
- CO 5: Develop an effective grievance handling procedure

UNIT- I:INTRODUCTION

HRM-meaning, nature, objectives and scope– Importance –Functions of HRM – Environment of HRM - Strategic HRM – Meaning- Objectives- Personnel Management Vs Human Resources Management - Difference between Traditional HRM and Strategic HRM.

UNIT –II: HUMANRESOURCE PLANNING

Meaning and Importance - Job Analysis, Job Description and Job Specification - Recruitment: Meaning and Sources of recruitment. Selection - Meaning and Methods of selection– Interview - Kinds of interview – Steps in interview Procedure – Tests - Kinds and Importance of Tests- Induction – Placement.

UNIT-III: TRAININGANDDEVELOPMENT

Meaning and Importance – Methods of Performance Appraisal. Training – Importance- Benefits - Methods of Training - Executive Development - Meaning and Methods - Career Planning - Meaning and Objectives

UNIT-IV: COMPENSATIONMANAGEMENT

Wage and salary administration – Objectives - Essentials of a sound wage and salary structure – Components of compensation – Executive compensation – Profit sharing – Labour co-partnership – Employee Stock Option PlansWage and salary administration – Objectives - Essentials of a sound wage and salary structure – Components of compensation – Executive compensation – Profit sharing – Labour co-partnership – Employee Stock Option Plans(ESOP).

UNIT-V:GRIEVANCEHANDLING

Grievance redressal procedure - Discipline- essentials of a good discipline system-DisciplinaryProcess – approaches – punishment – exitinterview-LegislativeFramework– TradeUnions - Collective Bargaining - Labour participation in management andworkersempowerment.

TEXT BOOKS:

1. Dr. C B. Gupta, Human Resource Management-Sultan Chand & Sons, New Delhi
2. K. Aswathappa, Human Resource Management - Mc Graw Hill, India Pvt Ltd.,

REFERENCE BOOKS:

1. Monnappa and Saiyadan, Personnel Management, Tata Mcgraw Hill.
2. Rao V.S.P. Human Resource Management, Excel books
3. C.B. Memoria, Personal Management- Himalaya Publishing House
4. Dr. S S. Khanka, Human Resource Management- S. Chand & company ltd., New Delhi

WEB RESOURCES:

1. <https://www.citehr.com>,
2. <https://www.whatishumanresource.com>
3. <https://shrm.org>
4. <https://www.coursera.org>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
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CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

SU/2021-22/UG-Colleges/Part-III(B.B.A.)/Semester-IV/Ppr.no.26/Skillbased subject-II
COMPUTER APPLICATIONS IN BUSINESS-II
(PRACTICALSUBJECT)

L	T	P	C
0	0	4	2

Course Objective:

1. To impart knowledge regarding concepts of Financial Accounting.
2. To make students capable to create company, enter accounting voucher entries including advance voucher entries, and also print financial statements.
3. To make students ready with required skill for employability in the job market.

Course Outcomes:

CO1: To help students to work with well- known accounting software i.e. Tally ERP.9.

CO2: Students will learn to create company, enter accounting voucher entries including advance voucher entries

CO3: Demonstrate an understanding of various predefined inventory vouchers to suit the various business requirements and flexibility to create unlimited stock items.

CO 4: Demonstrate an understanding of how to maintain a payroll register .

CO5: To prepare Accounting, Payroll, Billing, Sales and Profit Analysis, Auditing Banking Inventory, Taxation such as GST, VAT, TDS, TCS etc

SOFTWARE: Tally

1. To Create, Alter and Delete a Company owned by you.
2. Do the voucher entry for the transactions
 1. Mr. Girish started business with Rs. 1,00,000
 2. Bought furniture for Rs.1,000
 3. Goods purchased for Rs.1,500
 4. Goods sold for Rs.2,500
 5. Goods purchased from Selva & Co for credit worth Rs.7,500
 6. Goods sold from Cheenu& Co for credit worth Rs.10,000

3. Alter the following vouchers:

Entry No	Date	Party Name	Alternations
4	7.4.2019	Britannia Industries	Order No. SO 118-due on 7.4.2019
6	9.4.2019	Britannia Industries	Order No. SO 156-due on 10.4.2019 for both items
33	3.5.2019	Beauty Care Centre	Order No .So 1189-due on 5.5.2019
41	15.5.2019	Beauty Care Centre	Order No. SO 2369-due on 15.5.2019

4. Enter the following transactions of the company in Tally and show various reports

January 1	Commenced business with a capital of 80,000
January 3	Purchased machinery 10,000
January 5	Withdrawn from bank for office use 10,000
January 7	Purchased goods from Siana on credit 9,000
January 8	Paid cash to Siana 8,800
	Discount received 200
January 11	Sold goods to Kima 5,000
January 16	Received cash from Kima 4,900
	Discount allowed 100
January 18	Purchased goods from Siana from cash 6,000
January 20	Paid wages 3,000
January 22	Rent received 5,000

5. Record the following transaction that took place during the April to September 2020

S.No	Transactions	Item	Quantity	amount
1	Purchase from Suresh	Reynolds Pen	20	200
2	Sales to Vani	Parker Pen	125	2400
3	Sales to Ragu	Camel Geometry	100	7500
4	Paid money to Suresh in full settlement for the transaction at Ser.No 1 above			190
5	Received from Vani and Ragu Rs.9,500 cash in full settlement for their asset transaction at Ser.No 2 and 3 above.			
6	Paid to Manoj			1000
7	Purchase from Hari	Parker Pen	15	1600
8	Purchase from Manoj	Reynolds pen	18	360
9	Sales to Priya	Pilot Pen	100	15000
10	Purchased furniture			2500
11	Paid insurance premium			1560
12	Sold all the investments			25000
13	Paid 1. Outstanding salaries 2. Electricity charges 3. Tax of the last year			2000 1000 23000
14	Out standing 1. Salaries 2. Provision for Tax			5000 24000

Charge depreciation for the period 1.4.2020 to 30.9.2020 on furniture @ 20% p.a and Machinery @10% p.a.

1. Create a company as per details given above
2. Create appropriate groups and ledgers
3. Enter the transaction as given selecting appropriate voucher type
4. Trail balance as on 30.9.2020
5. Profit and loss account
6. Balance sheet as on 30.9.2020
7. Cash book

6. From the following Trial Balance, prepare Trading, Profit & Loss A/c and a Balance Sheet as on 31st March, 2015 :

Particulars	Debit	Credit
Machinery	14,000	
Furniture	200	
Opening stock	2,000	
Wages	5,000	
Purchases	10,500	
Return inward	400	
Cash at bank	800	
Cash in hand	200	
Debtors	2,400	
Drawings	1,000	
Manufacturing expenses	800	
Rent	400	
Depreciation	420	
Sundry expenses	400	
Repairs	50	
Traveling expenses	100	
Bad debts	150	
Printing and stationary	50	

Carriage	130	
Capital		10,000
Sales		26,800
Creditors		1,700
Return outward		500
	39000	39000

The value of closing stock was Rs.11,355

7. Bill of Material Purchase the following items from Rishav Stores vide Ref No./Invoice No. 01/19-20

Sl No.	Particulars	Under	Rate	Qty (Pcs)	Amount	Godown
1	Perk	Raw Materials	7	100	700	Girish Park
2	Dairy Milk	Raw Materials	8	100	800	Girish Park
3	Gems	Raw Materials	8	100	800	Girish Park
4	Double Shots	Raw Materials	8	100	800	Girish Park
5	5-Stars	Raw Materials	6	100	600	Girish Park
After purchase all the items the company has decided to create 50 box finished goods named "Cadbury Celebration" containing the above items plus cost Rs.2/- per box and labour charges of Rs.500						
Sold 25 boxes of "Cadbury Celebration" @ 15% Profit on cost to Shuvam Stores (Invoice No.S/001)						

8. Create the following stock particulars for Vimal Distribution

Stock Item	Stock Group	Sub stock group	Units of measures	Opening quantity	Unit Price
Bourbon	Biscuits	Cream Biscuits	Packet of 10 Pieces	500 Pcs	10/pkt
Horlicks	Biscuits	Plain Biscuits	Packet of 10 Pieces	1000 pkts	15/pkt
Lacto king	Chocolates	Candy	Packet of 50 Pieces	250 pkts	1/pce
Five star	Chocolates	Bar	Box of 100 Pieces	50 Boxes	10/piece
Lays	Snacks	Potato chips	Box of 100 pieces	150 pkts	10/pkt
Sunfest	Biscuits	Plain biscuits	Packet of 10 pieces	100 pkts	12/pkt
Bournvita	Biscuits	Plain biscuits	Packet of 10 pieces	800 pkts	20/pkt
Alphenliebe	Chocolates	Candy	Packet of 50 Pieces	100 pkts	1/pce
Dairy Milk	Chocolates	Bar	Box of 100 Pieces	250 Boxes	10/piece
Bingo	Snacks	Potato chips	Box of 100 packets	300 boxes	15/pkt

9. on 1st October 2017 purchase raw material in cash for manufacture of pressure cooker voice GST-0111

S.No	Item name	Qty	Rate	GST rate
1	Handel set	100 pcs	50	28%
2	Rubber gasket	100 pcs	3.10	28%
3	Aluminium circle sheet	100 kg	190	18%
4	Safety valve	100 pcs	25	18%
5	Weight set	100 pcs	50	18%
6	Vent tube	100 pcs	53	18%
7	Pressure cooker manual	100 pcs	5	12%
8	Pressure cooker box	100 pcs	11	12%

Pass the necessary entry

10. Generate salary slip from the following particulars

Date	Name	Pay Heads	Amount Rs.	Dr/Cr
30.04.2020	Thamizhselvan	Basic pay	30000	Dr
		D.A	15000	Dr
		H.R.A	2500	Dr
		C.C.A	1500	Dr
		Gratuity	2000	Cr
		P.F	1000	Cr
30.04.2020	Malar	Basic pay	25000	Dr
		D.A	9000	Dr
		H.R.A	1500	Dr
		C.C.A	1000	Dr
		Gratuity	1500	Cr
		P.F	800	Cr
30.04.2020	Manimaran	Basic pay	20000	Dr
		D.A	7000	Dr
		H.R.A	5000	Dr
		C.C.A	3000	Dr
		Gratuity	2000	Cr
		P.F	3000	Cr
30.04.2020	Palani	Basic pay	20000	Dr
		D.A	7500	Dr
		H.R.A	6000	Dr
		C.C.A	3500	Dr
		Gratuity	2500	Cr
		P.F	4000	Cr

TextBooks:

1. TallysoftwarePackage–Manual.
2. ComputerApplicationinAccountingSoftware –Dr.P.Kasivairavan.

WEB RESOURCES:

1. <https://tallysolutions.com>
2. <https://www.tallylearning.net>
3. <https://www.udemy.com>
4. <https://tallyschool.com>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

EvaluationofthePracticalSubject:

A Board of two examiners (Internal Examiner and External Examiner) appointed by theUniversity shall conduct the practical examinations. Internal marks (50) are awarded on thebasis of students performance in regular activitiesand continuous internal assessmentexaminations and external marksare awarded on the basis of students performance in thefinal practical examinations conducted by the board of examiners appointed by theUniversity.

MSU/2021-221/UG-Colleges/Part-III(B.B.A.)/Semester-IV /Ppr.no.27/NME-II
CONSUMER BEHAVIOUR

L	T	P	C
2	0	0	2

Course objective:

1. To explain the elements constituting Human Behaviour and their relevance towards consumption and purchase
2. To describe the marketing programs and strategies while keeping in mind factors that may influence consumer behaviour
3. To identify consumer decision making models and trends.

COURSE OUTCOMES:

CO 1: understand concept of Consumer Behaviour, types of Consumers, Diversity of Consumers.

CO 2: Acquire basic knowledge about issues and dimensions of Consumer Behaviour.

CO 3: Analyzing consumer information and using it to create consumer oriented marketing strategies.

CO 4: Understand the formulation of marketing strategies based on consumer behaviour

CO 5: Describe the innovation diffusion process

UNIT- I: INTRODUCTION TO CONSUMER BEHAVIOUR

Nature, scope & application and Characteristics of consumer Behaviour– Importance of Consumer behaviour in marketing decisions.

UNIT- II: FACTORS AFFECTING CONSUMER BEHAVIOUR

External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family - Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.

UNIT -III: CONSUMER DECISION MAKING PROCESS

Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation, -Decision Making Models – Black Box Model - Economic model - Howard &Sheth model.

UNIT- IV: CONSUMER BEHAVIOR ANALYSIS AND MARKETING STRATEGY

Consumer Behaviour and Product Strategy - Consumer Behaviour and Pricing Strategy - Consumer Behaviour and Distribution Strategy - Consumer Behaviour and Promotion Strategy

UNIT- V:DIFFUSION OF INNOVATION

Definition of innovation, product characteristics, influencing diffusion, resistance to innovation, adoption process. Buying pattern in the new digital era.

TEXT BOOKS:

1. Hawkins, Best and Coney, Consumer Behaviour,Tata McGraw Hill, New Delhi
2. Leon G Shiffman& Leslie LazerKanuk, Consumer Behaviour –. Pearson Education publishers, Singapore

REFERENCE BOOKS:

- 1.John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
- 2.Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi
- 3.Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
- 4.Consumer Behaviour in Indian Perspective –Suja R. Nair,Himalaya Publishing House,

Mumbai.

WEB RESOURCES:

1. <https://www.michaelsolomon.com>
2. <https://www.classcentral.com>
3. <https://cooltool.com>> blog
4. <https://www.my-mooc.com>>mooc

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

MANAGEMENT ACCOUNTING

L	T	P	C
4	0	0	4

Course Objectives:

- 1.To develop an understanding about the scope of financial accounting with understanding the concept of profit maximization in changing and complex business world
2. To provide an understanding, importance of different cost control Technique.
3. To give knowledge about the analysis of changes in financial position of corporate entity and develop capabilities in solving complex managerial problems as a business manager

COURSE OUTCOMES:

CO 1: Understand concepts of Management accounting and differentiate between various types of Accounting.

CO 2: Compare common size and comparative financial statements of different periods

CO 3: Discuss importance and limitation of Fund flow and Cash Flow statements and create them for accounting purpose.

CO 4: Apply Standard costing technique for controlling cost.

CO 5: Describe and Analyze relationships between cost, volume and profit for achieving breakeven point and profit maximization.

UNIT-1: INTRODUCTION TO MANAGEMENT ACCOUNTING

Meaning, Nature, Scope. Comparison with Financial accounting and cost accounting. Advantages and Limitations of Management accounting , Role of Management Accountant.

UNIT-II: FINANCIAL STATEMENT ANALYSIS

Meaning, Objectives, Significance & Limitations of Financial Analysis, Comparative financial Statements, Common size financial statements .

Ratio Analysis-Solvency Ratios, Long term Solvency ratios, Turnover Ratios, Investment Analysis ratios

UNIT-III: PREPARATION OF FUND FLOW STATEMENT & CASH FLOW STATEMENT

Meaning, Significance, Limitations of Fund Flow Analysis & Cash flow Analysis. Preparation of Fund flows statement and Cash flow Statements.

UNIT-IV: BUDGETING

Meaning , Nature, & Objectives of budgeting - Advantages & Limitations of budgeting. Essentials of effective budget - Methods of Preparation of Master budget, cash budget, flexible budget , Sales budget , production budget and zero based budgeting

UNIT-V: MARGINAL COSTING AND STANDARD COSTING

Meaning, Objective Advantages & Limitations of Cost Volume Profit Analysis, Methods, Break-even Chart. Introduction of Standard Costing, Cost Variance analysis- Material & Labour variances

(Marks: Theory 40% and Problems 60%)

TEXT BOOKS:

1. R. S.N. Pillai & Bhagavati- S, Management Accounting-. S.Chand & Co
2. Dr. S.P. Gupta, Dr .K.L. Gupta, Management Accounting- - Sahitya Bhawan Publications.

Reference Books:

1. Goyal, Shiv N – Manmohan, Principles of Management Accounting – SahityaBhawan Publishers, Agra.
2. Maheswari, S.N., Financial Management and Control- Sulthanchand and Sons, New Delhi
3. Sharma & Gupta, Management Accounting- Kalyani Publishers, New Delhi
4. Management Accounting - Dr. S.N. Maheshwari- Sultan Chand & Sons

WEB RESOURCES:

1. <https://www.prestoexperts.com>
2. <https://www.tutorialspoint.com>
3. <https://www.accounting-simplified.com>
4. <https://www.study.com>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

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CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

RESEARCH METHODOLOGY

L	T	P	C
4	0	0	4

Course Objective:

1. Develop an understanding of Role of Business Research, Process of Research and types of research.
2. Explain the mechanism for defining the Research problems and develop Research proposals.
3. Develop an understanding of merits and limitations of various research designs, types of data and methods of data collection.

COURSE OUTCOMES:

- CO 1: Gain the Knowledge & understanding of concept / fundamentals for different types of research.
- CO 2: Applying relevant research techniques.
- CO 3: Evaluating relevant data collection techniques and displaying of data collected
- CO 4: Classifying different techniques of sampling.
- CO 5: Applying Interpretation and prepare research report.

Unit-I: INTRODUCTION

Research – Meaning – objectives –Importance of research– Features of good research — Types of Research - Problems encountered by researchers in India. Nature and Scope of Business Research – Role of Business Research in decision making. Applications of Business Research

UNIT-II: RESEARCH DESIGN

Research process – Steps involved .Research Design: meaning, need, Features of a good design, important concepts relating to research design- different Research designs - Exploratory, Descriptive, Experimental Research Designs

UNIT-III: DATA COLLECTION AND SAMPLING

- primary Data - Observation, Questionnaire, Schedule, Interview. Other methods of data collection: Pantry Audit, Consumer panels, mechanical devices, projective techniques, In depth interviews - Case study method - Secondary data - Documentary Sources. Sampling - Design of Sample – How to select Sample – Types of Sampling.

UNIT-IV: DATA ANALYSIS

Measurement & Scaling: Primary scales of Measurement-Nominal, Ordinal, Interval & Ratio - Test of sound measurement - Scaling techniques- paired comparison, rank order, constant sum, semantic differential, itemized ratings, Likert's Scale – Introduction to Statistical Packages–SPSS, Uses of SPSS – Precaution on using SPSS.

UNIT- V: RESEARCH REPORTING

Research Report - types of reports – content of report –Style of Reporting – Steps in Drafting Reports – Qualities of a good report –References -Bibliography – APA Format in writing references and bibliography.

Text Books:

1. Rajinder Nargundhkar, Marketing Research- Tata McGraw Hill
2. C.R. Kothari, Research Methodology-New Age International Publishers

Reference Books:

1. K.V. Rao, Research Methodology-Sterling Publishers
2. Cooper and Schindler, Business Research Methods-Tata McGraw Hill
3. R.Panneerselvam, Research Methodology-PHI Learning Private Ltd.; New Delhi
4. S.Nakkiran, M.Nazer, FissehaGirmay; Business Research Methods-Avinash Paperbacks, Delhi

Web Resources:

1. <https://ala.org>
2. <http://edutechwiki.unige>
3. <https://www.ijlist.org>
4. <https://www.researchgate.net>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
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CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

PRODUCTION AND OPERATIONS MANAGEMENT

L	T	P	C
4	0	0	4

Course Objective:

1. To understand the basic concepts and theories of the production management
2. To comprehend the operations management situations with greater confidence.
3. To expand individual knowledge of operations management principles and practices.

COURSE OUTCOMES:

CO 1: Develop an understanding of the role of production manager and also select a suitable production system.

CO 2: Analyse and decide a good location for the plant and its layout.

CO 3: Demonstrate efficient planning and control of production activities

CO 4: Analyze and apply skills in operations function to improve plant maintenance.

CO 5: Develop strategies to ensure high quality products are manufactured and distributed.

UNIT- I: INTRODUCTION TO OPERATIONS MANAGEMENT

Definition, Objectives and Functions – Relationship between operations, Production and other Functions: Production Vs Productivity – Production System-Continuous-Intermittent-Job-Batch(Meaning, Advantages and Disadvantages)- Recent trends in Production Management – Green Production – Importance of green production.

UNIT- II: FACILITY LOCATION AND LAYOUT

Objectives – Importance – Factors influencing Plant Location– Advantages and disadvantages of Urban, Sub-Urban and Rural locations. Plant Layout: Objectives – Factors influencing Plant Layout – Types of Plant Layout-Product, Process and Stationary layout.

UNIT- III: PRODUCTION PLANNING AND CONTROL

Objectives – Functions – Stages – Routing and Scheduling – Dispatching and Follow Up. Maintenance Management: Objectives – Breakdown Maintenance: Objectives – Disadvantages – Suitability – Preventive Maintenance: Objectives –Types – Advantages – Limitations.

UNIT- IV: QUALITY CONTROL

Inspection: Objectives – Functions – Centralized and Decentralized Inspection – Quality Control: Objectives – Advantages – SQC [Statistical Quality Control]: Techniques – Benefits – Control Charts – X Chart – R Chart – C Chart – P Chart – Quality Circle – Characteristics – Advantages – TQM – Meaning- Objectives-Importance

UNIT- V:- WORK STUDY

Objectives – Importance – Procedure – Benefits - Method Study: Objectives – Procedure Involved in Method Study - Work Measurement: Objectives – Techniques – Procedure for work measurement – Steps for Conducting Time Study.

TEXT BOOKS

1. P.Saravanavel and S.Sumathi, Production and Materials Management, Margham publications, Chennai, 2006.
2. K.Shridhara Bhat; Production Management; Himalaya Publishing House; Nagpur 2005

REFERENCE BOOKS

1. R.B Khanna, Production and materials management -, Prentice Hall Publications
2. Paneerselvam, Production and operations management- Prentice Hall Publications, New delhi.
3. Chary S.N, Production and Operations Management-TMH Publication.
4. Buffa E.S, Modern Production and Operations Management-TMH Publication

WEB RESOURCES

1. <http://www.classcentral.com>
2. <http://www.alison.com>
3. <http://www.oxfordhomestudy.com>
4. <http://www.nitc.ac.in>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

BANKING AND INSURANCE

L	T	P	C
4	0	0	4

OBJECTIVES:

- 1.To understand the functions of commercial banks in modern banking environment including diverse areas of Indian Banking
2. To develop knowledge about country's central banking system with special reference to Reserve Bank of India and to understand the banker customer relationship in India
- 3.To gain knowledge of concept and role of insurance in economic development of the country

COURSE OUTCOMES:

- CO 1: Understand the concept of indian banking system and its recent trends
- CO 2: Understand the functioning of Reserve Bank of India and overall working of commercial banking of India.
- CO 3: Utilize effectively the recent trends in banking to run business successfully.
- CO 4: understand various principle provision that govern the Life insurance Contracts
understand various principles, provision that govern the Life General Insurance Contracts.
- CO 5: Distinguish between life insurance and general insurance.

UNIT- I: INTRODUCTION TO BANKING

Meaning and definition - Origin and development of banking – Customer of a bank - Structure of banking in India - Banks and economic development - Functions of commercial banks (conventional and innovative functions) - Central bank -RBI - Functions - Emerging trends in banking.

UNIT- II: NEGOTIABLE INSTRUMENTS

Definition - Characteristics - Types - Parties to negotiable instruments -Cheques - Types of cheques - Crossing of cheques - Drafts - Cheque vs. Draft - Endorsement -Significance - Regularity of endorsement - Liability of endorser -Electronic payments.

UNIT- III: ELECTRONIC BANKING

E-Banking-centralized online real time electronic banking (CORE)-Electronic Clearing service (ECS) - Electronic Fund Transfer - Real Time Gross settlement (RTGS)—National Electronic Fund transfer(NEFT)-society for worldwide interbank financial telecommunication(SWIFT) - E-cheque - Any Time Money - ATM.s- Credit card - Debit card-smart card - Internet banking - mobile banking (12 Hours,)

UNIT- IV:INTRODUCTION TO INSURANCE

Insurance- Concept - need of insurance-insurance as a social security tool - insurance and economic development-principles of insurance - various kinds of insurance - life and general insurance (fire, marine, medical, personal accident, property and motor vehicle insurance) – features.

UNIT- V:LIFE INSURANCE VS. GENERAL INSURANCE.

Life insurance-law relating to life insurance-general principles of life insurance contract, proposal and policy—Assignment and nomination - title and claims - General insurance - law relating to general Insurance - IRDA - powers and functions - insurance business in India. (12 Hours)

Text Books:

1. Mithani& Gordon: Financial Services: Banking and Insurance, Himalaya Publishing House,Delhi
2. Vasant Desai, Jain: Financial Services: Banking and Insurance, Himalaya Publishing House,Delhi

Reference Books:

- 1.Varshney and Sundaram, Banking Theory Law & Practices, Sultan Chand & Sons, New Delhi
2. Shekhar K C and Lekshmy Shekhar, Banking Theory & Practice, Vikas Publishing House, New Delhi

3. Dr. P. Periasamy: Principles and Practice of Insurance Himalaya Publishing House, Delhi.
4. Inderjit Singh, Rakesh Katyal & Sanjay Arora: Insurance Principles and Practices, Kalyani Publishers, Chennai.

Web Resources:

1. cbseacademic.nic.in
2. <https://ncfe.org.in>
3. <https://onlinejain.com>
4. <https://egov.uok.edu.in>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

Course Objectives:

1. To give an overview of the conceptual aspects of retail marketing management.
2. to foster the development of the students critical and creative thinking skills
3. To prepare students for positions in the retail sector or positions in the retail divisions of consulting companies

COURSE OUTCOMES:

CO 1: Clarify the concept and related terms in retailing.

CO 2: Comprehend the ways retailers use marketing tools and techniques to interact with their customers.

CO 3: Understand various formats of retail in the industry.

CO 4: Recognize and understand the operations-oriented policies, methods, and procedures

CO 5: Understand how to create a shopping experience that builds customer

UNIT-I: Introduction

Retailing: - Introduction - scope - Functions of retailing - Retail industry in India - types of Retailing format – Segments of organized retailing in India- Retail as a career.

UNIT-II: Retail planning

Retail planning and location: - Introduction – Strategic retail planning process - Location - Types of locations – Steps – Site selection Analysis.

UNIT-III: Retail store Design and Pricing

Store design, layout and Visual merchandising: Concepts and principles – elements – Visual merchandising and atmospherics – tools used for visual merchandising - pricing.

UNIT-IV: Retail Supply Chain Management

Supply chain management and Retail logistics: - Evolution of supply chain management – Need CPFR – Retail logistics – concepts – Importance of information in supply chain management.

UNIT-V: Retail Promotion

Retail promotion: - Retail store sales promotion - Retail promotion mix strategy – Emerging trends in retailing – Online retailing.

TEXT BOOKS:

1. Michall Levy , Barton.A Weitz, Dhruv Grewal, Retailing management – Mc Graw Hill
2. Gibson G. Vedamani – Retail management – functional principles and Practice, Jaico Publishing House, New Delhi

REFERENCE BOOKS:

1. Swapna Pradhan, Retail Management, McGraw Hill Education
2. Harjit Singh: Retail Management, S. Chand Publication.
3. Chetan Bajaj , Nidhi.V Srinivasa and Rajneesh Tuli, Retail management – Oxford Higher Education
4. S.K. Baral, A Hand Book of Retail management- AITBS Publishers, India

WEB RESOURCES:

1. <https://classcentral.com>
2. <https://www.skillscommons.org>
3. <https://www.benzinga.com>
4. <https://www.mindluster.com>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

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CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L
S – Strong			M – Medium			L- Low				

MSU/2021-22/UG-Colleges/Part-III(B.B.A.)/Semester-V/Ppr.no.35/Major Elective-1B
SERVICES MARKETING

L	T	P	C
4	0	0	4

Course Objective:

1. To give insights about the foundations of services marketing, customer expectations of services and gaps existing in the service delivery processes and service quality.
2. It emphasises the distinctive aspects of Services Marketing.
3. It aims at equipping students with concepts and techniques that help in taking decisions relating to various services marketing situations.

COURSE OUTCOMES:

- CO 1: Understand the Concept of Services and intangible products
 CO 2: Discuss the relevance of the services Industry to Industry
 CO 3: Examine the characteristics of the services industry and the modus operandi
 CO 4: Analyse the role and relevance of Quality in Services
 CO 5: Visualise the strategies in the Services sector.

UNIT- I: INTRODUCTION

Introduction–Definition–Evolution and growth of services sector–Nature and Scope of Services–Difference between services and tangible products–Unique characteristics of services–Challenges and issues in Services Marketing. (12 hrs)

UNIT –II: STPOF SERVICES MARKETING

Classification of services – Expanded marketing mix –Service marketing – Environment and trends–Assessing Service Market potential-Service market segmentation, targeting and positioning. (12hrs)

UNIT–III: SERVICE DESIGN AND DEVELOPMENT

Service Life Cycle–New service development–Service Blueprinting–GAP model of service quality–Measuring service quality–SERVQUAL–Service Quality function development. (12 hrs)

UNIT-IV:SERVICEDELIVERYANDPROMOTION

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods– Servicemarketingtriangle– Managingdemand,Managingsupply,managingDemandandSupplyofService– IntegratedServicemarketingcommunication.

(12 hrs)

UNIT-V:SERVICE STRATEGIES

Service Marketing Strategies for Health – Hospitality – Tourism – Financial – Logistics– Educational – Marketing of Online Services– Entertainment & public utility InformationtechniqueServices.

(12hrs)

COURSE OUTCOMES:

CO 1: To appreciate the challenges faced by services marketing in comparison with the traditional commercial marketing, e-marketing and non commercial environments •

CO 2:To appreciate the differences between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing;

CO 3: Recognise the challenges faced in services delivery as outlined in the services gap model.

TEXT BOOKS:

1. Lovelock, C.H , Service Marketing : Prentice Hall, London
2. Jha S.M, Service Marketing : Himalaya Publishing House, New Delhi.
3. R. Srinivasan , Service Marketing : The Indian Context, third edition, (PHI).

WEB RESOURCES:

1. [https:// www.mooc-list.com](https://www.mooc-list.com)
2. <https://onlinecourses.nptel.ac.in>
3. <https://ebs.online.hw.ac.uk>
4. <https://www.classcentral.com>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

MSU/2021-22/UG-Colleges/Part-III(B.B.A.)/Semester-V/Ppr.no.36/ Major Elective -II
EFFECTIVE EMPLOYABILITY SKILLS- 1
(Practical Subject)

L	T	P	C
0	0	4	2

COURSE OBJECTIVES:

1. To identify the knowledge and skills required for obtaining and keeping employment.
2. To emphasize individual skill assessments, interpersonal communication skills, workplace responsibilities, teamwork skills,
3. To impart the knowledge and skills for enhancing the career opportunities.

COURSE OUTCOMES

CO 1: To help students explore their values and career choices through individual skill assessments.

CO 2: To make realistic employment choices and to identify the steps necessary to achieve a goal.

CO 3: To explore and practice basic communication skills

CO 4: To learn skills for discussing and resolving problems on the work site

CO 5: To assess and improve personal grooming

UNIT- 1: ENGLISH

Spotting errors-Fill in the blank Cloze Test-Idioms & Phrases-Synonyms & Antonyms---
Rearranging the Sentence – One word substitution- Phrase substitution- jumbled sentences-
Double blank sentences- Commonly misspelled words - Comprehensions

UNIT-II:TEST OF REASONING –I

Symbols and their relationships- Arithmetical computation – Decision making- verbal and
figure classification- Analytical functions -Space visualization- Judgement- Problem Solving-
Discrimination

UNIT-III: TEST OF REASONING –II

Assigning Artificial Values to Arithmetical Series -Series Completion Test – Visual memory
– Observation – Arithmetical reasoning- Relationship concepts- Differences- Analysis_
Similarities-Analogies

UNIT -IV: QUANTITATIVE APTITUDE I

Number System:Decimals and Fractions- Whole numbers- Relationship between numbers-
Ratio & Proportion – HCF & LCM- Simplification – Profit & Loss –Time and Work-

UNIT-V: QUANTITATIVE APTITUDE II

Average ---Simple Interest---Compound Interest– Time and Distance – Permutations &
combinations- Probability- Data interpretation – Data sufficiency

Note: Examination Pattern:

- The Effective employability Skills IPaper is 100 marks (**50 Continuous Internal Assessment Marks + 50 End Semester PRACTICAL Examinations marks**).
- For Continuous **Internal Assessment Examination ONE** test is to be conducted with **50 MCOQs**.
- For **End Semester PRACTICAL Examinations**; **Seventy five multiple choice objective type questions** are to be asked. (with one correct and three incorrect alternatives and no deduction for wrong or un-attempted questions)
- The paper consists of five units. 15 MCOQs are to be asked from each unit.
- The question paper setter is requested to set the questions strictly according to the syllabus.

Text Books:

1. Dr.Lal&Jain,Upkar's Mental Ability Test --- ,UpkarPrakasan Publications Pvt Ltd – Agra.
2. Dr.Lal&A.K.Singh Quicker Reasoning Test--- -UpkarPrakasan Publications Pvt Ltd –Agra. V.P.Mishra-Objective Arithmetic, New light Publishers,Newdelhi.
3. Dr.K.Alex ,Soft Skills

E-RESOURCES:

1. www.bankersadda.com
2. www.gktoday.comwww.jagranjosh.com/bankexams/bank_recruitment-study_material
3. www.affairsccloud.com/studymaterial-pdf-download/

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

MSU/2021-22/UG-Colleges/Part-III(B.B.A.)/Semester-V/Ppr.no.37/

FIELD STUDY

L	T	P	C
0	0	2	2

CourseObjectives:

➤ To

undergo

an external field survey by choosing any industry (or) company (or) organization.

- To train in drafting the formal report
- To improve the presentation skill among the students

The subject aims to give bird's eye view of the functioning of industries / business organizations to students through factory visits or any business reality. Each student should submit a final record at the end of semester about visit on the following items.

1. Industrial Profile
2. Company Profile
3. Organization of facilities in the company / filed (Layout)
4. Unique practices of the company
5. Lessons learned through visits . Field visit can be for about 5 to 7 working days

Guidelines for Field Visit

1. Each Student must be allotted a faculty guide. The HOD may allot the guide by discussing with other faculty members.
2. After completing the field visit 10-12 days may be given for the students to prepare and submit the report
3. The students may do a PPT presentation before the class and all faculties.
4. After completing visit the students may be allowed to submit a report in which they must write about the visit.

FINANCIAL MANAGEMENT

L	T	P	C
4	0	0	4

Course Objective: To acquaint students with the techniques of financial management and their applications for business decision making.

COURSE OUTCOMES:

CO 1: Apply financial data for use in decision making by applying financial theory to problems faced by business enterprises.

CO 2: Develop knowledge on leverage and cost of capital enabling to arrange funds at minimum cost.

CO 3: Determine and maintain optimal working capital.

CO 4: Apply modern techniques in capital budgeting analysis.

CO 5: Assess the capital structure of the organization and evaluate the profitability condition

Unit-I: INTRODUCTION

Financial Management: Meaning, Nature and Scope of financial Management-Traditional and Modern Approach; Profit Maximization, Wealth Maximization - Finance Function - Concept of Time Value of Money, present value, future value, and annuity.

UNIT-II: WORKING CAPITAL MANAGEMENT AND COST OF CAPITAL

Working Capital - concept - Types - Operating and cash cycle - Importance - Determinants of working capital-Sources of working capital-Estimation of working capital-Cash management-Receivable Management - Inventory management.

Concept of Cost of Capital- Significance of Cost of capital - Measurement of specific costs of capital - Cost of debt - Cost of Equity Share - Cost of Preference Share- Cost of Retained Earning- Measurement of overall cost of capital based on Historical and Market value weights.

UNIT-III: DIVIDEND DECISION

Dividend decisions - Dividend policy - Determinants of dividend - Conservative vs. liberal policy - Payout ratio - Retention ratio - Dividend theories - Walters model - Gordon model - MM hypothesis policy - Bonus shares - Stock splits.

UNIT -IV: CAPITAL STRUCTURE DECISIONS

Capital structure-Meaning-Capital structure Vs financial structure-Optimal capital structure-Factors determining capital structure-Capital structure theories - Net income approach-Net operating income approach-Modigliani and Miller Approach-Arbitrage process-Traditional approach.

UNIT-V: CAPITAL BUDGETING

Capital Budgeting - Nature and meaning of capital budgeting- Cash flow-Capital budgeting techniques-Payback period-Accounting Rate of Return, Net Present Value, Internal Rate of Return - Profitability Index Method.

(Marks: Theory 40% and Problems 60%)

TEXTBOOKS:

1. Khan, M. Y. and Jain P. K, Financial Management, Text, Problems & Cases - Tata McGraw Hill Company, New Delhi.
2. Maheshwari, S.N, Financial Management - Principles & Practice- Sultan Chand & Sons, New Delhi.

REFERENCE BOOKS:

1. Prasanna Chandra, Financial Management, Mc Graw Hill, India Pvt Ltd.
2. Dr. R P Rustogi, Basic Financial Management, Sultan Chand & Sons, New Delhi
3. Pandey, I.M, “Essentials of Financial Management”, Vikas Publishing House Pvt. Ltd., New Delhi.
4. Arthur J. Keown, John D. Martin, J William Petty, David F. Scott, Jr., Financial Management, Pearson Prentice Hall, India

WEB RESOURCES:

1. <https://www.open.edu>
2. <https://onlinecoursereport.com>
3. <https://www.swayamprabha.gov.in/>
4. <https://swayam.gov.in/>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

STRATEGICMANAGEMNT

L	T	P	C
4	0	0	4

CourseObjective:

- 1.To understand the basic concept and nature of strategic decision making.
2. To analyze different types of strategies and integration of strategic plans with business plans.
3. To familiarize among students the concept of strategic analysis, its alternative strategies and implementation concepts

COURSE OUTCOMES:

- CO1: understand growing importance of strategies in uncertain business environment.
- CO 2: Understand the basic concept of business strategy
- CO 3: Identify and evaluate different alternative strategies for effective decision making
- CO 4: Analyze strategy implementation alternatives for effective decision making
- CO 5: Illustrate the strategic requirements and correlation between business plans with strategic plans

UNIT-I:INTRODUCTION

StrategicManagement:Concepts – Differencebetweenstrategyandtactics –
Threellevelsofstrategy,StrategicManagementProcess – Benefits.

UNIT-II:STRATEGYFORMULATION

Strategic Formulation: Corporate Mission: Need –Formulation, Objectives: Classification-Guidelines, Goals: Features- Types, Micro and Macro environment - Environmental Scanning- Need- Approaches- SWOTanalysis – ETOP –Valuechainanalysis.

UNIT-III:CORPORATEPORTFOLIOANALYSIS

Choiceofstrategy:BCGmatrix – TheGENinecellplanninggrid –
Corporatelevelgenericstrategies:Stability,Expansion,Retrenchment,Combinationstrategies.

UNIT-IV:STRATEGYIMPLEMENTATION

StrategicImplementation:Roleoftopmanagement – Process-Approaches,Resourceallocation –
Factors-Approaches,Mckinsey's7'sframework,StrategicPositioning –
Fourroutestocompetitiveadvantage.

UNIT-V:STRATEGYEVALUATION

StrategicEvaluation:Importance – Criteria-
QuantitativeandQualitativefactors,Strategiccontrol:Process – Criteria-
Types,Essentialfeaturesofeffectiveevaluationandcontrolsystems.

TEXT BOOKS

1. Francis Cherunilam, Business Policy & Strategic Management text and cases - Himalaya Publishing House, Mumbai
2. L.M Prasad, Business policy and strategic management – Sultan Chand & Sons.

REFERENCE BOOKS:

1. P.K. Ghosh ,Business Policy –
2. Vipin Gupta, Kamala , Gollakota and R.Srinivasan, Business policy and StrategicManagement Concepts and applications- PHI, New Delhi.
3. Subbarao, Strategic Management , Himalaya Publication

4. Azhar Kazmi and Adela Kazmi, Strategic Managemnt,Mcgrewhill Education

WEB RESOURCES:

1. <https://pll.harvard.edu>
2. <https://www.mooc-list.com>
3. <https://mygreatlearning.com>
4. <https://www.alison.com/>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

ENTREPRENEURSHIP DEVELOPMENT

L	T	P	C
4	0	0	4

Course Objective:

1. To simulate the real life activities of entrepreneurs in the startup age of a new venture.
2. To provide the skills to start and build enterprise, implement it successfully
3. To inculcate skills to manage the transition of a start up to a full fledged business entity.

COURSE OUTCOMES:

CO 1: List the characteristics of an entrepreneur, entrepreneur as well their role in the economic development of the country

CO 2: Explain the entrepreneurial environmental factors

CO 3: Design business plan

CO4: Raise funds and avail assistance through various funding and support agencies for their finance

CO 5: Identify the factors influencing rise of small and medium enterprises.

UNIT -I:INTRODUCTION

Definition of Entrepreneurship – Concept of Entrepreneurship –Role of entrepreneurs in economic development-Entrepreneur Vs. Intrapreneur - Characteristics of a successful Entrepreneur – Functions of an entrepreneur -Types of entrepreneurs —Factors influencing entrepreneurial growth- Entrepreneurial challenges – E-entrepreneurship.

UNIT - II: ENTREPRENEURIAL ENVIRONMENT

EDP in India – Phases of Entrepreneurial programs—Industrial Estates—Industrial clusters – Incentives and subsidies— Advantages – Needs & Problems—Promotional agencies— NMCC, SIDO, NSIC, NAYE, TCO, SISI's – Khadi & Village Commission – STEP—NIESBUD— SIDCO – TIIC- MSME & DICs- Business Incubators & Start-ups.

UNIT-III:BUSINESS PLAN PREPARATION

Defining Business Idea – Idea generating techniques- Identification of business opportunities- Business plan- Perspectives in business plan preparation- Elements of business plan Business plan failures.

UNIT-IV:FINANCING OF SMALL BUSINESS

Financing Options - Bridge capital, Seed capital assistance, Margin money scheme, Sickness, Causes-Remedies-

An overview on the roles of institutions/schemes in entrepreneurial development-Commercial banks, IDBI, ICICI, SIDBI, SFCs - Role of Central Government and State Government in promoting Entrepreneurship - Role of following agencies in the Entrepreneurship Development - District Industries Centers (DIC), Micro Small and Medium Enterprises (MSME), National Entrepreneurship Development Board (NEDB), Entrepreneurship development institute of India (EDII), National Institute for Entrepreneurship and Small Business Development (NIESBUD)

UNIT-V:MANAGEMENT OF SMALL BUSINESS

Small Scale Industries – introduction – types – objectives – Role of small business enterprises – establishing a small scale enterprise –Organization structure for small scale industries – ownership pattern – the start-up process-growth -problems – success stories.

TextBooks:

1. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Himalaya publishing house, Mumbai,
2. S.S.Khanka, Entrepreneurial Development, S.Chand& Company ltd, New Delhi
3. Kumar,Arya,“Entrepreneurship”, Pearson, New Delhi.

REFERENCE BOOKS:

- 1.Gopal,V.P.Nanda), Entrepreneurial Development - Vikas Publishing, New Delhi.
2. Vasant Desai, Dynamics of Entrepreneurial Development & Management - Himalaya Publishing House.
3. E.Gordon, &K.Natarajan, Entrepreneurship Development; Himalaya Publishing House; Mumbai
4. Jayashree Suresh, Entrepreneurial Development-Margham Publications, Chennai

WEB RESOURCES:

1. <https://courses.lumenlearning.com>
2. <http://www.rroij.com>
3. <https://www.businessstudynotes.com>
4. <https://msme.gov.in/all-schemes>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

MSU/2021-221/UG-Colleges/Part-III(B.B.A.)/Semester-VI/Ppr.no.41/Major Elective-III A
TRAINING AND DEVELOPMENT

L	T	P	C
4	0	0	4

Course Objectives: To understand the concepts, tools and techniques of management training and development.

COURSE OUTCOMES:

CO1: To develop an understanding of the evolution of training & development from a tactical to a strategic function.

CO2: To provide an insight into what motivates adults to learn and the most appropriate methodologies to impart training

CO3: To understand the concept of training audit & training evaluation

CO4: To learn how design a training module and execute it

CO5: To understand the need for and concept of Performance Management

UNIT-I: LEARNING

Concept, principles of learning, methods of learning, importance of teaching techniques, instructional technology, instructor behaviour, attention versus involvement.

UNIT-II: TRAINING

Training: Concept, Importance & Objectives of Training, Process and Significance of Training, Identification of Training Needs, Evaluation of Training Effectiveness.

UNIT-III: METHODS OF TRAINING

On the job training, Off the job training, choosing optimum method, the lecture, field trips, panel discussion, behavior modeling, interactive demonstrations, brain storming, case studies, action mazes, incident process, in-baskets, team tasks, buzz-groups and syndicates, agenda setting, role-plays-reverse role plays, rotational role plays, finding metaphors, simulations, business games, clinics, critical incidents, fish bowls, T-groups, data gathering, grouping methods, transactional analysis, exception analysis.

UNIT-

IV: DESIGNING AND CONDUCTING TRAINING AND DEVELOPMENT PROGRAMMES

Concept - process of designing and conducting Training and development. Designing A Training Unit (Cross Cultural, Leadership, Training the Trainer, Change), Budgeting of Training.

UNIT-V: EVALUATION OF TRAINING AND DEVELOPMENT PROGRAMME

Concept-Definition of Training Evaluation-Types of Evaluation-Evaluation design issues, Induction versus Orientation – Evaluating Training and development-objectives, process, purpose, Effectiveness of training.

TEXT BOOKS:

1. Lynton R Pareek, U, Training for Development, Vistaar, New Delhi.
2. Peppar, Allan D, Managing the Training and Development Function, Gower, Aldershot
3. Buckley, R., & Caple, J The theory and practice of Training (5th ed.) London and Sterling,

WEB RESOURCES:

1. <https://inflibnet.ac.in>
2. <https://onlinecourses.nptel.ac.in>
3. <https://nsdcindia.org>
4. <https://managementhelp.org>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

L	T	P	C
4	0	0	4

Course Objectives:

1. To familiarize the students with the financial services industry as the growing phenomenon of Liberalization, Privatizations and Globalizations.
2. To impart knowledge about Indian financial system and Indian financial market and its assets.
3. To develop knowledge about new and innovative financial services introduced in recent years.

COURSE OUTCOMES:

CO 1: Understand the functioning of the financial system & Financial services

CO 2 Apply critical, analytical and integrative thinking while understanding the functioning for the Leasing

CO 3: Utilise factoring, forfaiting and leasing services for their enterprises.

CO 4:. Assess and make wise investments in mutual funds and also get their credit worthiness evaluated for obtaining borrowings/investments.

CO 5: Develop a critical, analytical and integrative thinking of the role played by the regulators in the smooth functioning of the markets.

UNIT-1:INTRODUCTION

FinancialServices–meaning and types–Fund based financial services and fee based financial services–Introduction to Merchant Banking Services in India–Role and functions of Merchant Bankers.

UNIT–II:VENTURE CAPITAL AND MUTUAL FUNDS

Features and types of Venture Capital – Various stages of Venture Capital €Financing - Venture Capital Exit Strategies – Venture capital firms in India – Mutual Funds – Types-structure- NAV- Mutual funds in India

UNIT–III:LEASING AND FACTORING

Leasing essentials - Operating and Financial Lease – Advantages and Limitations of Leasing – Leasing Vs hire purchase -Factoring – Parties involved and process of factoring-Functions of a Factor -Different forms of factoring services - Factoring Vs Bills discounting – Forfaiting-Mechanism of Forfaiting – Factoring VS Forfaiting.

UNIT-IV:CREDIT RATING

Meaning, types of credit Rating and Need for credit rating- Factors affecting credit Rating-Advantages and Limitations of credit rating- Rating Process and methodology - Credit Rating Agencies in India.

UNIT- V: MERGERSANDACQUISITIONS

Expansion of business firms- Internal and External expansion. Forms of combinations merger, acquisition and takeover-Reasons for merger -Types of merger-Merger VS Take over -Types of Takeover –Defense strategy against hostile takeover Mergers in India – Recent trends in financial services – Shadow banking-Angel funds- hedge funds.

TextBooks:

1. Bhole, L.M., Financial Institutions and Markets: Structure, Growth and Innovations Tata Mc-Grow Hill. New Delhi:
2. Khan, M.Y., Financial Services – Tata McGraw Hill New Delhi.
3. Gurusamy.S., Merchant Banking and Financial Services, McGraw Hill Educations India
4. VA Avadhani, Financial Services in India, Himalaya Publishing House, Mumbai

WEB RESOURCES:

1. <https://www.glbimr.org>
2. <https://due.com>
3. <https://www.cipfa.org>
4. <https://corporatefinanceinstitute.com>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
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CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

EFFECTIVE EMPLOYABILITY SKILLS- II

L	T	P	C
0	0	4	2

COURSE OBJECTIVES:

1. To identify the knowledge and skills required for obtaining and keeping employment.
2. To emphasize individual skill assessments, interpersonal communication skills, workplace responsibilities, teamwork skills,
3. To impart the knowledge and skills for enhancing the career opportunities.

COURSE OUTCOMES

CO 1: To help students explore their values and career choices through individual skill assessments

CO 2: To make realistic employment choices and to identify the steps necessary to achieve a goal

CO 3: To explore and practice basic communication skills

CO 4: To learn skills for discussing and resolving problems on the work site

CO 5: To assess and improve personal grooming

UNIT -I: GENERAL AWARENESS- I

India and its neighboring countries especially pertaining to History, culture, geographic, economic Scene, General Policy & Scientific Research- Government schemes and policies – Banking and Insurance awareness – Financial awareness

UNIT-II: GENERAL AWARENESS- II

Current affairs — Books and Authors – Sports - Important days in a year – Abbreviations- Portfolio – People in news

UNIT-III: Numerical ability -III

UNIT – IV:COMPUTER PROFICIENCY TEST -II

Computer Fundamentals – Computer Hardware- Computer software- Memory- Key board shortcuts- Computer Abbreviations- Microsoft Office – Networking –Internet.

UNIT -V: INTERVIEW SKILLS

Resume writing – Meaning – Features of a good resume, Model (Exercise) . Key Skills to attend the Interview, Answering interview Questions, Handling Tricks situations.

Note: Examination Pattern:

- The Effective employability Skills II Paper is 100 marks (25 Continuous Internal Assessment Marks + 75 End Semester External University Examinations marks).
- For Continuous Internal Assessment Examinations: three tests are to be conducted with 25 MCOQs. The best two test marks are considered for awarding internal marks.
- For External University Examinations, Seventy five multiple choice questions are to be asked. (with one correct and three incorrect alternatives and no deduction for wrong or un-attempted questions)
- The paper consists of five units. 15 MCOQs are to be asked from each unit.
- The question paper setter is requested to set the questions strictly according to the syllabus.

Text Books:

1. Dr.Lal&Jain,Upkar's Mental Ability Test --- ,UpkarPrakasan Publications Pvt Ltd – Agra.
2. Dr.Lal&A.K.Singh Quicker Reasoning Test--- -UpkarPrakasan Publications Pvt Ltd – Agra.
3. V.P.Mishra-Objective Arithmetic, New light Publishers,Newdelhi.
4. Dr.K.Alex ,Soft Skills

WEB RESOURCES:

1. www.bankersadda.com,
2. www.gktoday.comwww.jagranjosh.com/bankexams/bank_recruitment-study_material
3. www.affairsccloud.com/studymaterial-pdf-download/

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

MSU/2021-22/UG-Colleges/Part-III(B.B.A.)/Semester-VI/Ppr.no.43/MajorProject
MAJORPROJECT

L	T	P	C
0	0	10	5

Course Objectives:

Major Project is expected provide students with an opportunity to apply their class room learning to a real life business situation. The Projectworkcan bedoneeither**individually** or byagroupnot**exceedingt**wo**students**.UnderthesupervisionandguidanceoftheteachersoftheDepartment.The**topicss**halleitherbe allotted by the supervising teacher or be selected by the students in consultation with thesupervisingteacher.

Theprojectworkshallhavethefollowingstages:

- Projectproposalpresentationandliteraturereview
- Fieldworkanddataanalysis
- Reportwritinganddraftreportpresentation
- Finalreportsubmission

The report shall be printed and flexi paper binding with around 50 A4 size pages. The layouts:

Font: Times New Roman

Font: Size:12

LineSpacing:1.5

Margin:Left- 1.5;Right-1;Top-1;Bottom-1

The project report should be submitted to the Department at least 15 days before the lastworking day of the sixth semester. The candidate shall prepare three copies of the report: twocopies for submission to the Department and one copy for the student to bring at the time of viva-voce.

StructureoftheReport

- TitlePages
- CertificateofthesupervisingTeacherwithsignature
- Contents
- ListofTables,Figuresetc.
- Chapter 1-** Introduction, Review of literature, Statement of the problem, Need andSignificance of the study, Objectives of the study, Research Methodology (Sample, Datasources,Tools ofanalysis etc.),Limitations ofthestudy,Presentationofthestudy(3-5pages)
- ChapterII** – TheoreticalBackGround(3-5pages)
- ChapterIII** – DataAnalysis andInterpretation(10-15pages)
- ChapterIV** – SummaryofFindings,ConclusionandSuggestions
- Appendix:** Questionnaire, Specimencopiesofforms, otherexhibits
- Bibliography**(Books,journalarticles,websiteetc.usedfortheprojectwork)(Writenbasedon APAformat)

Evaluation oftheReport

- ABoardoftwoexaminersappointedbytheUniversityshallevaumatethereport.
- AVivavocebasedontheprojectreportshallbeconductedindividuallybytheBoardofExaminers.
- Thetotalcredits forProjectworkis6.
- TheMaximumMarks forevaluationofthereportshallbe100distributedamongthefollowingcomponents,

i	Statement of the problem	5
ii	Objectives of the study	5
iii	Review of literature	5
iv	Methodology	5
v	Analysis and Interpretation	10
vi	Presentation of the report	5
vii	Findings and suggestions	10
viii	Bibliography	5
ix	Viva-Voce	50
	Total	100