KG COLLEGE OF ARTS AND SCIENCE

Autonomous Institution | Affiliated to Bharathiar University

Accredited with A++ Grade by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Saravanampatti, Coimbatore – 641 035

Regulations 2024-25 for Undergraduate Programme

Learning Outcomes Based Curriculum Framework - (LOCF) Model with Choice Based Credit System (CBCS)

Programme: B.B.A.

Programme Code: BBA

(Applicable for the Students admitted during the Academic Year 2024-25 onwards)

Eligibility

- The aspiring student should have passed his/her HSC (10+2) examination from a recognized board in India regardless of the stream.

- The candidate should furnish Equivalence certificate other than those from the Tamil Nadu Higher Secondary Examination Board and CBSE Board.

- The upper age limit for admission will be 21 years (as on 1ˢᵗ July 2024). The principal can relax up to three years based on merit. A relaxation of 5 years is permitted for Physically Challenged as per G.O. Ms. No. 239, dated 03.09.1993.
  (As per the eligibility conditions given by Bharathiar University Ref. BU/R/B3-B4/ Eligibility Condition/2024/9206 dated 24/05/2024).

Program Learning Outcomes (PLOs)

The successful completion of the B.B.A. Programme shall enable the students to:

PLO1	Develop proficiency in critical analysis and problem-solving across Production, Finance, Human Resources, Marketing, and Systems for the contemporary business world.
PLO2	Equip students with a diverse skill set, including decision-making, leadership, research, innovative thinking, and teamwork, to effectively utilise Business Management tools in both industry and entrepreneurial ventures.
PLO3	Apply and effectively communicate business strategies, and make ethical decisions, complying social responsibility.
PLO4	Graduates will possess robust skills through lifelong learning for ever-changing Business Environment.
PLO5	Graduates will leverage digital fluency to implement sustainable solutions emphasising the responsible use of technology to maximise societal impact.

Department of Management Studies

B.B.A.

Distribution of Credits and Hours for all the Semesters

Part	Course Category	No. of Courses	Hours		Credits		Total Credits	Semester
I	Language - I	4	4 X 4	16	4 X 3	12	12	1 – 4
II	Language – II	4	4 X 4	16	4 X 3	12	12	1 - 4
III	Core Theory (6 hrs./week)	7	7 X 6	42	7 X 4	28	100	2, 3, 5, 6
	Core Theory (5 hrs./week)	6	6 X 5	30	6 X 4	24		1, 4, 5, 6
	Core Theory (4 hrs./week)	3	3 X 4	12	3 X 3	9		2, 5
	Core Lab (4 hrs./week)	4	4 X 4	16	4 X 2	8		1, 2, 3, 4
	Allied Theory (4 hrs./week)	4	4 X 4	16	4 X 3	12		1, 2, 3, 4
	Electives	2	2 X 5	10	2 X 3	6		5 & 6
	Project	1	1 X 6	6	1 X 5	5		6
	Internship (IT)	1	-	-	1 X 2	2		5
	Skill Enhancement (SEC)	3	3 X 2	6	3 X 2	6		3, 4, 6
IV	Foundation Course (FC)	2	2 X 2	4	3 X 2	6	14	1, 2
	Foundation Course (FC)	1	-	-	1 X 2	2		3
	Ability Enhancement Compulsory Course (AECC)	3	3 X 2	6	3 X 2	6		1, 2, 4
	Ability Enhancement Compulsory Course(AECC) - Online Course - MOOC	1	-	-	1 X 2	2		3
V	Liberal Arts (Extra-Curricular & Co-Curricular)	-	-	-	2	2	2	4
	Total	**46**		**180**		**140**	**140**	-

Consolidated Semester wise and Component wise Hours and Credits Distribution

Semester	Part I		Part II		Part III		Part IV		Part V		Total	
	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits	**Hrs.**	**Credits**
1	4	3	4	3	18	13	4	4	-	-	**30**	**23**
2	4	3	4	3	18	12	4	4	-	-	**30**	**22**
3	4	3	4	3	22	15	-	4	-	-	**30**	**25**
4	4	3	4	3	20	15	2	2	-	2	**30**	**25**
5	-	-	-	-	30	23	-	-	-	-	**30**	**23**
6	-	-	-	-	30	22	-	-	-	-	**30**	**22**
Total	**16**	**12**	**16**	**12**	**138**	**100**	**10**	**14**	**-**	**2**	**180**	**140**

Curriculum

B.B.A.

Semester – 1									
Course Code	**Part**	**Course Category**	**Course Name**	**Hours/ Week**	**Examination**				**Credits**
					Duration in Hours	**Max. Marks**			
						CIA	**ESE**	**Total**	
24TAM11L	I	Language - I	Tamil - I	4	3	25	75	100	3
24HIN11L			Hindi - I						
24MAL11L			Malayalam - I						
24FRE11L			French - I						
24ENG12L	II	Language - II	English - I	4	3	25	75	100	3
24BBA13C	III	Core - I	Principles of Management	5	3	25	75	100	4
24BBA14C	III	Core - II	Accounting for Managers - I	5	3	25	75	100	4
24BBA15P	III	Core Lab - I	Advanced Excel and Financial Modelling	4	3	40	60	100	2
24BBA16A	III	Allied - I	Mathematics and Statistics for Business	4	3	25	75	100	3
24ENV1FC	IV	FC - I	Environmental Studies	2	2	50	-	50	2
24QUA1AE	IV	AECC - I	Quantitative Aptitude	2	2	-	50	50	2
Total				**30**				**700**	**23**

Semester - 2									
Course Code	**Part**	**Course Category**	**Course Name**	**Hours/ Week**	**Examination**				**Credits**
					Duration in Hours	**Max. Marks**			
						CIA	**ESE**	**Total**	
24TAM21L	I	Language – I	Tamil - II	4	3	25	75	100	3
24HIN21L			Hindi - II						
24MAL21L			Malayalam - II						
24FRE21L			French - II						
24ENG22L	II	Language – II	English - II	4	3	25	75	100	3
24BBA23C	III	Core – III	Organisational Behaviour	4	3	25	75	100	3
24BBA24C	III	Core – IV	Business Environment	6	3	25	75	100	4
24BBA25P	III	Core Lab – II	Data Analytics in Business	4	3	40	60	100	2
24BBA26A	III	Allied – II	Economics for Executives	4	3	25	75	100	3
24HUM2FC	IV	FC – II	Human Rights	2	2	50	-	50	2
24SOF2AE	IV	AECC – II	Soft Skills	2	2	-	50	50	2
Total				**30**				**700**	**22**

Semester – 3

Course Code	Part	Course Category	Course Name	Hours/ Week	Examination					Credits
					Duration in Hours	Max. Marks				
						CIA	ESE	Total		
24TAM31L	I	Language - I	Tamil – III	4	3	25	75	100		3
24HIN31L			Hindi – III							
24MAL31L			Malayalam - III							
24FRE31L			French - III							
24ENG32L	II	Language - II	English - III	4	3	25	75	100		3
24BBA33C	III	Core - V	Marketing Management	6	3	25	75	100		4
24BBA34C	III	Core - VI	Operations and Materials Management	6	3	25	75	100		4
24BBA35P	III	Core Lab - III	Business Intelligence and Reporting	4	3	40	60	100		2
24BBA36A	III	Allied - III	Business Regulatory Framework	4	3	25	75	100		3
24BBA37P	III	SEC - I	Banking Procedure	2	3	40	60	100		2
24BAT3FC/ 24ADT3FC/ 24IKS3FC	IV	FC - III	Basic Tamil / Advanced Tamil/ Indian Knowledge Systems (IKS)*	-	2	50	-	50		2
24MOO3AE	IV	AECC - III	Online Course - MOOC	-	-	50	-	50		2
		Total		**30**				**800**		**25**

Semester – 1

Part – I : Language I

(**All the Undergraduate Programmes**)

Course Code	Course Name	Category	Hours/ Week	Credits
24TAM11L	**Tamil - I**	**Language- I**	**4**	**3**

Course Objectives

The course intends to cover

- இலக்கிய வளர்ச்சியை அறிந்துகொள்ளுதல்
- இலக்கியம் படைக்கும் திறன்
- இலக்கிய இலக்கண உரைசெய்தல்
- திறனாய்வு முறையினைக் கற்றுத்தேர்தல்

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	புதுக்கவிதையின் மூலம் வாழ்வியல் விழுமியங்களை உணர்ந்து கொள்ளுதல்.	K1, K2
CLO2	சிறந்த மற்றும் வாழும் கவிஞர்களை அறிந்துகொள்ளுதல்.	K2, K3
CLO3	சிறந்த படைப்பாளர்களின் சிறுகதையில் வெளிப்படும் சமூகச்சிந்தனைகளை அறிந்து விழிப்புணர்வைப் பெறுதல்.	K3
CLO4	தற்கால இலக்கியங்களான புதுக்கவிதை, சிறுகதை தோன்றி வளர்ந்த பின்புலத்தை அறிதல்.	K1, K3
CLO5	மொழியைப் பிழையின்றி பேச, எழுத, கற்கத் தேவையான தமிழ் இலக்கணத்தின் இன்றியமையாமையை உணர்தல். நடைமுறை வாழ்வியலுக்குத் தேவைப்படும் ஆங்கிலக் கடிதத்தைத் தமிழாக்கம் செய்தலுக்கான பயிற்சி பெறுதல்.	K2, K3
K1 - Remember; **K2** - Understand; **K3** – Apply		

Part – I: Tamil – I

Unit	Content	No. of Hours
I	(நாட்டுப்பற்று) 1. உலகத்தை நோக்கி வினவுதல் - பாரதியார் 2. பாரதிதாசன் கவிதைகள் - பாரதிதாசன் • தமிழ்ப்பேறு 3. ஒற்றுமையே உயிர்நிலை - கவிமணி 4. தேவதேவன் கவிதைகள் - தேவதேவன் • சாலையும் மரங்களும் செருப்பும் • புதிய வீடு 5. ஆலாபனை - கவிக்கோ அப்துல் ரகுமான் • போட்டி • பாதை 6. புத்தகச் சந்தை - கவிஞர் வாலி	14
II	(சமூகம்) 1. எட்டாவது சீர்........ - ஈரோடு தமிழன்பன் 2. தொலைந்து போனேன் - கவிஞர் தாமரை 3. திருநங்கைகள் காகிதப் பூக்கள் - நா. காமராசன் 4. மரங்களைப் பாடுவேன் - வைரமுத்து 5. புள்ளிப் பூக்கள் (ஹைக்கூ) - அமுத பாரதி 6. நாட்டுப்புறப் பாடல்கள் • தாலாட்டுப் பாடல், தெம்மாங்கு பாடல், உழவுத்தொழில்	14
III	(சிறுகதை) 1. அகல்யை - புதுமைப்பித்தன் 2. சுமைதாங்கி - ஜெயகாந்தன் 3. அம்மா ஒரு கொலை செய்தாள் - அம்பை 4. சோற்றுக் கணக்கு - ஜெயமோகன் 5. தூரத்து உறவு - வைரமுத்து	12

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Unit	Content	No. of Hours
IV	(இலக்கிய வரலாறு) 1. மரபுக்கவிதையின் தோற்றமும் வளர்ச்சியும் 2. புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும் 3. ஹைக்கூ கவிதையின் தோற்றமும் வளர்ச்சியும் 4. சிறுகதையின் தோற்றமும் வளர்ச்சியும்	10
V	(இலக்கணம்) 1. எழுத்துக்கள் (முதல் எழுத்துக்கள், சார்பெழுத்துக்கள்) 2. எழுத்துக்களின் பிறப்பு 3. மாத்திரைகள் 4. பயிற்சிக்குரியன - மொழிப்பெயர்ப்பு (ஆங்கிலத்திலிருந்து தமிழுக்கு மொழிப்பெயர்த்தல்)	10
	Total	**60**

	Reference Books
1	பாரதி பாடல்கள் ஆய்வுப் பதிப்பு, பேரா. ம ரா போ குருசாமி,(2016) தமிழ்ப் பல்கலைக் கழகம், தஞ்சாவூர்
2	ஆலாபனை, அப்துல் ரகுமான்,(2000) கவிக்கோ பதிப்பகம்
3	தாமரை கவிதைகள், தாமரை, (2012) நியூ செஞ்சுரி புக் ஹவுஸ்
4	தமிழ் இலக்கிய வரலாறு, மு வரதராசனார், (2021) சாகித்திய அகாதெமி பதிப்பு
5	புதிய வெளிச்சத்தில் தமிழ் இலக்கிய வரலாறு, முனைவர் க பஞ்சாங்கம், (2017) அன்னம் வெளியீட்டு
6	தமிழ் இலக்கிய வரலாறு, முனைவர் கா கோ வேங்கடராமன்,(2008) கலையக வெளியீடு
7	நல்ல தமிழ் எழுத வேண்டுமா?, அ கி பரந்தாமனார் எம். ஏ., (2002)அல்லி நிலையம்
8	100 சிறந்த சிறுகதைகள் (தொகுதி 1 & 2) தொகுப்பு: எஸ் ராமகிருஷ்ணன் (2006) பதிப்பகம்: தேசாந்திரி பதிப்பகம்
9	தமிழ் இலக்கணம் எளிய அறிமுகம் , கோ குமரன் (2010) சந்தியா பதிப்பகம்
10	நாட்டுப்புற இயல் ஆய்வு, சு சக்திவேல்,(2012) மணிவாசகர் பதிப்பகம்

Department of Management Studies

Part – II : Language II - English -I
(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours / Week	Credits
24ENG12L	**English - I**	**Language - II**	**4**	**3**

Course Objectives
The course intends to cover

- Various genres of literature.
- Active and passive vocabulary.
- Usage of Grammar and Communication.

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

CLO	CLO Statements	Knowledge Level
CLO1	Identify aesthetic sense and appreciate poetry, enhancing creativity and understanding relevant to professional environments.	K1
CLO2	Understand diverse styles of prose, facilitating versatility in writing and inculcating interpersonal skills.	K2
CLO3	Apply the characters and the narrative techniques in creative writing and content creation ethically.	K3
CLO4	Employ vocabulary and grammatical proficiency in communication to enhance clarity in workplace interactions.	K3
CLO5	Enhance overall communication competence. Practicing these skills in combination reinforces learning and provides students with opportunities to use the language in authentic contexts.	K3
K1 - Remember; **K2** - Understand; **K3** - Apply		

Part - II: English - I

Unit	Content	No. of Hours
I	**Poetry** : Nature 1. I Wandered Lonely as a Cloud - William Wordsworth 2. The Sparrow - Paul Laurence Dunbar 3. Stopping by woods on a snowy Evening – Robert Frost	12
II	**Prose** : Friendship 1. The Man in Black - Oliver Goldsmith 2. Of Friendship - Francis Bacon 3. The Blessing of Friends - Sir John Lubbock	12
III	**Short Stories:** Morality 1. The Necklace – Guy de Maupassant 2. The Lottery - Shirley Jackson 3. The Monkey's Paw - W. W. Jacobs	12
IV	**Language Competency:** Vocabulary 1. Vocabulary : Synonyms, Antonyms, Word Formation 2. Appropriate use of Articles and Parts of Speech 3. Error correction	12
V	**English for Communication** 1. Listening for General and Specific Information. 2. Self - Introduction, Introducing others, Greetings. 3. Reading a prose passage, Reading a poem and Reading a short story 4. Descriptive writing – writing a short descriptive essay of two to three paragraphs.	12
	Total Hours	**60**

Text Books

1.	Zama, M. (2004). Poetry Down the Ages. Orient Blackswan.
2.	Goldsmith, O. (1869). The Works of Oliver Goldsmith. J. Dicks
3.	Bacon, F., & Montagu, B. (1857). The Works of Francis Bacon (Vol. 1). Parry & McMillan.

Reference Books

1.	Kumar,V. T. Bhavani, Durga.K. Srinivas.YL. (2018). English in use - A textbook for College Students. (English, Paperback).
2.	Swan, M. (2005). Practical english usage (Vol. 7). Oxford: Oxford university press.

Web Resources (Swayam / NPTEL)

1.	https://nptel.ac.in/courses/109105205

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Course Code	Course Name	Category	Hours / Week	Credits
24BBA13C	**Principles of Management**	**Core - I**	**5**	**4**

Course Objectives

The Course intends to cover
- Management principles, concepts and process.
- Motivation theories, leadership styles, communication methods and barriers.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Remember the fundamentals of management.	K1
CLO2	Interpret planning, decision-making, and MBO principles for effective management.	K2
CLO3	Identify organising, delegating, and staffing principles in organisational management.	K2
CLO4	Apply directing, motivation, leadership styles, and communication strategies.	K3
CLO5	Comprehend controlling process, techniques, system requisites, and its relationship with planning and coordination in management.	K2
K1 - Remember; **K2 -** Understand; **K3 -** Apply		

CLO - PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	1	1	2	-
CLO2	1	3	2	1	2
CLO3	1	2	-	1	1
CLO4	1	3	3	1	1
CLO5	1	2	-	1	1
3 - Substantial (High)		**2** - Moderate (Medium)		**1** - Slight (Low)	

Core - I: Principles of Management

Unit	Content	No. of Hours
I	**Overview of Management:** Definition - Nature and Scope of Management - Functions of Management - Importance - Roles, responsibilities, and Skills of managers - Levels of Management - Functional areas of Management. **Management thoughts:** Contribution of F.W.Taylor, Henri Fayol, Elton Mayo.	15
II	**Planning:** Definition - Nature and purpose - Planning process - Importance of planning - Types of plans - Limitations - **Management By Objectives** - Decision making - Definition - Steps, process, and Types of decisions.	13
III	**Organising:** Definition - Types of organisations - Organisational structure - Span of control - use of staff units and committees. **Delegation:** Delegation and Centralisation, Centralisation and Decentralisation. **Staffing:** Sources of Recruitment - Selection Process - Training - Need **-** Types.	16
IV	**Directing:** Nature and purpose of Directing - Principles . **Motivation:** Definition - Theories of Motivation (Maslow's, McGregor's, ERG Theory, Herzberg's two factor theory). **Leadership:** Definition - Styles - Theories. **Communication:** Definition - Importance of Communication - Methods of Communication - Types - Barriers.	16
V	**Controlling:** Meaning and importance of controlling - Control process - Budgetary and Non-Budgetary Control Techniques - Requisites of an effective control system - Relationship between planning and controlling. **Coordination** - Need for Coordination.	15
	Total Hours	**75**

Text Books	
1	Dinkar Pagare (2018), Principles of Management (6th ed.). Sultan Chand & Sons.
2	Stephen P.Robbins & Mary Coulter (2011), Management (11th ed.). Prentice Hall of India.

Reference Books	
1	Harold Koontz, Heinz Weihrich & Mark V.Cannice (2020). Essentials of Management: An International Innovation and Leadership Perspective (11th ed.). Tata McGraw Hill.
2	P.C.Tripathi, P.N.Reddy & A.Bajpai (2021). Principles of Management (7th ed.). Tata McGraw Hill.
3	V.S.P.Rao & V.Harikrishna (2009), Management: Text and Cases. Excel Books.

Web Resources (Swayam / NPTEL)	
1	https://onlinecourses.nptel.ac.in/noc20_mg58/preview
2	https://www.nptelvideos.com/lecture.php?id=1028

Department of Management Studies

Course Code	Course Name	Category	Hours / Week	Credits
24BBA14C	**Accounting for Managers - I**	**Core - II**	**5**	**4**

Course Objectives

The Course intends to cover

- Accounting fundamentals and principles in financial recording and reporting.
- Preparation of bank reconciliation statements and methods of depreciation.
- Preparation of final accounts, with adjustment entries for trading and non-trading concerns.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Remember fundamental accounting concepts, principles, and procedures to record financial transactions.	K1
CLO2	Understand double entry accounting, practical bookkeeping methods, error identification and rectification.	K2
CLO3	Prepare final accounts, including trading, profit and loss account, balance sheet, with adjustment entries, to present financial data effectively.	K3
CLO4	Analyse bank reconciliation statement and depreciation methods for precise financial management.	K4
CLO5	Understand final accounts of non-trading concerns, including income and expenditure statement, payments, and receipts.	K2
K1 - Remember; **K2 -** Understand; **K3 -** Apply; **K4 -** Analyse		

CLO-PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	1	-	1	2
CLO2	1	1	-	1	2
CLO3	2	2	2	1	2
CLO4	1	2	2	1	2
CLO5	2	2	2	1	2
3 - Substantial (High)		**2** - Moderate (Medium)		**1** - Slight (Low)	

Department of Management Studies

Core - II: Accounting for Managers - I

Unit	Content	No. of Hours
I	**Accounting:** Objectives, Scope, Principles, Branches of accounting, Uses & Limitations, Concepts & Conventions. **Accounting Equations**: Meaning of accounting equation, compensation of accounting, effects of transactions. **Basic Accounting Procedure**: Journal entry, rules of debit & credit, methods - Double entry system - its advantage, ledger, meaning, utility, posting entries. (Theory 40 % and Problems 60%).	16
II	**Bookkeeping:** Cashbook, types of cash book, Single column and double column entries, Trial Balance, Objective, preparation, errors & rectification. **Suspense Accounting:** Meaning, utility & preparation. **Accounting Errors:** Meaning and Types of errors, Rectification of errors. (Only Problems).	14
III	**Final Accounts:** Meaning, need & objectives, types - Manufacturing Account - Trading Account - Profit & Loss Account - Balance Sheet - Problems with Simple Adjustments. (Only Problems).	15
IV	**Bank Reconciliation Statement (BRS):** Meaning, causes of differences, need & importance, preparation & presentation of BRS. **Depreciation:** Meaning, Methods of charging depreciation. (Only Problems).	13
V	**Accounting for Non-trading concerns:** Characteristics of Non-trading concerns - Differences between Trading and Non-trading Institutions - Income & Expenditure Account - Receipts & Payments Account and Balance Sheet. (Theory 20 % and Problems 80%).	17
	Total Hours	**75**

Text Books	
1	T.S.Reddy & A.Murthy (2012). Financial Accounting. Margham Publications.
2	S.P.Jain (2021). Advanced Accountancy, Kalyani Publishers.

Reference Books	
1	R.L.Gupta & V.K.Gupta (2021), Financial Accounting. Sultan Chand & Sons.
2	S.N.Maheshwari (2018), Financial Accounting (6th ed.). Vikas Publishing House.
3	M.C.Shukla, S.C.Gupta & T.S.Grewal (2019), Financial Accounting. S. Chand Publishing.

Web Resources (Swayam/NPTEL)	
1	https://swayam.gov.in/nd2_cec20_mg23/preview

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Course Code	Course Name	Category	Hours / Week	Credits
24BBA15P	**Advanced Excel and Financial Modelling**	**Core Lab - I**	**4**	**3**

Course Objectives

The course intends to cover

- Advanced features and functions of Microsoft Excel for data analysis and financial modelling.
- Basic finance concepts and their applications in Excel-based financial analysis and modeling.
- Use of Generative AI tools to enhance productivity and insights in Excel.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Demonstrate proficiency in using Advanced Excel features and functions for data analysis and manipulation.	K3
CLO2	Analyse and interpret financial data, perform sensitivity analysis, and make data-driven decisions using Excel.	K4
CLO3	Use Generative AI tools in Excel to automate tasks, gain insights, and enhance productivity.	K3
CLO4	Understand and apply basic finance concepts and terminology in the context of financial analysis.	K2
CLO5	Build basic financial models in Excel, incorporating assumptions, inputs, and forecasting techniques.	K3
K1 - Remember; **K2 -** Understand; **K3 -** Apply; **K4 -** Analyse		

CLO-PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	2	1	1	2
CLO2	3	2	2	2	3
CLO3	3	2	2	2	2
CLO4	2	2	2	2	2
CLO5	2	2	1	2	2
3 - Substantial (High)		**2** - Moderate (Medium)		**1** - Slight (Low)	

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Core Lab - I: Advanced Excel and Financial Modelling

Unit	Content	No. of Hours
I	**Introduction to Excel:** Interface, Navigation, and Basic Functions - Data Types and Formatting - Formulas and Functions – Relative and Absolute Cell Referencing - Conditional Formatting - Data Validation - Charts and Graphs. Advanced Functions (VLOOKUP, HLOOKUP, INDEX, MATCH)	13
II	**Advanced Excel:** Data Manipulation (Sort, Filter, Subtotal, Pivot Tables) - Data Analysis (Goal Seek, Scenario Manager, Data Tables) - Excel Shortcuts and Productivity Tips. Array Formulas - Named Ranges and Dynamic Named Ranges - Excel Tables – Recording and Running Macros - Introduction to Excel VBA - User Forms and Controls - Excel Add-ins and Customization.	15
III	**Generative AI Tools in Excel:** Introduction to Generative AI - AI-powered Data Analysis and Insights - Automating Tasks with AI-driven Macros - Best Practices and Limitations of AI in Excel. **Introduction to Finance:** Basic Financial Concepts and Terminology - Understanding Financial Statements (Balance Sheet, Income Statement, Cash Flow Statement) - Ratios and Financial Analysis - Time Value of Money Concepts.	12
IV	**Excel for Financial Analysis:** Financial Functions (PV, FV, NPV, IRR) - Loan and Investment Calculations - Depreciation Schedules - Sensitivity Analysis (Goal Seek, Data Tables)	10
V	**Basic Financial Modelling:** Purpose and Structure of Financial Models - Building a Basic Financial Model in Excel - Assumptions and Inputs - Forecasting Techniques - Scenario Analysis and Sensitivity Testing.	10
	Total Hours	**60**

Text Books

1	Greg Harvey (2021), Excel 2021 All-in-One for Dummies, Wiley.
2	Michael Alexander, John Walkenbach, Dick Kusleika & Caryn Cox (2018), Microsoft Excel 2019 Bible, Wiley.

Reference Books

1	Wayne L.Winston (2019), Microsoft Excel Data Analysis and Business Modeling (6th ed.), Microsoft Press.
2	Timothy R.Mayes & Todd M.Shank (2020), Financial Analysis with Microsoft Excel (9th ed.), Cengage Learning.
3	Alastair Day (2012), Mastering Financial Modelling in Microsoft Excel: A Practitioner's Guide to Applied Corporate Finance (3rd ed.), FT Press.

Web Resources (Swayam/NPTEL)

1	https://onlinecourses.nptel.ac.in/noc22_mg35/preview

Department of Management Studies

Core Lab - I: Advanced Excel and Financial Modelling

List of Practicals

1. Calculate total sales for a week using SUM, average daily sales using AVERAGE, and highest sales using MAX. Use formulas to calculate simple arithmetic operations. Include more complex functions like IF, COUNTIF, and nested functions.

2. Create a budget spreadsheet: use relative and absolute references to calculate total costs by applying discounts/taxes to different items. Include exercises on using named ranges and dynamic references in complex formulas.

3. Highlight cells in a sales report that meet certain criteria (e.g., sales > $1000). Use color scales and data bars to visually represent data trends. Set up data validation rules for a data entry form: restrict entries to certain dates, create drop-down lists, and validate numeric ranges.

4. Create a sales performance chart: use different types of charts (bar, line, pie) to represent data visually. Customize chart elements like titles, legends, and data labels. Create advanced chart types like combo charts and use Sparkline's for data visualization.

5. Use VLOOKUP to find prices of products in a list and HLOOKUP to retrieve student grades from a table based on different criteria.

6. Sort and filter a list of employees based on department and salary. Use subtotals to summarize data. Create pivot tables for detailed analysis. Include exercises on grouping data, creating calculated fields/items, and using slicers for interactive analysis.

7. Open Excel and navigate to the Power Query editor. Familiarize with the Power Query interface: ribbon, query pane, and data preview area. Import data from various sources such as an Excel file, CSV file, and a web page. Combine multiple data sources into a single query.

   Data Cleaning and Transformation: Remove unnecessary columns and rows. Filter data based on specific criteria (e.g., date ranges, text values). Split columns by delimiter and merge columns.

   Data Aggregation: Group data by specific columns and perform aggregation functions like sum, average, count, etc. Un-pivot data to transform it into a more suitable format for analysis. Merge queries to combine related data from different sources. Append queries to stack data from multiple tables or files.

8. Record and run macros to automate repetitive tasks. Introduction to VBA: create simple VBA scripts to enhance Excel functionality. Include exercises on using VBA to automate data cleaning, report generation, and interactive user forms.

9. Use financial functions (PV, FV, NPV, IRR) to perform loan and investment calculations. Create depreciation schedules and perform sensitivity analysis using Goal Seek and Data Tables. Include exercises on creating financial models and using Excel for financial forecasting.

10. Build a basic financial model in Excel: define assumptions, inputs, and outputs. Perform scenario analysis and sensitivity testing. Include exercises on creating dynamic models with linked inputs and automated summary reports.

Course Code	Course Name	Category	Hours/ Week	Credits
24BBA16A	**Mathematics and Statistics for Business**	**Allied - I**	**4**	**3**

Course Objectives

The Course intends to cover

- The applications of Mathematics and Statistical techniques in business decisions.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Remember the concepts of matrix and its types, operations to change pixel levels in multimedia.	K1
CLO2	Understand the concept of set theory and financial methods to calculate various types of interest.	K2
CLO3	Relate the various statistical measures to interpret data obtained from a sample or population.	K4
CLO4	Apply measures of variation to find fluctuation in stock prices.	K3
CLO5	Interpret weather conditions and measure the variations in inflation and cost of goods using index numbers.	K3
K1 - Remember; **K2 -** Understand; **K3 -** Apply; **K4** - Analyse		

CLO - PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	2	1	2	1
CLO2	2	2	1	2	1
CLO3	2	2	1	2	-
CLO4	2	2	1	2	1
CLO5	2	2	1	2	1
3 - Substantial (High)		**2** - Moderate (Medium)		**1** - Slight (Low)	

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Allied - I: Mathematics and Statistics for Business

Unit	Content	No. of Hours
I	**Matrices:** Fundamental ideas about Matrices and their operational rules - Rank of a Matrix - Inverse of a Matrix - Solving system of simultaneous linear equations.	12
II	**Set theory:** Introduction - Types of Sets - Set operation - Venn Diagrams - Mathematics of Finance - Simple and Compound Interest.	12
III	**Statistics:** Meaning and Definitions - Scope and Limitations. **Collection of data:** Primary data and Secondary data - Presentation of data by Diagrammatic and Graphical Method - **Measures of Central tendency:** Arithmetic Mean, Median and Mode.	12
IV	**Measures of Variation:** Standard deviation, Mean deviation and Quartile deviation - Coefficient of variation - Simple Correlation - Karl Pearson's Co-efficient of correlation - Spearman's Rank correlation.	12
V	**Analysis of Time Series:** Methods of Measuring Trends - Semi average method - Moving average method - Index number - Unweighted and Weighted indices - Tests of index numbers - Cost of living index number.	12
	Total Hours	**60**

Text Books

1	P.A. Navnitham(2005). Business Mathematics and Statistics, Jai Publishers.
	Unit I : Chapter 2 Page No. 147 - 200
	Unit II : Chapter 1 Page No. 43 - 61 & 104 - 138
	Unit III : Chapter 1 Page No. 1- 250
	Unit IV : Chapter 2 Page No. 301 -368
	             Chapter 3 Page No. 503 - 522
	Unit V : Chapter 4 Page No. 444 - 482
	             Chapter 5 Page No. 579 - 607

Reference Books

1	Sundaresan, Jayaseelan (2010), An Introduction to Business Mathematics, S.Chand & Company Ltd.
2	P.R.Vittal (2003), Business Mathematics, Margham Publications.
3	S.P. Rajagopalan, R.Sattanathan (2009), Business Statistics and Operation Research, Tata McGraw Hill Publishing Company Ltd., 2nd edition.
4	Richard Levin., David Rubin (2008), Statistics for Management, Prentice Hall.

Web Resources (Swayam / NPTEL)

1	https://nptel.ac.in/courses/111105124

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Components for Internal Assessment and Distribution of Marks for
CIA and ESE (Theory)

Max. Marks	Marks for		Components for CIA									
	CIA	ESE	CIA – I		CIA – II		Best of CIA-I & CIA-II	Model		Attendance	Active Engagement	Total
			Actual	Weightage	Actual	Weightage	Weightage	Actual	Weightage			
100	25	75	50	**5**	50	**5**	**5**	75	**10**	**5**	**5**	**25**

Question Paper Pattern

Component	Duration in Hrs.	Section A			Section B			Section C			Total
		Type of question	No. of questions	Marks	Type of question	No. of questions	Marks	Type of question	No. of questions	Marks	
CIA – I &II	2	MCQ	8	8x1=8	Either or	3	3x6=18	Either or	3	3x8=24	50
Model Exam /ESE	3	MCQ	10	10x1=10	Either or	5	5x5=25	Either or	5	5x8=40	75

Components for Internal Assessment and Distribution of Marks for CIA (Lab)

Max. Marks	Marks for		Components for CIA							Observation	Total
	CIA	ESE	Test - I		Test - II		Model				
			Actual	Weightage	Actual	Weightage	Actual	Weightage			
100	40	60	50	**10**	50	**10**	60	**15**		**5**	**40**

Examination Pattern

Component	Duration in Hrs.	Marks			Weightage
		Practical	Record	Total Marks	
Test - I	2	50	-	50	10
Test - II	2	50	-	50	10
Model	3	60	-	60	15
ESE	3	50	10	60	-

Department of Management Studies

Part – IV : Foundation Courses
(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours / Week	Credits
24ENV1FC	**Environmental Studies**	**FC- I**	**2**	**2**

Unit	Content
I	The Multidisciplinary nature of environmental studies Definition; Scope and importance, Need for public awareness.
II	**Natural Resources:** Renewable and non-renewable resources: Natural resources and associated problems. - Forest resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. - Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems. - Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. - Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. - Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies. - Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

III	**Ecosystems**
	- Concept of an ecosystem.
	- Structure and function of an ecosystem.
	- Producers, consumers and decomposers.
	- Energy flow in the ecosystem.
	- Ecological succession.
	- Food chains, food webs and ecological pyramids.
	- Introduction, types, characteristic features, structure and function of the following ecosystem: -
	  a. Forest ecosystem
	  b. Grassland ecosystem
	  c. Desert ecosystem
	  d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

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Unit	Content
IV	**Biodiversity and its Conservation** - Introduction-Definition: genetic, species and ecosystem diversity. - Bio geographical classification of India. - Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. - Biodiversity at global, National and local levels. - India as a mega-diversity nation. - Hot-spots of biodiversity. - Threats to biodiversity: habital loss, poaching of wildlife, man-wildlife conflicts. - Endangered and endemic species of India. - Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

V	**Environmental Pollution Definition**
	- Causes, effects and control measures of: -
	  a. Air pollution
	  b. Water pollution
	  c. Soil pollution
	  d. Marine pollution
	  e. Noise pollution
	  f. Thermal pollution
	  g. Nuclear hazards
	- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
	- Role of an individual in prevention of pollution.
	- Pollution case studies.
	- Disaster management: floods, earthquake, cyclone and landslides.

VI	**Social Issues and the Environment** - From Unsustainable to Sustainable development. - Urban problems related to energy. - Water conservation, rain water harvesting, watershed management. - Resettlement and rehabilitation of people; its problems and concerns. Case studies. - Environmental ethics: Issues and possible solutions. - Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. - Wasteland reclamation. - Consumerism and waste products. - Environment Protection Act. - Air (Prevention and Control of Pollution) Act. - Water (Prevention and Control of Pollution) Act. - Wildlife Protection Act. - Forest Conservation Act. - Issues involved in enforcement of environmental legislation. - Public awareness.

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Unit	Content
VII	**Human Population and the Environment** - Population growth, variation among nations. - Population explosion-Family welfare Programme. - Environment and human health. - Human Rights. - Value Education. - HIV/AIDS. - Women and Child Welfare. - Role of information Technology in Environment and human health. - Case Studies.
VIII	**Field Work (Practical).** - Visit to a local area to document environmental assets-river/forest/grassland/ hill/mountain. - Visit to a local polluted site-Urban/Rural/Industrial/Agricultural. - Study of common plants, insects, birds. - Study of simple ecosystems-pond, river, hill slopes, etc.
	Total Hours. 30

Web Resources	
1.	https://www.ugc.gov.in/oldpdf/modelcurriculum/env.pdf

Components for Internal Assessment and
Distribution of Marks for CIA (Theory)

Max Marks	Marks for		Components for CIA								Total (Best + Model)
	CIA	ESE	CIA – I		CIA – II		Best of CIA-I & CIA-II	Model			
			Actual	Weightage	Actual	Weightage	Weightage	Actual	Weightage		
50	50	-	50	**25**	50	**25**	**25**	50	**25**		**50**

Question Paper Pattern

Duration in Hrs.	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Offline	Open Choice	5 (Out of 8)	5 x 10=50

Department of Management Studies

Part – IV : Ability Enhancement Compulsory Courses
(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours	Credits
24QUA1AE	**Quantitative Aptitude**	**AECC - I**	**2**	**2**

Course Objectives

The course intends to cover

- Basic concepts of numbers, time and work, interests, data representation and graphs

- Concepts of permutation, probability, discounts, percentage & profit loss.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Remember and Understand the concepts of numbers and average	K1, K2
CLO2	Understand about percentage and apply profit & loss related processing.	K2, K3
CLO3	To understand the concepts of time and work and interest calculations.	K2
CLO4	To understand about the concepts of permutation, combination and probability.	K2
CLO5	Understand , Apply and analyze the concept of problem solving involved in graphs and age.	K2,,K3,K4
	K1 - Remember; **K2** - Understand; **K3** - Apply; **K4 -**Analyze	

Department of Management Studies

Ability Enhancement Compulsory Course - I: Quantitative Aptitude

Unit	Content	No. of Hours
I	Numbers - Simplification - BODMAS rule - Algebraic formulas - Decimal fractions - Square root and cube roots - Surds and indices - Divisibility rules - HCF and LCM - same remainder - different remainder - application problems – average – equation - mistaken value – replacement - including/excluding.	6
II	Percentage - increase/decrease – netchange – salary – election – marks – consumption - population / machine - profit and loss - profit and loss % - finding cp and sp - profit=loss - same product cp and sp with percentage – discount - ratio and proportion - divided into parts - based on numbers - increase/decrease/ income / expenditure – coins – partnership.	6
III	Time-and-work - individual/combined - alternative days - remaining work - efficiency based - amount split - chain rule - group of male and female or boys - pipes and cistern - finding time - efficiency based – alternative - remaining part - capacity of the tank - simple interest - finding principal - rate of interest – amount -time period - doubles or triples - compound interest - finding rate - finding time, principal - doubles or triples - difference between SI and CI.	6
IV	Permutation - finding value - vowels come together - vowel never comes together - some letters come together - no two vowels come together - vowels in odd/even places - based on repetition - circular permutation – application – combination - finding value and application – probability – coins - dice-cards - balls and miscellaneous problems - odd man out and number series.	6
V	Clock - finding angle - reflex angle - gain or loss – calendars - finding particularday - data interpretation - bar chart - line chart - pie chart – table – combined –ages ratio- twice or thrice - addition /subtraction - family based - problems on numbers - equations.	6
	Total Hours	**30**

Text Book	
1.	R.S. Aggarwal , Quantitative Aptitude, S.Chand & Company Ltd.,

Reference Book	
1.	Ashish Arora, Quantitative Aptitude.

Web Resources	
1.	https://www.javatpoint.com/aptitude/quantitative
2.	https://www.indiabix.com/aptitude/questions-and-answers/

Components for and Distribution of Marks for ESE (Theory)
Ability Enhancement Compulsory Course(AECC)

Duration in Hrs.	Mode of exam	Type of questions	No. of questions	Marks
2	Online	MCQ	50	50x1=50

Department of Management Studies

Semester – 2

Course Code	Course Name	Category	Hours/Week	Credits
24TAM21L	**Tamil – II**	**Language – I**	**4**	**3**

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	அற இலக்கியங்கள் வழி வாழ்வியல் ஒழுக்கங்களைக் கற்றுத் தருதல்.	K1, K2
CLO2	பக்தி இலக்கியங்கள் வழி பக்தி நெறிகளை உணர்த்துதல்.	K2
CLO3	தமிழில் உரைநடை இலக்கியப் படைப்பாளர்களின் சிந்தனைகளை எடுத்துரைத்தல்.	K3
CLO4	தமிழ் இலக்கிய வரலாற்றில் அற இலக்கியம் மற்றும் உரைநடையின் தாக்கம் குறித்து அறிதல்.	K1, K3
CLO5	பிழையின்றி எழுத இலக்கணங்களைக் கற்றுத் தருதல்.	K2, K3
K1 - Remember; **K2** - Understand; **K3** – Apply		

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Part – I: Tamil – II

Unit	Content	No. of Hours
I	(அறம்) 1. திருக்குறள் • புகழ் • வினை செயல்வகை • நெஞ்சொடு கிளத்தல் 2. திரிகடுகம்(தேர்ந்தெடுக்கப்பட்ட 10 பாடல்கள்) 3. பழமொழி நானூறு(தேர்ந்தெடுக்கப்பட்ட 10 பாடல்கள்)	14
II	(பக்தி) 1. அபிராமி அந்தாதி(10 பாடல்கள்) - அபிராமி பட்டர் 2. உமர்கயாம் பாடல்கள் (தனிப்பாடல்கள்) - கவிமணி தேசிய விநாயகம் பிள்ளை 3. முத்துக்குமாரசாமி பிள்ளைத்தமிழ்(தாலப் பருவம்) – குமரகுருபரர் 4. இயேசுகாவியம் - மலைப்பொழிவு - கண்ணதாசன் 5. சித்தர் பாடல்கள் - சிவவாக்கியர் பாடல்	14
III	(கலை மற்றும் பண்பாடு) 1. அறம் எனப்படுவது - அமுதன் 2. ஏட்டில் எழுதா இலக்கியம் - ஒளவை துரைச்சாமி 3. கீழடி - தொல்லியல் துறை, வெளியீடு 4. மனம் எனும் சொர்க்கவாசல் - டாக்டர் எம்.எஸ்.உதயமூர்த்தி 5. ஆளுமைத் திறன் - அறிவுக்கதிர் (அரசுப்பணி சிறப்பிதழ்)	12
IV	(இலக்கிய வரலாறு) 1. பதினெண் கீழ்க்கணக்கு நூல்கள் 2. உரைநடையின் தோற்றமும் வளர்ச்சியும்	10
V	(இலக்கணம்) 1. சொல்லின் வகைகள் 2. வேற்றுமைத் தொகைகள் 3. பயிற்சிக்குரியன:(விண்ணப்பங்கள், மடல்கள் எழுதச் செய்தல்)	10
	Total Hours	60

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	Reference Books
1	முத்துக்குமாரசாமி பிள்ளைத்தமிழ்,(2021) கமலா முருகன், சாரதா பதிப்பகம்
2	இயேசு காவியம், கவிஞர் கண்ணதாசன்,(2006) கலைக்காவிரி பதிப்பகம்
3	உரைகளும் உரையாசிரியர்களும்,(2013) தி சு நடராசன் நியூ செஞ்சுரி புக் ஹவுஸ்
4	அபிராமி அந்தாதி, முனைவர் சி சேதுராமன்,(2010) நியூ செஞ்சுரி புக் ஹவுஸ்
5	புதிய வெளிச்சத்தில் தமிழ் இலக்கிய வரலாறு, முனைவர் க பஞ்சாங்கம், (2017) அன்னம் வெளியீட்டு
6	தமிழ் இலக்கிய வரலாறு, மு வரதராசனார்,(2021) சாகித்ய அகாடமி பதிப்பு
7	தமிழ் உரைநடை வரலாறு, வி செல்வநாயகம்,(2003) அடையாளம் பதிப்பகம்
8	தமிழ் இலக்கிய வரலாறு, முனைவர் கா கோ வேங்கடராமன்,(2010) கலையக வெளியீடு
9	எண்ணங்கள் - டாக்டர் எம் எஸ் உதயமூர்த்தி,(2016) வெளியீடு: கங்கை புத்தக நிலையம், சென்னை
10	அடோன் தமிழ் இலக்கணம், புலவர் பொன்மணிமாறன்,(2011) அருண் பப்ளிஷிங்

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Part – II : English - II
(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours/ Week	Credits
24ENG22L	**English-II**	**Language - II**	**4**	**3**

Course Objectives
The course intends to cover

- The literary elements in poetry.
- The critical contemplation and writing in styles of prose texts.
- The modernist techniques and ethics in the narratives of short stories.
- The interpersonal skills essential in the work environment.

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

CLO	CLO Statements	Knowledge Level
CLO1	Identify the common techniques underlying free verse and traditional forms of poetry for crafting poems.	K1
CLO2	Understand humour in prose texts psychologically to master the oratory skills.	K2
CLO3	Employ empathy and morale in diplomatic Day-to-day circumstances.	K3
CLO4	Strengthen the writing skills for documentation.	K3
CLO5	Persist flexibility and mobility in the sequel LSRW.	K3
K1 - Remember; **K2** - Understand; **K3** - Apply		

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Part - II: English - II

Unit	Content	No. of Hours
I	**Poetry**: Motherhood 1. My Grand Mother's House – Kamala Das 2. Of mother, among others things – A.K Ramanujam 3. Night of the Scorpion – Nissim Ezekiel	12
II	**Prose**: Humour 1. With The Photographer – Stephen Leacock 2. Travel by Train – J.B.Priestley 3. On Forgetting – Robert Lynd	12
III	**Short Stories:** Integrity 1. The taxi driver – K.S. Duggal 2. A Retrieved Reformation- O Henry 3. Kabuliwala - Rabindranath Tagore	12
IV	**Language Competency:**Vocabulary 1. Homonyms, Homophones, Homographs Portmanteau words 2. Verbs and Tenses, Subject Verb Agreement 3. Error correction Vocabulary : Synonyms, Antonyms, Word Formation	12
V	**English for Communication** 1. Listening with courtesy and adding ideas and giving opinions during the meeting and making concluding remarks 2. Participating in a meeting: face to face and online 3. Reading news and weather reports 4. Preparing first drafts of short assignments	12
	Total Hours	**60**

Text Books

1.	Ezekiel Nissim, 1989 .Collected Poems 1952-1988. Oxford University Press.
2.	Hewings, M. (2000). Advanced English Grammar. Cambridge. University Press.

Reference Books

1.	Bakshi, S.P. & Sharma, R. (2019). Descriptive English. Arihant Publications (India) Ltd.
2.	Cameron S & Dempsey L. (2019). The Reading Book: A Complete Guide to Teaching Reading. S & L. Publishing.
3.	Sherman B. (2014) Skimming and Scanning Techniques. Liberty University Press.

Web Resources (Swayam / NPTEL)

1.	https://nptel.ac.in/courses/109103020

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Course Code	Course Name	Category	Hours / Week	Credits
24BBA23C	**Organisational Behaviour**	**Core - III**	**4**	**3**

Course Objectives

The Course intends to cover

- The importance and scope of organisational psychology, perception, motivation techniques, and transactional analysis.
- Morale, Attitude, Group dynamics, counseling and their impact on employee productivity.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand organisational psychology principles, individual differences, applications of intelligence and personality tests.	K2
CLO2	Identify perception, motivation, transactional analysis, and brainstorming techniques for effective organisational dynamics.	K2
CLO3	Apply the concepts of job satisfaction, morale, employee attitudes, and job enrichment/enlargement for enhanced organisational productivity.	K3
CLO4	Understand group dynamics, conflict resolution, sociometry, norms, and supervision for enhanced team cohesion.	K2
CLO5	Interpret leadership and counseling concepts for organisational effectiveness.	K2
K1 - Remember; **K2 -** Understand; **K3 -** Apply		

CLO - PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	1	1	1	1
CLO2	2	2	1	1	1
CLO3	2	2	1	1	-
CLO4	2	2	1	1	-
CLO5	2	3	1	1	1
3 - Substantial (High)		**2** - Moderate (Medium)		**1** - Slight (Low)	

Department of Management Studies

Core: III - Organisational Behaviour

Unit	Content	No. of Hours
I	**Organisational Behaviour:** Introduction, importance, and scope of organisational behaviour - Individual differences. **Intelligence tests**: Measurement of intelligence, types, and applications. **Personality tests:** nature, types and uses**.**	12
II	**Perception**: Perceptual process - Factors affecting perception. **Motivation**: financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.	12
III	**Job Satisfaction**: Meaning - factors, Morale - importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - Job enlargement.	12
IV	**Hawthorne Experiment**: Importance. **Group Dynamics**: Cohesiveness. **Conflict**: Types of Conflict - Resolution of conflict - Sociometry - Group norms - Supervision - style - Training for supervisors.	12
V	**Leadership:** Styles - types - theories - Trait, Managerial Grid, Fiedler's contingency. **Counseling**: Meaning - Importance of counselor - types of counseling - Merits of counseling.	12
	Total Hours	**60**

Text Books

1	L.M.Prasad (2019), Organisational Behaviour (6th Revised ed.),Sultan Chand and Sons.
2	S.S.Khanka (2020), Organisational Behaviour (Text and Cases) (4th ed.). S. Chand.
3	C.B.Gupta (2020), A Textbook of Organisational Behaviour, S.Chand and Company Limited.

Reference Books

1	Stephen P.Robbins, Timothy A.Judge & Neharika Vohra (2022), Organisational behaviour (18th ed.), Pearson Education.
2	K.Aswathappa (2023), Organisational Behaviour (14th ed.), Himalaya Publishing House.
3	Fred Luthans, Brett C.Luthans & Kyle W.Luthans (2021), Organisational Behaviour: An Evidence Based Approach (14th ed.), Mc Graw Hill Education.
4	D.Prabha, K.Vishnupriya, P.Manonmani & S.Vaishnavi (2023), Organizational Behaviour (1st ed.), REST Publishers.

Web Resources (Swayam/NPTEL)

1	https://onlinecourses.swayam2.ac.in/cec24_mg01/preview
2	https://onlinecourses.swayam2.ac.in/imb24_mg48/preview

Department of Management Studies

Course Code	Course Name	Category	Hours / Week	Credits
24BBA24C	**Business Environment**	Core - IV	6	4

Course Objectives

The Course intends to cover

- The fundamental concepts, forms of business, economic systems, internal and external environment.
- Impact of LPG on business, trading blocks, and international environment.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Remember the nature of business, forms of business organisations, and environmental factors.	K1
CLO2	Analyse the impact of economic systems and economic factors on business.	K4
CLO3	Recognise the impact of political, legal and technological environment on business decisions.	K2
CLO4	Understand the importance of socio-cultural and international environment.	K2
CLO5	Examine the implications of LPG and trade blocks on businesses.	K4
K1 - Remember; **K2 –** Understand; **K3** - Apply; **K4** - Analyse		

CLO-PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	1	1	2	1
CLO2	2	1	1	1	-
CLO3	1	1	1	1	2
CLO4	1	1	1	1	1
CLO5	1	2	1	2	1
3 - Substantial (High)		**2** - Moderate (Medium)		**1** - Slight (Low)	

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Core - IV: Business Environment

Unit	Content	No. of Hours
I	**Business:** Nature and Purpose of Business - Characteristics of Business - Types of Industry - Forms of Business Organisation. **Business Environment:** Concept, nature and significance, Internal and External environment.	18
II	**Environmental Analysis:** Need, techniques and limitations. **Economic Environment:** Economic systems and their impact on business - Components of economic environment - economic factors affecting business.	17
III	**Political and Legal environment:** Components - Political factors and legal factors influencing business. **Technological environment:** Meaning - Technological factors affecting business and its impact.	17
IV	**Socio-Cultural environment:** Meaning, Characteristics of Socio-cultural environment. **International environment:** Components and importance.	18
V	**Impact of LPG:** Liberalisation - Meaning - Privatisation - Benefits & pitfalls - Globalisation - Meaning & rationale for Globalisation - Impact of Globalisation on India, Role of WTO & GATT - Trading blocks - ASEAN (Association of Southeast Asian Nations), European Union(EU), South Asian Association for Regional Cooperation (SAARC), Brazil, Russia, India, China, and South Africa (BRICS).	20
	Total Hours	**90**

Text Books	
1	Y.K.Bhushan (2005), Fundamentals of Business Organisation & Management (17th ed.), Sultan Chand & Sons.
2	Francis Cherunilam (2024), Business Environment: Text and Cases. (27th Revised Edition) Eastern Book Company.

Reference Books	
1	K.Aswathappa (2023), Essentials of Business Environment. (16th Revised Edition) Himalaya Publishing House.
2	S.K.Mishra & V.K.Puri (2015), Indian Economy. (33rd Edition) Himalaya Publishing House.
3	M.A.Raajarajeswari, D.Prabha & P.Kowsalya (2021) Basics of Business Environment, (1st Edition) Charulatha Publications.

Web Resources (Swayam/NPTEL)	
1	https://onlinecourses.swayam2.ac.in/nou24_mg04/preview
2	https://onlinecourses.swayam2.ac.in/imb24_mg33/preview

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Course Code	Course Name	Category	Hours / Week	Credits
24BBA25P	**Data Analytics in Business**	**Core Lab - II**	**4**	**3**

Course Objectives

The course intends to cover

- Basics of Python programming and data manipulation techniques using libraries like NumPy and Pandas to preprocess, analyse, and visualise business datasets effectively.
- Exploratory Data Analysis (EDA) to identify patterns, trends, and insights from real-world business case studies and projects.
- Communication of data-driven findings and recommendations.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand basics of Python programming, including data types, variables, control structures, and functions.	K2
CLO2	Apply Python programming concepts, data structures, and libraries to efficiently manipulate and analyse business data sets.	K3
CLO3	Create various plots using Matplotlib and Seaborn, and gain proficiency in plotting with Pandas to effectively visualise data.	K3
CLO4	Perform exploratory data analysis (EDA) on real-world business datasets to identify patterns, trends, and insights that drive data-informed decision making.	K3
CLO5	Communicate data-driven findings, insights, and recommendations effectively to stakeholders.	K3
K1 - Remember; **K2 -** Understand; **K3 -** Apply		

CLO-PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	3	1	1	2
CLO2	1	2	1	2	2
CLO3	2	2	3	2	3
CLO4	1	3	3	2	3
CLO5	1	3	3	2	3
3 - Substantial (High)		**2** - Moderate (Medium)		**1** - Slight (Low)	

Core Lab - II: Data Analytics in Business

Unit	Content	No. of Hours
I	**Introduction to Data Analytics and Python:** Overview of Data Analytics in Business - Importance of Data-Driven Decision Making - Introduction to Python Programming - Python Basics (Data Types, Variables, Control Structures, Functions).	12
II	**Data Manipulation with Python:** Introduction to NumPy and Pandas - Data Structures in Python (Lists, Tuples, Dictionaries) - Data Cleaning and Preprocessing - Data Transformation and Aggregation.	10
III	**Data Visualization with Python:** Introduction to Matplotlib and Seaborn - Basic Plotting Techniques (Line Plots, Bar Plots, Histograms, Scatter Plots) - Customizing Plots - Plotting with Pandas**.**	11
IV	**Exploratory Data Analysis (EDA) with Python:** Descriptive Statistics - Handling Missing Data - Identifying Patterns and Trends - Correlation Analysis - Feature Selection Techniques.	12
V	**Communicating Insights and Reporting:** Effective Data Storytelling - Creating Dashboards and Reports with Python - Presenting Findings to Stakeholders - Best Practices for Data-Driven Communication.	15
	Total Hours	60

Text Books

1	J.T.Smith (2023), Data Analytics in Business: A Comprehensive Introduction, Wiley.
2	E.L.Miller (2022), Data Manipulation with NumPy and Pandas, Packt Publishing.

Reference Books

1	B.J.Harris (2024), Data Visualization with Matplotlib and Seaborn, O'Reilly Media.
2	L.K.Martin (2023), Descriptive Statistics: Concepts and Applications with Python, Routledge.
3	T.M.Roberts (2022), Effective Data Storytelling: Strategies for Impactful Communication, Wiley.

Web Resources (Swayam/NPTEL)

1	https://onlinecourses.nptel.ac.in/noc21_cs45/preview
2	https://onlinecourses.nptel.ac.in/noc23_cs99/preview

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Core Lab - II: Data Analytics in Business

List of Practicals

1. Write a simple Python script to calculate the average of a list of numbers. Use Python basics such as variables, loops, and functions to perform the calculation.

2. Write a Python script that checks whether a specified number is a prime number, utilizing control structures like if statements to assess divisibility.

3. Use NumPy to create array and perform basic operations. (e.g., addition, subtraction)

4. Use Pandas to read a CSV file containing sample data. Perform data cleaning by handling missing values and removing duplicates.

5. Create basic plots (line, bar, histogram) using Matplotlib. Customize these plots with titles, labels, and legends.

6. Create a bar chart using Seaborn to compare the sales performance of different products. Use Pandas to prepare the data for plotting.

7. Calculate descriptive statistics (e.g., mean, median, standard deviation) for a dataset using Pandas.

8. Use Pandas to handle missing data in a dataset. Implement techniques such as imputation or deletion to address missing values.

9. Develop a Python-based dashboard using libraries like Plotly or Dash. Create reports that effectively communicate data insights.

10. Perform data storytelling by presenting findings to stakeholders. Create a comprehensive report including visualizations and key insights.

Course Code	Course Name	Category	Hours / Week	Credits
24BBA26A	**Economics for Executives**	**Allied - II**	**4**	**3**

Course Objectives

This course intends to cover

- Nature and Scope of Economics, demand and supply analysis, Break-even analysis, cost-revenue curves, and production functions to make informed business decisions.
- Market classification, business cycle, inflation, deflation and measures to control them.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand business objectives, apply demand and supply analysis concepts, to interpret buying behavior and forecast market trends.	K2
CLO2	Interpret break-even analysis, cost-revenue curves, and production functions to optimise resource allocation.	K2
CLO3	Analyse market structures and its impact on pricing and competition.	K4
CLO4	Understand the concept of money, National income and business cycle.	K2
CLO5	Gain insights into inflation, business cycles, and deflation and measures to control them.	K2
K1 - Remember; **K2 -** Understand; **K3 -** Apply; **K4** - Analyse		

CLO-PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	2	1	1	2
CLO2	2	2	1	1	1
CLO3	1	2	1	1	1
CLO4	1	1	1	1	1
CLO5	1	1	1	1	1
3 - Substantial (High)		**2** - Moderate (Medium)		**1** - Slight (Low)	

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Allied - II: Economics for Executives

Unit	Content	No. of Hours
I	**Business Economics:** Nature, scope, and objectives. Firm - objectives - Demand and Supply analysis - Law of Demand - Law of Supply - Elasticity of demand - Types - Determinants - Measurement - Cross elasticity of demand.	12
II	**Production function:** Factors of production - Short run and Long run production function- Isoquants - types and properties. Cost- Concepts and Cost analysis - Revenue analysis - Break Even analysis.	12
III	**Market Structure:** Perfect Competition, Monopoly, Monopolistic Competition, Duopoly, Oligopoly - Features, Price determination, Price Discrimination.	12
IV	**National income:** Concepts and Measurement. Circular flow of income in four sector model. **Business Cycle:** Features - Phases - causes - effects - control of business cycle. **Money:** Definition, Kinds and Functions**.**	12
V	**Inflation:** Characteristics - Types of Inflation - Causes and Effects of inflation - Measures to control inflation. **Monetary Policy:** Meaning- Objectives - Instruments. **Fiscal Policy:** Meaning - Objectives - Instruments. Monetary Policy and Fiscal Policy mix to control inflation. **Deflation:** Meaning - Causes and Effects of Deflation.	12
	Total Hours	**60**

Text Books

1	S.Sankaran (2018), Managerial Economics (5th ed.), Margham Publications.
2	R.L.Varshney & K.L.Maheshwari (2010), Managerial Economics (20th ed.), Sultan Chand & Sons.

Reference Books

1	M.L.Jhingan & J.K.Stephen (2020), Managerial Economics (2nd ed.), Vrinda Publications.
2	H.L.Ahuja (2023), Managerial Economics (9th ed.),S. Chand Publications.

Web Resources (Swayam/NPTEL)

1	https://onlinecourses.nptel.ac.in/noc23_ec06/preview
2	https://onlinecourses.nptel.ac.in/noc22_mg43/preview

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Components for Internal Assessment and Distribution of Marks for CIA and ESE (Theory)

Max. Marks	Marks for		Components for CIA									
	CIA	ESE	CIA – I		CIA – II		Best of CIA-I & CIA-II	Model		Attendance	Active Engagement	Total
			Actual	Weightage	Actual	Weightage	Weightage	Actual	Weightage			
100	25	75	50	**5**	50	**5**	**5**	75	**10**	**5**	**5**	**25**

Question Paper Pattern

Component	Duration in Hrs.	Section A			Section B			Section C			Total
		Type of question	No. of questions	Marks	Type of question	No. of questions	Marks	Type of question	No. of questions	Marks	
CIA – I &II	2	MCQ	8	8x1=8	Either or	3	3x6=18	Either or	3	3x8=24	50
Model Exam /ESE	3	MCQ	10	10x1=10	Either or	5	5x5=25	Either or	5	5x8=40	75

Components for Internal Assessment and Distribution of Marks for CIA (Lab)

Max. Marks	Marks for		Components for CIA								
	CIA	ESE	Test - I		Test - II		Model		Observation	Total
			Actual	Weightage	Actual	Weightage	Actual	Weightage		
100	40	60	50	**10**	50	**10**	60	**15**	**5**	**40**

Examination Pattern

Component	Duration in Hrs.	Marks			Weightage
		Practical	Record	Total Marks	
Test - I	2	50	-	50	10
Test - II	2	50	-	50	10
Model	3	60	-	60	15
ESE	3	50	10	60	-

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Part – IV : Foundation Courses
(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours / Week	Credits
24HUM2FC	**Human Rights**	**FC - II**	**2**	**2**

Unit	Content
I	**Concept of Human Values, Value Education Towards Personal Development** Aim of Education and Value Education; Evolution of Value Oriented Education; Concept of Human Values; Types of Values; Components of Value Education. **Personal Development:** Self-analysis and Introspection; Sensitization towards Gender Equality, Physically Challenged, Intellectually Challenged. Respect to - Age, Experience, Maturity, Family Members, Neighbors, Co-workers. Character Formation towards Positive Personality: Truthfulness, Constructively, Sacrifice, Sincerity, Self-Control, Altruism, Tolerance, Scientific Vision.
II	**Value Education Towards National and Global Development** **National and International Values:** Constitutional or National Values - Democracy, Socialism, Secularism, Equality, Justice, Liberty, Freedom, and Fraternity. Social Values - Pity and Probity, Self-Control, Universal Brotherhood. Professional Values - Knowledge Thirst, Sincerity in Profession, Regularity, Punctuality, and Faith. Religious Values - Tolerance, Wisdom, Character. Aesthetic Values - Love and Appreciation of Literature and Fine Arts and Respect for the Same. National Integration and International Understanding.
III	**Impact of Global Development on Ethics and Values** Conflict of Cross-Cultural Influences, Mass Media, Cross-Border Education, Materialistic Values, Professional Challenges, and Compromise. Modern Challenges of Adolescent Emotions and Behavior; Sex and Spirituality: Comparison and Competition; Positive and Negative Thoughts. Adolescent Emotions, Arrogance, Anger, Sexual Instability, Selfishness, Defiance

IV	**Therapeutic Measures**
	Control of the Mind through
	    a. Simplified Physical Exercise
	    b. Meditation – Objectives, Types, Effect on Body, Mind and Soul
	    c. Yoga – Objectives, Types, Asanas
	    d. Activities:
	        (i) Moralisation of Desires
	        (ii) Neutralisation of Anger
	        (iii) Eradication of Worries
	        (iv) Benefits of Blessings

V	**Human Rights**
	1. Concept of Human Rights – Indian and International Perspectives
	    a. Evolution of Human Rights
	    b. Definitions under Indian and International Documents

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2. Broad Classification of Human Rights and Relevant Constitutional Provisions.
   a. Right to Life, Liberty and Dignity
   b. Right to Equality
   c. Right against Exploitation
   d. Cultural and Educational Rights
   e. Economic Rights
   f. Political Rights
   g. Social Rights
3. Human Rights of Women and Children
   a. Social Practice and Constitutional Safeguards
      (i) Female Feticide and Infanticide
      (ii) Physical Assault and harassment
      (iii) Domestic Violence
      (iv) Conditions of Working Women
4. Institutions for Implementation
   a. Human Rights Commission
   b. Judiciary
5. Violations and Redressal
   a. Violation by State
   b. Violation by Individuals
   c. Nuclear Weapons and terrorism
   d. Safeguards

Web Resources	
1.	https://syllabus.b-u.ac.in/syl_college/ug_ve.pdf

Components for Internal Assessment and
Distribution of Marks for CIA (Theory)

Max Marks	Marks for		Components for CIA								Total (**Best** + **Model**)
	CIA	ESE	CIA – I		CIA – II		**Best** of CIA-I & CIA-II	Model			
50	50	-	Actual	Weightage	Actual	Weightage	Weightage	Actual	Weightage		**50**
			50	**25**	50	**25**	**25**	50	**25**		

Question Paper Pattern

Duration in Hrs.	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Offline	Open Choice	5 (Out of 8)	5 x 10=50

Department of Management Studies

Part – IV : Foundation Courses

(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours / Week	Credits
24HUM2FC	**Human Rights**	**FC - II**	**2**	**2**

Unit	Content
I	**Concept of Human Values, Value Education Towards Personal Development** Aim of Education and Value Education; Evolution of Value Oriented Education; Concept of Human Values; Types of Values; Components of Value Education. **Personal Development:** Self-analysis and Introspection; Sensitization towards Gender Equality, Physically Challenged, Intellectually Challenged. Respect to - Age, Experience, Maturity, Family Members, Neighbors, Co-workers. Character Formation towards Positive Personality: Truthfulness, Constructively, Sacrifice, Sincerity, Self-Control, Altruism, Tolerance, Scientific Vision.
II	**Value Education Towards National and Global Development** **National and International Values:** Constitutional or National Values - Democracy, Socialism, Secularism, Equality, Justice, Liberty, Freedom, and Fraternity. Social Values - Pity and Probity, Self-Control, Universal Brotherhood. Professional Values - Knowledge Thirst, Sincerity in Profession, Regularity, Punctuality, and Faith. Religious Values - Tolerance, Wisdom, Character. Aesthetic Values - Love and Appreciation of Literature and Fine Arts and Respect for the Same. National Integration and International Understanding.
III	**Impact of Global Development on Ethics and Values** Conflict of Cross-Cultural Influences, Mass Media, Cross-Border Education, Materialistic Values, Professional Challenges, and Compromise. Modern Challenges of Adolescent Emotions and Behavior; Sex and Spirituality: Comparison and Competition; Positive and Negative Thoughts. Adolescent Emotions, Arrogance, Anger, Sexual Instability, Selfishness, Defiance

IV	**Therapeutic Measures**
	 Control of the Mind through
	       a. Simplified Physical Exercise
	       b. Meditation – Objectives, Types, Effect on Body, Mind and Soul
	       c. Yoga – Objectives, Types, Asanas
	       d. Activities:
	            (i) Moralisation of Desires
	            (ii) Neutralisation of Anger
	            (iii) Eradication of Worries
	            (iv) Benefits of Blessings

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Unit	Content
V	**Human Rights** 1. Concept of Human Rights – Indian and International Perspectives a. Evolution of Human Rights b. Definitions under Indian and International Documents 2. Broad Classification of Human Rights and Relevant Constitutional Provisions. a. Right to Life, Liberty and Dignity b. Right to Equality c. Right against Exploitation d. Cultural and Educational Rights e. Economic Rights f. Political Rights g. Social Rights 3. Human Rights of Women and Children a. Social Practice and Constitutional Safeguards (i) Female Feticide and Infanticide (ii) Physical Assault and harassment (iii) Domestic Violence (iv) Conditions of Working Women 4. Institutions for Implementation a. Human Rights Commission b. Judiciary 5. Violations and Redressal a. Violation by State b. Violation by Individuals c. Nuclear Weapons and terrorism d. Safeguards

Web Resources	
1.	https://syllabus.b-u.ac.in/syl_college/ug_ve.pdf

Components for Internal Assessment and
Distribution of Marks for CIA (Theory)

Max Marks	Marks for		Components for CIA							Total (Best + Model)
	CIA	ESE	CIA – I		CIA – II		Best of CIA-I & CIA-II	Model		
			Actual	Weightage	Actual	Weightage	Weightage	Actual	Weightage	
50	50	-	50	**25**	50	**25**	**25**	50	**25**	**50**

Question Paper Pattern

Duration in Hrs.	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Offline	Open Choice	5 (Out of 8)	5 x 10=50

Department of Management Studies

Semester 3

Semester – 3

Course Code	Part	Course Category	Course Name	Hours/ Week	Examination				Credits
					Duration in Hours	Max. Marks			
						CIA	ESE	Total	
24TAM31L	I	Language - I	Tamil - III	4	3	25	75	100	3
24HIN31L			Hindi - III						
24MAL31L			Malayalam - III						
24FRE31L			French - III						
24ENG32L	II	Language - II	English - III	4	3	25	75	100	3
24BBA33C	III	Core - V	Marketing Management	6	3	25	75	100	4
24BBA34C	III	Core - VI	Operations and Materials Management	6	3	25	75	100	4
24BBA35P	III	Core Lab - III	Business Intelligence and Reporting	4	3	40	60	100	2
24BBA36A	III	Allied - III	Business Regulatory Framework	4	3	25	75	100	3
24BBA37P	III	SEC - I	Banking Procedure	2	3	40	60	100	2
24BAT3FC/	IV	FC - III	Basic Tamil /	-	2	50	-	50	2
24ADT3FC/			Advanced Tamil/						
24IKS3FC			Indian Knowledge Systems (IKS)*						
24MOO3AE	IV	AECC - III	Online Course - MOOC	-	-	50	-	50	2
			Total	**30**				**800**	**25**

Department of Management Studies

Part –I : Tamil –III
(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours / Week	Credit
24TAM31L	Tamil - III	Language - I	4	3

Course Objectives

- தமிழரின் பிற துறை சார்ந்த சிந்தனைகளைக் கற்றுத் தேர்தல்

- இன்றைய அறிவியல் வளர்ச்சி மற்றும் கணினியின் பயன்பாட்டுத் தேவையை உணர்த்துதல்

- இயற்கை பாதுகாப்பு குறித்த விழிப்புணர்வை வளர்த்தல்

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	வணிகத் தமிழ் - கணினித் தமிழின் நுட்பங்கள் மற்றும் பயன்பாடுகளை அறிதல்.	K1, K2
CLO2	ஊடகம் மற்றும் உளவியல் தன்மை குறித்த சிந்தனைகளை வளர்த்தல்.	K2
CLO3	சுற்றுலா - சுற்றுச்சூழலியல் தேவை மற்றும் மீட்டுருவாக்கம் குறித்து உணர்த்துதல்.	K3
CLO4	மேலாண்மை பற்றி அறிதல் மற்றும் சுயக்கற்றல் திறனை வளர்த்தல்.	K1, K3
CLO5	கொங்கு ஆளுமைகள் குறித்து அறியச் செய்தல்.	K2, K3
K1 - Remember; **K2** - Understand; **K3** – Apply		

Department of Management Studies

Part – I: Tamil – III

பயன்பாட்டுத் தமிழ்

Unit	Content	No. of Hours
I	**வணிகம் மற்றும் கணினித் தமிழ்** தமிழரின் வணிகம் - வணிகக் கடிதங்கள் – உலகமயமாக்கல் - செயற்கை நுண்ணறிவு கற்றல் - இணைய நூலகம் - இணையத் தமிழ் பயன்பாடு	12
II	**ஊடகம் மற்றும் உளவியல் தமிழ்** ஊடகத்தின் இன்றியமையாமை - நிகழ்வுகளைச் செய்திகளாக வடிவமைத்தல் - ஊடகத் துறையில் மொழியின் பங்கு - உளவியல் வரையறை - உளவியல் பிரிவுகள் - வகுப்பறை உளவியல் (ஆசிரியர், மாணவர்)	12
III	**சுற்றுச்சூழலியல் மற்றும் சுற்றுலாவியல்** தமிழரின் சூழலியல் அறிவு - சுற்றுச்சூழல் மாசுபாடு - சுற்றுச்சூழல் பாதுகாப்பு - சுற்றுலா வகைகள் - உலகப் புகழ்பெற்ற சுற்றுலாத் தலங்கள் - சுற்றுலா வளர்ச்சி மற்றும் பயன்கள்	12
IV	**மேலாண்மைத் தமிழ் மற்றும் மொழிப்பயிற்சி** மேலாண்மையும் அணுகுமுறைகளும் - மேலாண்மை செயல்பாடுகள் மற்றும் வகைகள் - வகுப்பறை மேலாண்மை – நேர்காணல் - நூல் திறனாய்வு மற்றும் மதிப்பீடு - படிவங்கள் பூர்த்தி செய்தல் மற்றும் விண்ணப்பங்கள்	12
V	**பன்முக ஆளுமைகள்** ஜி.டி.நாயுடு(அறிவியல்) – பத்மஸ்ரீ டாக்டர் பக்தவத்சலம்(மருத்துவம்) - நா மகாலிங்கம்(தொழில்) - மயில்சாமி அண்ணாதுரை(விஞ்ஞானம்) - என் ஜி ராமசாமி(சமூகம்) - நம்மாழ்வார்(விவசாயம்)	12
	Total Hours	60

Reference Books

1	சுந்தரம்.இல, (2022) கணினித் தமிழ், விகடன் பிரசுரம்
2	மணியரசன்.துரை, (2019), இணையமும் இனியத் தமிழும், இசை பதிப்பகம்
3	பொன்னவைக்கோ.மு, (2015) இணையத் தமிழ் வரலாறு, பாரதிதாசன் பல்கலைக் கழகம்.
4	தங்கமணி இரா.ம, (2018) சுற்றுலாவியல், கொங்கு பதிப்பகம்
5	இலக்கியா க.வி, நந்தினி சா.சு,(2022), விடியல் பதிப்பகம்
6	சின்னத்தம்பி முருகேசன்.பொன்(2016) சுற்றுச் சூழலியல்(உலகம் தழுவிய வரலாறு), எதிர் வெளியீடு
7	இறையன்பு.வெ (2018) இலக்கியத்தில் மேலாண்மை, நியூ செஞ்சுரி புக் ஹவுஸ்

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Reference Books	
8	ஸ்ரீனிவாசன்.வி, (2009), திருக்குறளில் மேலாண்மை, விகடன் பிரசுரம்
9	பட்டனத்தி மைந்தன், (2018), ஜி.டி நாயுடு, ராமையா பதிப்பகம்
10	டாக்டர் பக்தவத்சலம்.ஜி (2009) இதயம் ஒரு கோவில், விஜா பதிப்பகம்

Question Pattern	
காலம் : 3 மணி நேரம் மொத்த மதிப்பெண்கள் : 75	
பிரிவு – அ   **10x1=10**
• சரியான விடையைத் தேர்ந்தெடுத்து எழுதுக.
பிரிவு – ஆ   **5x5=25**
• வணிகம் மற்றும் கணினித் தமிழ்   -   1 வினா
• ஊடகம் மற்றும் உளவியல் தமிழ்   -   1 வினா
• சுற்றுலாவியல் மற்றும் சுற்றுச்சூழலியல் -   1 வினா
• மேலாண்மைத் தமிழ் மற்றும் மொழிப்பயிற்சி-   1 வினா
• கொங்கு ஆளுமைகள்   -   1 வினா
பிரிவு – இ   **5x8=40**
• வணிகம் மற்றும் கணினித் தமிழ்   -   1 வினா
• ஊடகம் மற்றும் உளவியல் தமிழ்   -   1 வினா
• சுற்றுலாவியல் மற்றும் சுற்றுச்சூழலியல் -   1 வினா
• மேலாண்மைத் தமிழ் மற்றும் மொழிப்பயிற்சி-   1 வினா
• கொங்கு ஆளுமைகள்   -   1 வினா

குறிப்பு :   ஆ, இ பிரிவுகளில் வினாக்கள் "இது" அல்லது "அது" என்ற வகையில் அந்தந்த அலகுகளிலிருந்து அமைத்தல் வேண்டும்.

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Course Code	Course Name	Category	Hours / Week	Credit
24HIN31L	**Hindi - III**	**Language - I**	**4**	**3**

Course Objectives

- May have knowledge of the contents of primitive poetry
- Learn about contemporary poetry and its techniques.
- Interest in reading poetry and the ability to express social thoughts will improve
- This will help you to understand the basics of Hindi literature and to understand Hindi literature properly
- Knowledge of the elements of poetry and the knowledge of subtle translation will improve

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	May have knowledge of the contents of primitive poetry	K1, K2
CLO2	Learn about contemporary poetry and its techniques.	K2
CLO3	Interest in reading poetry and the ability to express social thoughts will improve	K3
CLO4	This will help you to understand the basics of Hindi literature and to understand Hindi literature properly	K1, K3
CLO5	Knowledge of the elements of poetry and the knowledge of subtle translation will improve.	K2, K3
K1 - Remember; **K2** - Understand; **K3** - Apply		

Part – I: Hindi – III

Unit	Content	No. of Hours
I	**Poetry: Kavya Lehar – By Dr. V. Baskhar Pracheen Kavitha** 1. Mahatma Kaber – Saki 2. Goswamy Tulasidas – Ram-Van-Aman 3. Mahatma Soordas – Baal – Leela 4. Kavivar Rahim – Dohe	14
II	**Poetry: Kavya Lehar – By Dr. V. Baskhar Aadhunik Kavitha** 1. Mythili Sharn Gupth – Vikaral Bijali 2. Sumithranandan Panth – Parivarthan 3. Suryakanth Thripati Nirala – Sandhayasundarai 4. Ramdhari Sing Dinkar – Bhagavan Ke Dakkiya 5. Harivansray Bachchan – Kota Sikka 6. Agyeya – Anubhav Paripakva 7. Naresh Mehtha – Ullangan 8. Dharmaveer Bharathi – Tum Mere Koun Ho	14
III	**History of Hindi Literature:** (Sahithyik Tippanian) 1. Ammer Kusro 2. Vidhyapathi 3. Chandbardhayi 4. Pruthiviraj Raso 5. Ramacharitha Manas 6. Vinaya Patrika	12
IV	**Alankar:** 1.Anupras 2. Yamak 3. Slesh 4.Vakrokthi 5.Upama, 6. Roopak 7. Virodhabas	10
V	**Translation**: **English - Hindi only** Anuvadh abhyas – III (16-30 Lessons Only)	10
	Total Hours	**60**

Text Books	
1	Dr Baskhar V., (2006), Kavya lehar –Jawahar Pusthakalay, Sadar Bazaar,Mathura-U.P.281001.
2	Anuvadh abyas-III,Dakshin Bharath Hindi Prachar Sabha Chennai – 17.
Reference Books	
1	Rajnath sharma,(2010) Hindi sahithya ka saral ithihaas, Vinod Pustak Mandir, Agra-282
2	Kavya pradeep rambadri shukla,(2008) hindi bhavan, 36, tagore town, allahabad – 211 002.

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Course Code	Course Name	Category	Hours/Week	Credit
24MAL31L	**Malayalam - III**	**Language - I**	**4**	**3**

Course Objectives

- May have knowledge of the contents of primitive poetry

- Learn about contemporary poetry and its techniques.

- Interest in reading poetry and the ability to express social thoughts will improve

- This will help you to understand the basics of Malayalam Poetry and to understand Malayalam literature properly

- It will provide knowledge of the elements of poetry.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Get a basic knowledge of the history of Malayalam literature.	K1
CLO2	Enhances the art and taste of Malayalam literary works	K1
CLO3	Literary genres can be learned	K2
CLO4	Create more to read and enjoy Malayalam poetry	K3
CLO5	Get the basic Knowledge of poetry techniques	K4
K1 - Remember; **K2** - Understand; **K3** – Apply; **K4 -** Analyze		

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Part – I: Malayalam – III

Unit	Content	No. of Hours
I	Poetry – Chinthavishtayaya Seetha	14
II	Poetry – Chinthavishtayaya Seetha	14
III	Poetry – Mrugasikshakan - (Murgasikshakan, Kausalya, Varavu, Vittupoku Ekalavyan, Mazha) 6 poetries	12
IV	Poetry – Mrugasikshakan - (Kayal, Karkkadakam, Bhagavatham, Vazhivakkile naikutty, Edavelayil oru nimisham, Verumoru kathu) 6 poetries	10
V	Poetry – Aayisha	10
Total Hours		**60**

Text Books	
1	Kumaranasan, (2012), Chinthavishtayaya Seetha, Kerala Book Store Publishers.
2	Vijayalakshmi, (2010), Mrugasikshakan, DC Books, Kottayam.
3	VayalarRamavarma,(2014), Aayisha, Kerala Book Store Publishers.
Reference Books	
1	Dr.Leelavathi M, (2015) Kavitha SahithyaCharitram, Kerala Sahithya Academy, Trichur.
2	Dr.Leelavathi M, (2015) Kavitha Dwani, D.C.Books, Kottayam.
3	Dr.George K.M, (2014) Aadhunika Sahithyacharithram Prasthanangalilude, D.C.Books, Kottayam.
4	Chummar T.M. (2009) Padya Sahithya Charithram, Kerala Sahithya Academy, Trichur.

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Course Code	Course Name	Category	Hours/Week	Credit
24FRE31L	**French - III**	**Language - I**	**4**	**3**

Course Objective

      To interact in a simple way, ask and answer simple questions about themselves, where they live, people they know, and things they have, initiate and respond to simple statements in areas of immediate need or on very familiar topics, rather than relying purely on a very finite rehearsed, lexically-organized repertoire of situation-specific phrases.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Comprehend a repertoire of vocabulary	K1
CLO2	Understand tenses and intermediary level of grammar	K2
CLO3	Try to converse in unknown situation	K3
CLO4	Translate unknown texts on familiar topics	K4
K1 - Remember; **K2** - Understand; **K3** – Apply; **K4 -** Analyse		

Part – I: French – III

Unit	Content	No. of Hours
I	Etape 1 (Lecons 1 - 3)	14
II	Etape2 (Lecons 1 - 3)	14
III	Etape 3 - Leçons 1 – 2	12
IV	Etape 3 – Leçon 3	10
V	Etape 4 – Leçon 1	10
	Total Hours	**60**

Text Book	
1.	<u>Céline Himber</u>, <u>Corina Brillant</u>, <u>Sophie Erlich</u>, (2014), Adomania2 – Methode Defrancais, Publisher : Hachette Fle
Reference Book	
1.	Yves Loiseau, Régine Merieux (2009), Latitudes 1, Publisher: French and European Publications Inc.

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Course Code	Course Name	Category	Hours/ Week	Credits
24ENG32L	**English-III**	**Language- II**	**4**	**3**

Course Objectives

The course intends to cover
- Various genres of literature
- Inter personal skills essential at work environment

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	List out the connotations and denotations to pen poems.	K1
CLO2	Identify complex characters to navigate philosophical and intellectual learning and employ it in work place.	K2
CLO3	Interpret various prose styles to enhance creative writing	K3
CLO4	Compute vocabulary and grammatical proficiency in communication to enhance clarity in content creation.	K3
CLO5	Practice communication skills to be effective in lifelong learning.	K3
K1 – Remember; **K2**-Understand; **K3**- Apply		

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Part-II: English-III

Unit	Content	No. of Hours
I	**Poetry** 1. Nothing Will Die – Alfred Lord Tennyson 2. Porphyria's Lover – Robert Browning 3. Obituary – A K Ramanujan	12
II	**Scenes from William Shakespeare's Plays** 1. Romeo and Juliet – The Balcony Scene 2. Merchant of Venice - Court Scene 3. Julius Caesar - Murder Scene	12
III	**Famous Speeches** 1. You've Got to Find What You Love-Steve Jobs 2. You Will Prevail -Sundar Pichai 3. I am Malala – Malala Yousafzai	12
IV	**Language Competency** 1. Identifying types of Sentences 2. Sentence Structure 3. Active Voice and Passive Voice 4. Direct and Indirect Speech	12
V	**English for Communication Listening and Speaking** Participating in a Group Discussion 1. Group discussion as a selection process 2. Different kinds of Group Discussion 3. Structure of Group Discussion 4. Successful Group Discussion Techniques 5. Group Discussion – Do's and Don'ts **Reading and Writing** 1. Reading diagrammatic information-interpretations maps, graphs and pie charts 2. Narrative writing– Two to three paragraphs 3. Dramatizing everyday situations/social issues through skits. (Writing scripts and performing)	12
	Total Hours	**60**

Reference Book

1.	Wren, P.C. (1973). High school English grammar and composition.

Web Resources (Swayam/NPTEL)

1.	https://nptel.ac.in/courses/109106129
2.	https://nptel.ac.in/courses/109104031

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Course Code	Course Name	Category	Hours / Week	Credits
24BBA33C	**Marketing Management**	**Core - V**	**6**	**4**

Course Objectives

The Course intends to cover

- Marketing principles, Consumer Behavior, Product Management.
- Pricing, Distribution Strategies and Promotional Techniques, equipping students with strategic marketing skills for modern Business Environment.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand fundamental marketing concepts, market types, and the role of marketing in business decision-making.	K2
CLO2	Analyse consumer behavior, buying motives and buying decisions.	K1 - K4
CLO3	Understand product development, life cycle stages, branding, and packaging strategies in marketing.	K2
CLO4	Examine pricing methods, strategies, distribution channels, and risk management in marketing.	K1 - K4
CLO5	Understand market segmentation strategies for effective targeting and positioning.	K2
K1 - Remember; **K2 -** Understand; **K3** - Apply; **K4 –** Analyse		

CLO -PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	3	2	2	2
CLO2	2	2	2	3	2
CLO3	2	2	2	3	2
CLO4	3	2	2	3	2
CLO5	2	2	2	2	2
3 - Substantial (High)		**2** - Moderate (Medium)		**1** - Slight (Low)	

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Core - V: Marketing Management

Unit	Content	No. of Hours
I	**Introduction to Marketing** - Types of Markets - Core Concepts of Marketing - Functions of Marketing and Role in Modern Business - Marketing Orientations - Evolution of Marketing Concepts.**Marketing Mix:** Four Ps and Extended Ps - Marketing Information Systems (MIS). **Marketing Environment:** Micro and Macro Factors - Strategic Marketing Planning.	18
II	**Consumer Behavior:** Concept and importance - Factors affecting Consumer Behaviour, Types of Buying Decisions - Consumer Buying Decision Process, Buying Motives - Buyer Behaviour Models.	18
III	**Product:** Concept - Types of Products - Consumer Goods and Industrial Goods - Product Life Cycle (PLC) - Stages - Product Mix, Product Line, and Product Item Decisions - Product Modification and Elimination. **Product Planning and Development:** Concept and Steps in developing New Products - Strategies.**Packaging:** Meaning, Types, Role and Functions.	18
IV	**Pricing:** Concept and Importance - Pricing Policies and Objectives - Factors influencing Pricing decisions - Pricing Strategies - Price Discrimination. **Pricing Methods:** Cost-Based, Competitor-Based, and Demand-Based Pricing - Competitor Reactions to Price Changes - Multi-Product Pricing. **Physical Distribution:** Meaning and its Management. **Marketing Risks**: Types – Risk Management	18
V	**Market Segmentation:** Introduction, Concept, Benefits, Requisites of Effective Market Segmentation - Process of Market Segmentation - Bases for Segmenting Consumer Markets, **Targeting and Positioning**: Targeting - Meaning, Target market strategies - Market Positioning - Meaning, and Positioning Strategies -Value Proposition.	18
	Total Hours	**90**

Text Books	
1	R.S.N. Pillai & Bhagavathy, (2020), Marketing management (4th Edition), Sultan Chand & Sons Publications, New Delhi.
2	Rajan Saxena (2019) Marketing Management (6th Edition) Tata McGraw Hill Publications, New Delhi.

Reference Books	
1	Philip Kotler and Kevin Lane Keller (2019) Marketing Management (16th Edition) Pearson Education, New Delhi.
2	V.S. Ramaswamy and S. Namakumari (2018) Marketing Management: Indian Context Global Perspective (6th Edition) SAGE Publications India Pvt Ltd, New Delhi.

Web Resources (Swaya/NPTEL)	
1	https://nptel.ac.in/courses/110104068
2	https://nptel.ac.in/courses/110108141

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Department of Management Studies

Course Code	Course Name	Category	Hours / Week	Credits
24BBA34C	**Operations and Materials Management**	**Core - VI**	**6**	**4**

Course Objectives

The Course intends to cover:

- Fundamental concepts of Production operations and materials management.
- Practical and industry best practices like Lean Manufacturing, Six Sigma, TQM, and ISO standards.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Remember the functions and techniques of production management and plant layout.	K1
CLO2	Identify the scope and functions of material handling and maintenance.	K2
CLO3	Understand materials management principles, including planning, purchasing, and vendor development.	K2
CLO4	Interpret inventory control tools, EOQ, reorder points, and storekeeping.	K2
CLO5	Gain knowledge about quality control, inspection, TQM, benchmarking, and ISO procedures.	K2
K1 - Remember; **K2 –** Understand		

CLO -PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	2	2	1	1
CLO2	3	2	2	2	1
CLO3	3	2	3	2	2
CLO4	3	2	2	1	2
CLO5	3	2	3	2	2
3 - Substantial (High)		**2** - Moderate (Medium)		**1** - Slight (Low)	

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Department of Management Studies

Core - VI: Operations and Materials Management

Unit	Content	No. of Hours
I	**Operations Management:** Operations Management - Concept - Functions - Scope - Plant Location - Factors - Site location - Plant Layout Principles - Classification - Process - Product layout. **Production Planning and Control:** Meaning - Principles - Routing - Scheduling - Dispatching - Control – Lean Manufacturing - Six sigma.	18
II	**Material Handling:** Importance - Scope, Functions - Principles - Criteria for selection of material handling equipments. **Maintenance:** Objectives - Types - Breakdown - Preventive - Routine. **Work measurement:** Steps - Methods study - Time study - Motion study.	18
III	**Materials Management**: Organization of Materials Management - Principles - Integrated materials management. **Purchasing:** Procedure - Principles - Import substitution and Import Purchase procedure - Vendor rating - Vendor development.	18
IV	**Inventory Control:** Functions of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point - Safety stock- Leadtime Analysis. **Storekeeping:** Objectives - Functions - Store keeper - Duties - Responsibilities, Location of store - Stores Ledger - Bin card.	18
V	**Quality Control**: Objectives - Tools - Types of Inspection. **TQM:** Meaning - Objectives - Elements - Benefits. **Benchmarking:** Meaning - Objectives - Advantages. **ISO:** Features - Advantages - Procedure for obtaining ISO.	18
	Total Hours	**90**

Text Books	
1	S N Chary (2019), Production and Operations Management (6th ed.), McGraw Hill Publication.
2	R.Panneerselvam (2012), Production and Operations Management (3rd ed.), PHI Learning.

Reference Books	
1	N. Chapman Stephen, Arnold J.R. Tony (2017), Introduction to Materials Management, (6th ed.), Pearson
2	B. Krishna Reddy, G.Sudarsana Reddy, K. Aswathappa (2009), Production and Operations Management, Himalaya Publishers

Web Resources (Swayam/NPTEL)	
1	https://onlinecourses.swayam2.ac.in/imb24_mg70/preview
2	https://onlinecourses.nptel.ac.in/noc24_mg106/preview

Department of Management Studies

Course Code	Course Name	Category	Hours/ Week	Credits
24BBA35P	**Business Intelligence and Reporting**	**Core Lab - III**	**4**	**2**

Course Objectives

The Course intends to cover

- Fundamentals of Business Intelligence (BI), Data-Driven Reporting, Dashboard Development, Performance Measurement & KPIs, Data Visualisation & Storytelling.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand the fundamentals of Business Intelligence and reporting.	K2
CLO2	Apply data processing techniques for creating reports and dashboards.	K1 - K3
CLO3	Design and analyse BI dashboards for decision-making.	K1 - K4
CLO4	Utilize data visualisation techniques to generate business insights.	K1 - K3
CLO5	Develop and present actionable reports based on real-world datasets.	K1 - K3
K1 - Remember; **K2 -** Understand; **K3** - Apply; **K4 -** Analyse		

CLO -PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	3	2	2	2
CLO2	2	2	2	3	2
CLO3	2	2	2	3	2
CLO4	3	2	2	3	2
CLO5	2	2	2	2	2
3 - Substantial (High)		**2** - Moderate (Medium)		**1** - Slight (Low)	

Department of Management Studies

Core Lab - III: Business Intelligence and Reporting

Unit	Content	No. of Hours
I	**Business Intelligence:** Overview of BI concepts and data-driven decision-making - BI tools and their applications (Power BI, Tableau, MS-Excel) - Role of BI in Business Strategy. **Power BI and Tableau:** Introduction to Power BI and Tableau for BI reporting - real-world applications of BI dashboards. Connecting BI tools to structured and unstructured data sources.	6+4
II	**Data Cleaning and Pre-processing:** Data extraction, transformation, and loading (ETL) - Data aggregation and cleansing techniques - Connecting BI tools to various data sources. **Data transformation and ETL processes using Power BI:** Extracting, transforming, and loading (ETL) business data - Data aggregation, cleansing, and preprocessing using Power BI - Creating data connections from databases, MS-Excel, and Application Programming Interface(APIs).	6+6
III	**Data Visualisation and Dashboard Design:** Visualisation principles and best practices - Creating KPIs and performance metrics - Customising dashboards with filters and interactivity. **Designing interactive dashboards using Power BI and Tableau:** Designing dashboards with KPIs and custom filters - Implementing interactive visualisations using Power BI and Tableau - Building reports for performance tracking.	6+6
IV	**Advanced BI Analytics and Insights:** Time-series analysis and trend forecasting - Predictive analytics in BI reporting - Generating reports for executive decision- making. **Creating reports for business scenarios using Power BI:** Implementing forecasting and trend analysis in BI reports - Using calculated fields and measures in Power BI - Creating executive reports for business strategy.	6+6
V	**Capstone Project & Case Studies:** Real-world business intelligence cases - Industry case studies on BI-driven decision-making. Final project - **Business intelligence reporting for a business case:** Group project **-** Designing a BI dashboard for a company - Case study discussion on BI implementation in industry - Final project presentation and feedback session.	6+8
	Total Hours	**60**

Text Books	
1	Foster Provost & Tom Fawcett, (2013), Data Science for Business, O'Reilly Media, USA.
2	Cindi Howson, (2008), Successful Business Intelligence, McGraw-Hill, USA.

Reference Books	
1	S. N. Sharma, (2020), Data Analytics with Power BI and Tableau, BPB Publications, New Delhi.
2	Anil Maheshwari, (2019), Data Analytics, McGraw Hill Education, New Delhi.
3	U. Dinesh Kumar, (2017), Business Analytics: The Science of Data-Driven Decision Making, Wiley India, New Delhi.
4	Vikas Gupta, (2021), Excel, Power BI, and Tableau for Data Analysis, BPB Publications, New Delhi.

Web Resources (Swayam/NPTEL)	
1	NPTEL Course on Data Analytics for Business: https://nptel.ac.in/courses/110106072

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Core Lab - III: Business Intelligence and Reporting

List of Practical

1. Create a BI Dashboard using Power BI.

2. Connect to Unstructured Data and Create a Dashboard in Tableau.

3. Extract, transform, and load business data from Excel and SQL Server, followed by data cleaning and aggregation using Power BI.

4. Connect Power BI to multiple sources, aggregate and cleanse data, and prepare it for analysis.

5. Create a dashboard that tracks key performance indicators (KPIs) with user-driven interactivity.

6. Design an interactive dashboard that visualises performance across multiple dimensions.

7. Perform time-series analysis on sales data and forecast future trends using built-in forecasting tools in Power BI.

8. Build a multi-sheet executive dashboard that uses predictive insights and calculated KPIs for strategic decision-making.

9. Simulate a real-world BI project by designing a dashboard for decision-making using sales and customer data.

10. Analyse an industry case study using a BI tool and build a report/dashboard based on provided data.

Course Code	Course Name	Category	Hours / Week	Credits
24BBA36A	**Business Regulatory Framework**	**Allied - III**	**4**	**3**

Course Objectives

The Course intends to cover

- Business ethics, legal framework for contracts, sales, and agency, emphasising their principles, execution, and implications in business practices.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Remember ethical principles, corporate social responsibility and elements of good corporate governance.	K1
CLO2	Understand the essentials, classifications and key rules of contracts, including offer, acceptance and party capacity.	K2
CLO3	Understand consideration, consent, and quasi-contracts, along with remedies for breach and discharge of contracts.	K2
CLO4	Understand the principles of contract formation, transfer of property, and rights of unpaid vendors in the sale of goods.	K2
CLO5	Gain insights on the creation, classification and termination of agency, and the roles and liabilities of agents and principal.	K2
K1 - Remember; **K2 -** Understand		

CLO -PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	1	1	2	1
CLO2	1	2	1	3	2
CLO3	2	1	1	3	1
CLO4	3	2	1	3	1
CLO5	1	1	1	1	1
3 - Substantial (High)		**2** - Moderate (Medium)		**1** - Slight (Low)	

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Allied - III: Business Regulatory Framework

Unit	Content	No. of Hours
I	**Business Ethics:** Ethics and Business Ethics - Ethical principles in Business - Concepts, Values and Ethics - Ethical Corporate Behavior - Social Responsibility of Business. **Corporate Governance:** Need, Principles, Scope - Elements of good corporate governance.	12
II	**Law of Contract:** Essentials of contract - Agreements - Classification of contracts - Offer - Legal rules as to offer - Acceptance - Rules as to acceptance - Capacity of parties to create contract - Wagering agreements - Stranger to a Contract and exceptions.	12
III	**Consideration:** Legal rules - Contract without Consideration-Consent-Coercion-Undue influence - Misrepresentation - Fraud - Mistake. Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions - Quasi contracts - Discharge of contract - Breach of contract - Remedies.	12
IV	**Sale of Goods:** Formation of contract of sale - Sale and agreement to sell - Hire purchase agreement - Effect of destruction of goods - Documents of title to goods - Rules of Caveat Emptor - Exceptions. **Transfer of property:** Sale by Non - owners - Right of resale - Right of lien - Unpaid Vendor's rights.	12
V	**Agency:** Creation of Agency- Classification of Agents - Relations of Principal and Agent - Delegation of authority. Relations of Principal with third parties. Personal liability of Agent-Termination of Agency.	12
	Total Hours	**60**

Text Books

1	M.B.Shukla, (2005), Business Ethics and Corporate Governance, Cengage Learning. Business Ethics and Corporate Governance 0071333320, 9780071333320 - DOKUMEN.PUB
2	R. S. N.Pillai & S Bhagavathi, (2021), Business Law, S. Chand Publishing.

Reference Books

1	N.D. Kapoor, 1993, Business Laws, Sultan Chand, New Delhi
2	K.S. Anantharaman, 2003 Business and Corporate Laws, Sitaraman& co. Pvt. Ltd.

Web Resources (Swayam/NPTEL)

1	https://onlinecourses.swayam2.ac.in/cec20_hs23/preview
2	https://onlinecourses.swayam2.ac.in/nou23_cm11/preview

Department of Management Studies

Part - III: Skill Enhancement Courses

Course Code	Course Name	Category	Hours/Week	Credits
24BBA37P	**Banking Procedures**	**SEC – I : Lab**	**2**	**2**

Course Objectives

The course intends to cover:

- Basics of Banking Regulations and Operations.
- Hands-on exercises like opening accounts, handling cheques, managing online transactions and applying for banking facilities like loans, credit cards, and DEMAT accounts.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand the fundamentals of Banking.	K2
CLO2	Comprehend different forms of bank deposits, financial security and compliance.	K2
CLO3	Analyse the essentials and validity of cheques.	K1 - K4
CLO4	Understand Financial transactions by access to banking services from trusted devices and networks.	K2
CLO5	Apply bank loan processes, types, and purposes in addressing financial and economic needs.	K1 - K3
K1 - Remember; **K2 -** Understand; **K3** - Apply; **K4** – Analyse			

CLO -PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	2	1	2	2
CLO2	1	2	2	3	2
CLO3	2	2	2	3	3
CLO4	3	2	2	3	3
CLO5	2	2	2	2	3
3 - Substantial (High)		**2** - Moderate (Medium)		**1** - Slight (Low)	

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Skill Enhancement Course - I: Lab - Banking Procedures

Unit	Content	No. of Hours
I	**Banking Regulation Act 1949:** Origin of banks - Definition of banking - Classification of banks - Banking system, Banker's rights - RBI - Functions - Social responsibility of Banks - Banking Vs Non-Banking financial companies.	6
II	**Operations of Bank Accounts:** Types of Accounts (Savings, Current, FD, RD and NRI) - Bank Passbook - Special types of customers (Minors, NRI, Companies) - KYC norms. **Demat account -** Benefits and importance.	6
III	**Methods of Payment and Collection:** Features - Essentials for a valid cheque - Crossing - making an endorsement - Payment of cheques - statutory protection - duties of paying banker and collecting banker - refusal of payment of cheque - Duties of holder and holder - in due course. Demand draft - features.	6
IV	**Electronic banking:** Personal banking - Retail banking - Internet banking - Mobile Banking - Online Banking Vs. Offline banking. **Electronic Funds Transfer:** ATM and CDM(Cash Deposit Machine) - Debit Card - Smart Card - Credit Card - E-cash - Swift - NEFT – RTGS - IMPS.	6
V	**Loans and Advances:** Classification - Factors limiting the level of Banks' Advances - Secured Advances - Non-Fund Based Advances - Unsecured Loans.	6
	Total Hours	30

Text Book

1	K.P.M Sundharam and P.N Varshney (2019), Banking Theory Law & Practice, (2019) Sultan Chand & Sons., New Delhi

Reference Books

1	K.Natarajan & E.Gordon (2023), Banking Theory and Practice, 30th edition, Himalaya Publishing House.
2	Indian Institute of Banking and Finance (2023), Principles and Practices of Banking, 1st Edition, Macmillan Education India Pvt. Ltd.

Web Resources

1	https://onlinecourses.nptel.ac.in/noc25_mg40/preview

List of Practicals

1. List out the Commercial banks in India. Write the financial products offered by them and explain their benefits.

2. Open a savings account at a nationalised bank include nominee details. Fill out pay-in slips for deposits and withdrawal slips and complete a challan for taking demand draft.

3. Fill forms for opening fixed deposits, recurring deposits.

4. Open a current account and apply for overdraft facilities.

5. Explain about different types of cheques (such as bearer, order, and crossed cheques), and essentials of secured process of issuing, endorsing, and encashing cheques ensuring safety measures and security features.

6. Fill in a demand draft application form.

7. Fill out an application form to open an Internet Banking account and explain the process for applying for credit and debit cards.

8. Collect and fill out the application form for an ATM card. Explain the process of activating it, generating PIN.

9. Complete the application form for obtaining an educational loan / vehicle loan / Agri loan / Housing loan from any bank. Explain CIBIL Score.

10. Explain the steps for transferring funds through your bank's online money transfer system. (IMPS, NEFT, RTGS, UPI, Internet banking & Mobile Banking)

11. Explain and fill out the forms to open a DEMAT and Trading account, delivery instruction slip and market/off-market transfer forms.

12. Complete the KYC (Know Your Customer) process by filling out the required forms, submitting identity and address proof documents, and understanding the verification procedure followed by banks.

Department of Management Studies

Part – IV Foundation Courses
(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours/Week	Credits
24IKS3FC	**Indian Knowledge Systems**	**FC-III**	**-**	**2**

Unit	Content
1	**Indian Knowledge System (IKS) Basic Concepts** - Introduction - Journey of Indian Culture and Civilization - Hindu Philosophical System - Contribution of Indian Knowledge System in Science and Arts - Indian Knowledge System and Way of Life - The Implicit Concepts in Indian Knowledge System - Social Viewpoint in Indian Knowledge system - Idea of Vasudhaiva Kutumbakam.
2	**Indian Culture, Art & Architecture** - Introduction - Concept of Culture - Culture and Heritage - General Characteristics of Culture - Indian Culture - Indian Culture during the Modern and Contemporary Period -The Factors of Unity in Diversity - Aspects of Indian culture - Indian Architecture - Architecture of Tamil Nadu
3	**Vedic Mathematics** - Introduction - History of Vedic Mathematics - Addition - Subtraction - Base Method - Sub Base Method - Multiplication by numbers consisting of all 9s - Division - Special Methods of Division - Straight Division.
4	**Science and Technology in Indian Knowledge System(IKS)-** Introduction - The Indian S & T Heritage - Metals and Metalworking Technology - Lost wax casting of Idols and Artefacts - Literary sources for Science and Technology - Technology in Ancient India - Significant Science and Technology Discovery in Ancient India - Council of Scientific and Industrial Research - Animal Science in Ancient India - Biodiversity and folk traditions.
5	**History of Trade and Commerce in Ancient India** - Introduction - Indigenous Banking System - Rise of Intermediaries - Transport - Major Trade Centres - Major Exports and Imports - Position of Indian Subcontinent in World Economy.
6	**Indigenous Agriculture and IKS** - Introduction - History of Indian Agriculture - Indigenous Knowledge - Organic Farming and Natural Fertilization - Mixed Cropping and Crop Rotation - Ecological and Socioeconomic Impacts of Indigenous Farming - Challenges and Future Directions.
7	**Traditional Water Management Systems of India** - Introduction - Methodology - Traditional Water Management Systems - Northern Region - North Western Region - North Eastern Region - Central Indian Region - Southern Indian Region.

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Unit	Content
8	**Traditional Foods and Festival of India** - History - Introduction - Foods Consumed in Different Regions of India - Eating Styles of India - Traditional Equipment's used for Cooking - Changes in Consumption of Traditional Foods - Traditional Foods/Modern Functions - The Future of Traditional Foods - Traditional Festivals of India.
9	**Sports in India-From Ancient Period to Modern Period** - Introduction - Indus Valley Civilization - Early Hindu Period/ Epic Period - Traditional Indoor and Outdoor Games **-** British Period - Post Independence - Modern period.
10	**Nobel Laureates of Indian Origin & Inspiring Scientists of India and their Contributions** - History of the Nobel Prize - Nobel Prize Insignia - Indian Nobel Prize winners and their Biography - Inspiring Scientists and their Contributions.

Reference Resources	
1	https://www.education.gov.in/shikshakparv/docs/background_note_Stimulating_Indian_Knowledge_Systems_Arts_Culture.pdf
2	Singh, R. K., King, C. A., & Barrett, D. A. (2010). Traditional ecological knowledge and agricultural sustainability in India. Indian Journal of Traditional Knowledge, 9(2), 231- 243

Department of Management Studies

Components for Internal Assessment and Distribution of Marks for CIA and ESE (Theory)

Max Marks	Marks for		Components for CIA						
	CIA	ESE	CIA		Model		Attendance	Active Engagement	Total
100	**25**	**75**	Actual	Weightage	Actual	Weightage	**5**	**5**	**25**
			50	**5**	75	**10**			

Question Paper Pattern

Component	Duration in Hours	Section A			Section B			Section C			Total
		Type of Question	No. of Questions	Marks	Type of Question	No. of Questions	Marks	Type of Question	No. of Questions	Marks	
CIA	2	MCQ	8	8x1=8	Either or	3	3x6=18	Either or	3	3x8=24	50
Model Exam / **ESE**	3	MCQ	10	10x1=10	Either or	5	5x5=25	Either or	5	5x8=40	75

Components for Internal Assessment and Distribution of Marks for CIA (Lab)

Max Marks	Marks for		Components for CIA						
	CIA	ESE	Test		Model		Experiments / Programs	Observation	Total
100	40	60	Actual	Weightage	Actual	Weightage	Marks	**5**	**40**
			50	**10**	60	**15**	10		

Examination Pattern

Component	Duration in Hours	Marks			Total Marks
		Practical Exam	Record	Weightage	
Test	2	50	-	**10**	50
Model	3	60	-	**15**	60
Experiments	-	-	-	**10**	10
Observation	-	-	-	**05**	05
Total Marks - CIA				**40**	**40**
ESE	3	50	10	-	**60**

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Components for Internal Assessment and Distribution of Marks for CIA (Foundation Course -Theory)*

Max Marks	Marks for		Components for CIA					
	CIA	ESE	CIA		Model			Total
50			Actual	Weightage	Actual	Weightage		
	50	-	50	25	50	25		50

*FC-III-Indian Knowledge System – A Self-study course with an open book assessment

Question Paper Pattern

Duration in Hours	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Offline	Open Choice	5 (Out of 8)	5 x 10=50

Components for and Distribution of Marks for ESE (Theory) Ability Enhancement Compulsory Courses (AECC) & Question Paper Pattern

Duration in Hours	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Online	MCQ	50	50x1=50