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 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 with social responsibility.
PLO4	Possess robust skills through lifelong learning for ever-changing business environment.
PLO5	Leverage digital fluency to implement sustainable solutions emphasising the responsible use of technology to maximise societal impact.

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 Hours/Week)**	7	7 X 6	42	7 X 4	28	100	2, 3, 4, 5, 6
	Core Theory **(5 Hours/Week)**	6	6 X 5	30	6 X 4	24		1, 5, 6
	Core Theory **(4 Hours/Week)**	3	3 X 4	12	3 X 3	9		2, 4, 5
	Core Lab **(4 Hours/Week)**	4	4 X 4	16	4 X 2	8		1, 2, 3, 4
	Allied Theory	4	4 X 4	16	4 X 3	12		1, 2, 3, 4
	Elective	2	2 X 5	10	2 X 3	6		5, 6
	Project	1	1 X 6	6	1 X 5	5		6
	SEC: Internship	1	-	-	1 X 2	2		5
	Skill Enhancement Course (SEC)	3	3 X 2	6	3 X 2	6		3, 4, 6
IV	Foundation Course (FC)	2	2 X 2	4	2 X 2	4	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	14	2	2	-	2	**30**	**24**
5	-	-	-	-	30	24	-	-	-	-	**30**	**24**
6	-	-	-	-	30	22	-	-	-	-	**30**	**22**
Total	**16**	**12**	**16**	**12**	**138**	**100**	**10**	**14**	**-**	**2**	**180**	**140**

Curriculum Framework

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	**Lab:** 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	**Lab:** 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	**Lab:** 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 Lab - I	**Lab:** Banking Procedures	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**

Semester - 4

Course Code	Part	Course Category	Course Name	Hours/ Week	Examination				Credits
					Duration in Hours	Max. Marks			
						CIA	ESE	Total	
24TAM41L	I	Language - I	Tamil - IV	4	3	25	75	100	3
24HIN41L			Hindi - IV						
24MAL41L			Malayalam - IV						
24FRE41L			French - IV						
24ENG42L	II	Language - II	English - IV	4	3	25	75	100	3
24BBA43C	III	Core - VII	Human Resource Management	6	3	25	75	100	4
24BBA44C	III	Core - VIII	Financial Management	4	3	25	75	100	3
24BBA45P	III	Core Lab - IV	**Lab:** Advanced Data Analytics for Business Decisions	4	3	40	60	100	2
24BBA46A	III	Allied - IV	Quantitative Techniques for Management	4	3	25	75	100	3
24BBA47P	III	SEC Lab - II	**Lab:** Retail Management	2	3	40	60	100	2
24IDT4AE/	IV	AECC - IV	Innovation and Design Thinking/	2	2	-	50	50	2
24IPR4AE/			Intellectual Property Rights/						
24END4AE			Entrepreneurship Development						
24EXC4LA	V	Extra-curricular and Co-curricular	Liberal Arts	-	-	50	-	50	2
			Total	**30**				**800**	**24**

Semester - 5									
Course Code	**Part**	**Course Category**	**Course Name**	**Hours/ Week**	**Examination**				**Credits**
					Duration in Hours	**Max. Marks**			
						CIA	**ESE**	**Total**	
24BBA51C	III	Core - IX	Accounting for Managers - II	6	3	25	75	100	4
24BBA52C	III	Core - X	Advertising and Sales Promotion	5	3	25	75	100	4
24BBA53C	III	Core - XI	Research Methods for Management	5	3	25	75	100	4
24BBA54C	III	Core - XII	Services Marketing	4	3	25	75	100	3
24BBA55C	III	Core - XIII	Taxation Law and Practice	5	3	25	75	100	4
24BBA5AE	III	Elective - I	Customer Relationship Management/ **(Marketing)**	5	3	25	75	100	3
24BBA5BE			Industrial Relations/ **(Human Resource)**						
24BBA5CE			Insurance Principles and Practice **(Finance)**						
24BBA56I	III	SEC	Internship	-	2	50	-	50	2
			Total	**30**				**650**	**24**

Semester - 6									
Course Code	**Part**	**Course Category**	**Course Name**	**Hours/ Week**	**Examination**				**Credits**
					Duration in Hours	**Max. Marks**			
						CIA	**ESE**	**Total**	
24BBA61C	III	Core - XIV	Entrepreneurship and Small Business Management	6	3	25	75	100	4
24BBA62C	III	Core - XV	Business Correspondence	6	3	25	75	100	4
24BBA63C	III	Core - XVI	Management Information System	5	3	25	75	100	4
24BBA6AE/	III	Elective - II	**Consumer Behaviour (Marketing)**	5	3	25	75	100	3
24BBA6BE/			Organisational Development **(Human Resource)**						
24BBA6CE			Investment Analysis **(Finance)**						
24BBA64P	III	SEC Lab - III	**Lab:** Business Communication	2	3	40	60	100	2
24BBA6PR	III	Project	**Core:** Project Work	6	3	40	60	100	5
			Total	**30**				**600**	**22**
			Grand Total	**180**				**4250**	**140**

Semester 1

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	**Lab:** 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**

Part - I : Language I-Tamil-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: Language-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

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

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: Language-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 forCollege 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

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

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)	

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, components 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	

Course Code	Course Name	Category	Hours / Week	Credits
24BBA15P	Advanced Excel and Financial Modelling	Core Lab - I	4	2

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)	

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	

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.	K3
CLO5	Interpret and measure the variations 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)	

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

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
100	25	75	Actual	Weightage	Actual	Weightage	Weightage	Actual	Weightage	5	5	25
			50	5	50	5	5	75	10			

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
100	40	60	Actual	Weightage	Actual	Weightage	Actual	Weightage	5	40
			50	10	50	10	60	15		

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	-

Part - IV : Foundation Course

(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).

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.

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							
	CIA	ESE	CIA - I		CIA - II		Best of CIA-I & CIA-II	Model		Total (Best + 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

Part - IV : Ability Enhancement Compulsory Course

(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		

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 particular day - 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 Hours	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Online	MCQ	50	50x1=50

Semester - 2

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	**Lab:** 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**

Part - I: Language-I-Tamil - II

(All the Undergraduate Programmes)

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

Course Objectives

The Course intends to cover

- தமிழ் இலக்கியம் கற்பதன் மூலம் நாகரிகம் மற்றும் பண்பாட்டைப் புரிந்துகொள்ளுதல்.
- தனிப்பட்ட வளர்ச்சி, படைப்பாற்றல் திறனை வளர்த்தல்.
- வாழ்வியல் அறங்களைக் கற்றல் மற்றும் வாழ்வைச் செழுமையாக்க உதவும் நன்னெறிகளை அறிதல்.

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		

Part - I: Language-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 - ஔவை துரைச்சாமி 3. கீழடி வெளியீடு - தொல்லியல் துறை, 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**
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

Part - II : Language-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		

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 themeeting 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 TeachingReading. 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

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)	

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

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)	

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	

Course Code	Course Name	Category	Hours / Week	Credits
24BBA25P	Lab: Data Analytics in Business	Core Lab - II	4	2

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	

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)	

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	

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
100	25	75	Actual	Weightage	Actual	Weightage	Weightage	Actual	Weightage	5	5	25
			50	5	50	5	5	75	10			

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
100	40	60	Actual	Weightage	Actual	Weightage	Actual	Weightage	5	40
			50	10	50	10	60	15		

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	-

Part - IV : Foundation Course

(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

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	
	Total Hours	**30**

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							
	CIA	ESE	CIA - I		CIA - II		Best of CIA-I & CIA-II	Model		Total (Best + Model)
50	50	-	Actual	Weightage	Actual	Weightage	Weightage	Actual	Weightage	50
			50	25	50	25	25	50	25	

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

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	**Lab :**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 Lab - I	**Lab:** Banking Procedures	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**

Part -I : Language-I-Tamil -III

(All the Undergraduate Programmes)

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

Course Objectives

The course intends to

- 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		

Part - I: Language-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

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, விஜயா 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.

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

Course Objectives

The course intends to

- 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
- Help to understand the basics of Hindi literature and to understand Hindi literature properly
- Have Knowledge of the elements of poetry and 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.

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

Course Objectives

The Course intends to

- 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
- Understand the basics of Malayalam Poetry and to understand Malayalam literature properly
- 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		

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.

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

Course Objective

The course intends

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. Céline Himber, Corina Brillant, Sophie Erlich, (2014), Adomania2 - Methode Defrancais, Publisher : Hachette Fle

Reference Book

1. Yves Loiseau, Régine Merieux (2009), Latitudes 1, Publisher: French and European Publications Inc.

Part-II: Language-II-English-III

(All the Undergraduate Programmes)

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		

Part-II: Language-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	

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)	

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 (Swayam/NPTEL)		
1	https://nptel.ac.in/courses/110104068	
2	https://nptel.ac.in/courses/110108141	

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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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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	

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)	

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	

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)	

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	

Part - III: Skill Enhancement Course(SEC)

Course Code	Course Name	Category	Hours/Week	Credits
24BBA37P	Banking Procedures	SEC Lab - I	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)	

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(Swayam/NPTEL)		
1	https://onlinecourses.nptel.ac.in/noc25_mg40/preview	

List of Practical

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.

Part - IV Foundation Course

(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.

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

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**

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

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

Semester - 4

Semester - 4									
Course Code	**Part**	**Course Category**	**Course Name**	**Hours/ Week**	**Examination**				**Credits**
					Duration in Hours	**Max. Marks**			
						CIA	**ESE**	**Total**	
24TAM41L	I	Language - I	Tamil - IV	4	3	25	75	100	3
24HIN41L			Hindi - IV						
24MAL41L			Malayalam - IV						
24FRE41L			French - IV						
24ENG42L	II	Language - II	English - IV	4	3	25	75	100	3
24BBA43C	III	Core - VII	Human Resource Management	6	3	25	75	100	4
24BBA44C	III	Core - VIII	Financial Management	4	3	25	75	100	3
24BBA45P	III	Core Lab - IV	**Lab:** Advanced Data Analytics for Business Decisions	4	3	40	60	100	2
24BBA46A	III	Allied - IV	Quantitative Techniques for Management	4	3	25	75	100	3
24BBA47P	III	SEC Lab - II	**Lab:** Retail Management	2	3	40	60	100	2
24IDT4AE/	IV	AECC - IV	Innovation and Design Thinking/	2	2	50	-	50	2
24IPR4AE/			Intellectual Property Rights/						
24END4AE			Entrepreneurship Development						
24EXC4LA	V	Extra-curricular and Co-curricular	Liberal Arts	-	-	50	-	50	2
			Total	**30**				**800**	**24**

Part - I: Language - I- தமிழ் - IV

(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours / Week	Credits
24TAM41L	Tamil - IV	Language - I	4	3

Course Objectives

The Course intends to cover

- தமிழ் இலக்கிய வளர்ச்சிப் போக்குகள் மற்றும் நுட்பங்களை அறியச்செய்தல்.
- தமிழ்நாடு அரசுப் பணியாளர் தேர்வாணையம் நடத்தும் போட்டித்தேர்வுகளை எதிர்கொண்டு வேலைவாய்ப்பினைப் பெறும் வகையில் மாணவர்களைத் தயார்படுத்துதல்.
- கேட்டல், பேசுதல், படித்தல் மற்றும் எழுதுதல் முதலான திறன்களை(LSRW Skills) அறியச்செய்தல்.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	இலக்கியங்கள் மூலம் பண்டைய தமிழக மக்களின் வாழ்க்கை முறை, சமூக மதிப்பீடுகள், கலை, கலாச்சாரம் போன்றவற்றை ஆழமாகப் புரிந்துகொள்ளுதல்.	K1- K3
CLO2	தமிழறிஞர்களின் தமிழ்த்தொண்டை அறிவதன் மூலம் தமிழ் மொழியின் செழுமை, அதன் இலக்கிய வளம் மற்றும் பண்பாட்டு அடையாளம் ஆகியவற்றை அறிந்துகொள்ளுதல்.	K1- K3
CLO3	பிழையின்றி பேசுவதற்கும் எழுதுவதற்கும் இலக்கணத்தை பயன்படுத்துதல்.	K1 - K3
CLO4	தமிழ்நாடு அரசு நடத்தும் அனைத்து தேர்வுகளுக்கும் கல்வி மற்றும் மொழி வளர்ச்சிக்கும் கலைச்சொற்கள் ஒரு முக்கியத் தேவையாக உள்ளன என்பதனை உணர்தல்.	K1- K3
CLO5	உரைநடை பத்தியை வாசித்து கேட்கப்படும் வினாக்களுக்கு ஏற்ற பதில்களைத் தேடுவதன் மூலம் ஆழமான புரிதல் ஏற்படும் என்பதை உணர்தல்.	K2, K3
K1 - Remember; **K2** - Understand; **K3** - Apply		

Unit	Content	No. of Hours
I	(இலக்கிய வரலாறு) • திருக்குறள் • நாலடியார் • நான்மணிக்கடிகை • பழமொழி நானூறு • முதுமொழிக்காஞ்சி • திரிகடுகம் • இன்னா நாற்பது • சிறுபஞ்சமூலம் • ஏலாதி • ஔவையார் பாடல்கள்	12
II	(தமிழ் அறிஞர்களும், தமிழ்த்தொண்டும்) திராவிட மொழிகள் தொடர்பான செய்திகள்: • உ.வே.சாமிநாத ஐயர் • தெ.பொ.மீனாட்சி சுந்தரம் • சி.இலக்குவனார். தமிழ்ப்பணி தொடர்பான செய்திகள்: • தேவநேய பாவாணர் • பெருஞ்சித்திரனார் • ஜி.யு.போப் • வீரமாமுனிவர். தமிழ்த்தொண்டு மற்றும் சான்றோர் தொடர்பான செய்திகள்: • பாவேந்தர் • டி.கே.சிதம்பரனாதர் • தவத்திரு குன்றக்குடி அடிகளார் • கண்ணதாசன் • வேலுநாச்சியார் • முடியரசன் • தமிழ் ஒளி • கி.வா.ஜகந்நாதர் • நாமக்கல் கவிஞர்	12

Unit	Content	No. of Hours
III	(இலக்கணம்) • குறில், நெடில் வேறுபாடு • லகர, ளகர, ழகர வேறுபாடு • னகர, ணகர வேறுபாடு • ரகர, றகர வேறுபாடு • சுட்டெழுத்துக்கள் • வினா எழுத்துக்கள் • இனவெழுத்துக்கள் • ஒருமைப் பன்மை அறிதல் • எழுத்துப்பிழை, ஒற்றுப்பிழை அறிதல் • ஓரெழுத்து ஒருமொழி • ஒருபொருள் பன்மொழி • இருபொருள் குறிக்கும் சொற்கள்	12
IV	(எழுத்துத்திறன் மற்றும் கலைச்சொற்கள்) • சொற்றொடர் அமைத்தல் • தொடர் வகைகள் • செய்வினை, செயப்பாட்டு வினை • தன்வினை, பிறவினை. திணைமரபு: • உயர்திணை, • அஃறிணை. பால் மரபு: • ஆண்பால், • பெண்பால், • பலர்பால். • வினைமரபு • தொகை மரபு • நிறுத்தல் குறியீடுகள். பல்துறை சார்ந்த கலைச்சொல்லுக்கு நேரான தமிழ்ச்சொல் அறிதல்: • அறிவியல், கல்வி, மருத்துவம், மேலாண்மை, சட்டம், புவியியல், தொழில்நுட்பம், ஊடகம், தகவல் தொழில்நுட்பம்.	12

Unit	Content	No. of Hours
V	வாசித்தல், புரிந்து கொள்ளும் திறன் மற்றும் எளிய மொழி பெயர்ப்பு வாசித்தல் : கொடுக்கப்பட்ட பத்தியை வாசித்து கேட்கப்பட்ட வினாக்களுக்கு சரியான விடையைத் தேர்ந்தெடுத்தல். புரிந்துகொள்ளும் திறன்: உவமைத் தொடரின் பொருளறிதல், மரபுத்தொடரின் பொருளறிதல், பழமொழிகள் பொருளறிதல். எளிய மொழி பெயர்ப்பு: ஆங்கிலம் மற்றும் பிறமொழிச் சொற்களுக்கு இணையான தமிழ்ச் சொற்கள் அறிதல், பயன்பாட்டில் உள்ள ஆங்கிலச் சொற்களை மொழிபெயர்த்தல்.	12
	Total Hours	**60**

Reference Books

1	வரதராசன் மு. (2021, 34-வது பதிப்பு), தமிழ் இலக்கிய வரலாறு, சாகித்திய அகாதமி பதிப்பு.
2	டாக்டர் தமிழண்ணல், (2010, 26-ம் பதிப்பு), புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம்.
3	பேரா. முனைவர் பாக்கியமேரி, (2022, 6-ம் பதிப்பு), வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, நியூசெஞ்சுரி புக் ஹவுஸ்(பி). லிட்.
4	பாலசுப்பிரமணியம் சி. (2016, 27-ம் பதிப்பு), தமிழ் இலக்கிய வரலாறு, சாரதா பதிப்பகம்.
5	டாக்டர் பூவண்ணன், (2019, முதல் பதிப்பு), தமிழ் இலக்கிய வரலாறு, வர்த்தமான் பதிப்பகம்
6	பேராசிரியர்.விமலானந்தம் மது.ச. (2017, முதல் பதிப்பு), தமிழ் இலக்கிய வரலாறு, பாரி நிலையம்
7	விஜயராகவன், முனைவர் கண்ணன் கு. (2018, முதல் பதிப்பு), தமிழ் இலக்கியம் இலக்கணம் வரலாறு, பாவை பப்ளிக்கேஷன்.
8	முனைவர் இராசா கி. (2019, 4-ம் பதிப்பு), தமிழ் இலக்கிய வரலாறு, நியூ செஞ்சுரி புக் ஹவுஸ் (பி). லிட்.
9	முனைவர் அருணாச்சலம் மு. (2017 6-ம் பதிப்பு), தமிழ் இலக்கிய வரலாறு, அருண் பதிப்பகம்.
10	குமரன் கோ (2010, முதல் பதிப்பு), தமிழ் இலக்கணம் எளிய அறிமுகம், சந்தியா பதிப்பகம்.

Part - I: Language - I - Hindi - IV

Course Code	Course Name	Category	Hours / Week	Credits
24HIN41L	Hindi - IV	Language - I	4	3

Course Objectives

The Course intends to cover

- Knowledge of contemporary drama contents of Hindi literature.
- Novels and its techniques. The ability to read novels and express criticism about it and the ability to express social thoughts will improve.
- Litigation messages in Hindi and news on speech techniques.
- The Ability to write articles on their own and improve their sophisticated translation skills.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand the text styles and grammatical elements.	K1
CLO2	Discuss the content of a reading passage.	K2
CLO3	Develop an interest in the appreciation of short stories.	K3
CLO4	Comprehend the grammatical structures and sentence making.	K4
CLO5	Understand the language and developing English to Hindi translation skill.	K4
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4**-Analyse.		

Unit	Contents	No. of Hours
I	Drama: Dhuvasaminy By Jayashankar Prasad	12
II	Novel - Nirmala - Premchand	12
III	Lokkothi & Muhavare - Naveen Hindi Vyakaran (Selected Lokkokthi -10 & Muhavare-10)	12
IV	General Essay :Aadarsh Nibandh	12
V	Translation : Hindi-English Only Anuvadh Abhyas - III (16-30 Lessons Only)	12
	Total Hours	**60**
Text Books		
1.	Jayashankar Prasad (2015), Dhuvasaminy, Drama, , Publisher : Dakshin Bharath Hindi Prachar Sabha, Chennai-17.	
2	Premchand(2015),Nirmala,Novel , Rajkamal Prakashan,1B Nethaji Subash Marg,New Delhi	
Reference Books		
1.	Rajnath Sharma , Hindi Sahithya Ka Saral Ithihaas, , Vinod Pustak Mandir,Agra-282	
2.	Kavya Pradeep Rambadri Shukla, Hindi Bhavan, 36, Tagore Town, Allahabad - 211 002.	

Part - I: Language - I-Malayalam - IV

Course Code	Course Name	Category	Hours / Week	Credits
24MAL41L	Malayalam - IV	Language - I	4	3

Course Objectives

The Course intends to cover

- Knowledge of contemporary drama contents of Malayalam literature.
- Screen play and its techniques. The ability to read drama and express criticism about it and the ability to express social thoughts will improve.
- Litigation messages in Malayalam and news on speech techniques.
- Ability to write articles on their own and improve their creative skills.

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 drama	K1
CLO2	Can read and critique Screenplay	K1
CLO3	Create interest in art literature courses	K2
CLO4	The hope of writing a Drama or a Screen Play.	K3
CLO5	The idea of creating new works and critique knowledge will improve.	K4
K1 - Remember; **K2 -** Understand; **K3 -** Apply; **K4-**Analyse.		

Unit	Content	No. of Hours
I	Screen Play - Perumthachan	12
II	Screenplay - Perumthachan	12
III	Drama - Saketham	12
IV	Drama - Saketham	12
V	Drama - Saaketham	12
	Total Hours	**60**
Text Books		
1.	Perumthachan - M.T.Vasudevan Nair, DC Books	
2.	Saketham - C.N.Sreekandan Nair, DC Books.	
Reference Books		
1.	Malayala Nataka Sahithya Charithram. G Sankara Pillai (Kerala SahithyaAkademi, Trissur)	
2.	Malayala NatakaSahithya Charithram, Vayala Vasudevan Pillai (Kerala SahithyaAkademi Thrissur).	
3.	Natakam- Oru Patanam (C.J. SmarakaPrasanga Samithi, Koothattukulam)	
4.	Natakaroopacharcha, Kattumadam Narayanan (NBS, Kottayam)	
5.	Chalachithra sameeksha - Vijayakrishanan.	
6.	Cinemayude Paadangal Visakalanavum Veekshanavum - Jose-K.Manual	

Part - I: Language - I-French - IV

Course Code	Course Name	Category	Hours / Week	Credits
24FRE41L	French - IV	Language - I	4	3

Course Objective

The course intends
To communicate during easy or habitual tasks requiring a basic and direct information exchange on familiar subjects to use simple words to describe his or her surroundings and communicate immediate needs

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Comprehend the grammatical structures in various genres.	K1
CLO2	Understand the text styles and poetical elements.	K2
CLO3	Develop an interest in the appreciation of literature.	K3
CLO4	Discuss and respond to content of a reading passage.	K4
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyse		

Unit	Contents	No. of Hours
I	Etape 5 (Lecons 1 - 3)	12
II	Etape 6 (Lecons 1 - 3)	12
III	Etape 7 - Leçons 1 - 2	12
IV	Etape 7 - Leçon 3, Etape 8 - Leçon 1	12
V	Etape 8 - Leçons 2 - 3	12
Etapes 5 to 8, Pages 63 to 114		
	Total Hours	**60**
Text Book		
1	Adomania 2 , Methode de francais , Céline Himber, Corina Brillant, Sophie Erlich Publisher: HACHETTE FLE, Goyal Publishers and Distributors Pvt Ltd, New Delhi (9810322459)	
Reference Book		
1	Latitudes 1 , Yves Loiseau, Régine Merieux Publisher: French and European Publications Inc, Goyal publishers and distributors Pvt Ltd, New Delhi (9810322459).	

Part - II: Language-II-English -IV

(All the Undergraduate Programmes)

English for Competitive Examinations

Course Code	Course Name	Category	Hours / Week	Credits
24ENG42L	English-IV	Language-II	4	3

Course Objectives

The course intends to cover

- Essential Language Skills for Competitive Exams.
- Grammatical Mastery and Writing Skills for confident formal communication.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Identify grammatical errors with precision and write with clarity and accuracy.	K1
CLO2	Identify, comprehend and use a wide range of vocabulary to enhance verbal expression.	K2, K3
CLO3	Construct structured essays, reports, and formal letters with clarity and coherence.	K3
CLO4	Interpret diverse texts using strategic reading techniques to analyze content and answer comprehension questions effectively	K3
CLO5	Understand and employ the technical and administrative terms to excel in the career.	K2, K3
K1 - Remember; **K2** - Understand; **K3** - Apply		

Part-II: Language - II -English-IV

Unit	Content	No. of Hours
I	**Grammar** Parts of Speech, Concord, Tenses, Active Voice and Passive Voice, Types of Sentences - Statement, Interrogative, Imperative, Exclamatory, Transformation of Statements into imperatives, Interrogatives into Statements, Assertive into Negatives, Exclamatory Sentences into Statements, Imperatives into Inquisitive Interrogatives, Imperatives into Appreciative Statements, Verbs, Main Verbs and Auxiliary Verbs, Regular and Irregular Verbs	12
II	**Grammar** Infinitives, Gerunds, Participles, Question Tags, Sentence Patterns, Types of Sentences - Simple, Compound and Complex, Phrases and Clauses, Degrees of Comparison - Positive, Comparative & Superlative, Direct into Indirect and Indirect to Direct, Synthesis of Sentences, Punctuations,	12
III	**Vocabulary and Writing Skills** Synonyms, Antonyms, Homonyms, Homophones, Collocations, Idioms & Phrases, Phrasal verbs, Spelling of words, Correct usage of words, One word substitution, Word Creation, Singular and plural (including Zero plural), Derivatives, Abbreviations, British and American English, Compound words and Figures of speech. Letter writing (formal and informal) - Types of Letters, Precis Writing, Jumbled sentences, Finding out the right order of sentences, Making queries, Inferences, Blanks, Substitutions.	12
IV	**Reading Comprehension** Types of Passages (Narrative, Argumentative, Factual, Descriptive),Unseen passages (News Paper, Headlines, Editorials, Government related News), Question Types - Strong question, Weak question, Match the following, Sentence Completion, Ascertainment of facts	12
V	**Administrative Vocabulary & Translation** Marketing and Sales, Human Resource, Finance and Operation, Organization and Management, Office Procedures and Document Word Translation, Sentence Translation, Tense related translation tasks, Tense / Voice related tasks. (**Simple words - Basic Level**)	12
	Total Hours	**60**

Reference Books

1.	Bhatnagar, R. P., & Bhargava, R. (2017). English for Competitive Examinations (3rd ed.). New Delhi: Laxmi Publications.
2.	Wren, P. C., & Martin, H. (2007). High School English Grammar & Composition (11th ed.). New Delhi: S. Chand & Company
3.	Gupta, S. C. (2014). English Grammar & Composition (2nd ed.). Meerut: Arihant Publications
4.	Aggarwal, R. S., & Aggarwal, V. (2022). Quick Learning Objective General English (Revised ed.) New Delhi, S. Chand Publishing.

Web Resources (Swayam/NPTEL)

1.	https://onlinecourses.nptel.ac.in/noc24_hs73/preview

Course Code	Course Name	Category	Hours/Week	Credits
24BBA43C	Human Resource Management	Core - VII	6	4

Course Objectives:

This Course intends to cover:

- Principles, functions, and practices of Human Resource Management for effective workforce management.
- Recruitment, training, appraisal, and managing employees while addressing career development, industrial relations, and ethical HR practices.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand HRM and its strategic aspects.	K1 - K2
CLO2	Apply HR Planning and Job Analysis to design job roles.	K1 - K3
CLO3	Analyse recruitment, selection and induction practices.	K1 - K4
CLO4	Evaluate training, appraisal methods, and feedback mechanisms.	K1 - K5
CLO5	Understand career planning and grievance management.	K1 - K2
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyse; **K5** - Evaluate		

CLO-PLO Mapping

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

Core - VII: Human Resource Management

Unit	Content	No. of Hours
I	**Human Resource Management:** Meaning, Nature, Scope and Objectives - Functions - Role and status of HR manager - Human resource policies - Organization of HR department - Ethics in HRM - Ethical issues in Mergers and Acquisitions. **Strategic HRM:** In Indian and global context - HRM Vs. SHRM.	20
II	**Human Resource Planning**: Concept - Objectives - Need and Importance - Factors affecting HRP - Process - Forecasting human resource requirement - Problems. **Job Analysis**: Process - Job description - Job specification - Role analysis - Job evaluation.	16
III	**Recruitment**: Definition and Objectives of Recruitment - Recruitment Policy - E-Recruitment. **Selection:** Definition and Purpose of Selection - E-Selection - Recruitment and selection in Indian Scenario. **Induction**: Meaning and benefits - Content of an Induction Programme.	16
IV	**Training**: Objectives and Need for Training - Evaluating training effectiveness. **Performance appraisal**: Concept - Objectives - Importance - Process - Methods (Trait, Behavioural and Results Method) - Feedback - Recent developments.	20
V	**Career Planning**: Stages - Process - Career Development programme - Elements and Benefits. **Discipline and Grievance Management:** Causes of Grievances - Implications - Redressal methods. Indiscipline - Causes - Settlement of Industrial disputes.	18
	Total Hours	**90**
Text Books		
1	Dr. P. Subba Rao, (2024), Personnel and Human Resource Management (Text & Cases) (6th ed.), Himalaya Publishing House.	
2	Dr. C.B. Gupta (2025), Human Resource Management: Text & Cases (20th Revised ed.), Sultan Chand & Sons.	
Reference Books		
1	G. Dessler (2021), Human Resource Management (16th ed.), Pearson Education.	
2	V.S.P. Rao (2023), Human Resource Management Text and Cases, 3rd Edition, Excel Books.	
Web Resources(Swayam/NPTEL)		
1	https://onlinecourses.nptel.ac.in/noc21_mg21/preview	
2	https://onlinecourses.nptel.ac.in/noc20_hs48/preview	

Course Code	Course Name	Category	Hours/Week	Credits
24BBA44C	Financial Management	Core - VIII	4	3

Course Objectives:

This Course intends to cover:

- Concepts of financial management, including sources of finance, financing decisions, capital structure, dividend policy and working capital management.
- Leverage analysis, capital budgeting, and cost of capital calculations to support managerial decision-making.

Course Learning Outcomes:

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand financial management concepts and functions.	K1 - K2
CLO2	Apply cost of capital and leverage for financing decisions.	K1 - K3
CLO3	Understand capital structure and dividend policies.	K1 - K2
CLO4	Apply capital budgeting techniques for investment decisions.	K1 - K3
CLO5	Understand working capital management for effective liquidity control.	K1 - K2
K1 - Remember; **K2** - Understand; **K3** - Apply		

CLO-PLO Mapping

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

Core - VIII: Financial Management

Unit	Content	No. of Hours
I	**Financial Management:** Definition, Scope and Objectives - Profit Maximization and Wealth Maximization - Functions. **Sources of Finance:** Short term and Long term (Shares - Debentures - Preferred Stock - Debt). (Theory only)	10
II	**Financing Decisions:** Cost of Capital - Classification of Costs - Factors affecting Cost of Capital - Importance - Cost of Specific Sources of Capital (Equity - Preferred Stock Debt - Reserves) Weighted Average Cost of Capital. **Leverages:** Meaning - Types of leverages - EBIT - EPS Analysis (Problem only).	14
III	**Capital structure:** Meaning - Types - Factors influencing Capital Structure - Optimum Capital Structure - Capital Structure Theories (Modigliani-Miller Approach, Gordon & Walter's Model). **Dividend:** Meaning - Sources of Dividends - **Dividend Policy**- Determinants of Dividend Policy - Types. (Theory only)	14
IV	**Capital Budgeting:** Meaning, objectives, features - Capital budgeting process - Techniques (Payback - ARR - NPV - IRR - Profitability Index) (Problem only).	10
V	**Working Capital Management:** Meaning - Characteristics and Concepts - importance - Determinants. **Cash management**: Motives for holding cash - Objectives and Strategies of Cash Management - Receivables management - objectives - Credit policies (80%Theory and 20% Problem)	12
	Total Hours	**60**
Text Books		
1	M.Y. Khan & P.K Jain (2022), Financial Management, 4th edition, Tata Mc Graw Hill.	
2	P.V. Kulkarni (2022), Financial Management, Himalaya Publishing House.	
Reference Books		
1	R.K. Sharma & Shashi K. Gupta (2023), Financial Management, Kalyani Publishers.	
2	Prasanna Chandra (2023), Financial Management, Tata Mc Graw Hill.	
3	I.M. Pandey (2024), Financial Management, Pearson Publications.	
4	S.N. Maheswari (2019), Financial Management Principles and Practice, Sultan Chand and Sons.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.nptel.ac.in/noc25_mg138/preview	

Course Code	Course Name	Category	Hours/ Week	Credits
24BBA45P	Lab: Advanced Data Analytics for Business Decisions	Core Lab - IV	4	2

Unit	Content	No. of Hours
I	**Introduction to Advanced Business Analytics:** Evolution of analytics in business decision-making - Advanced applications of Power BI, Tableau, and Excel - Business applications of AI and ML - Exploring advanced Power BI and Tableau features - Data manipulation for business insights - Connecting BI tools to real-world datasets. (Ex.No.1 to 3)	10
II	**Predictive Analytics for Business:** Introduction to predictive modelling - Regression analysis for business forecasting - Customer behaviour and demand forecasting - Implementing regression models for demand forecasting - Customer segmentation using predictive analytics - Creating time-series forecasting models. (Ex.No.4 and 5)	12
III	**Optimization and Decision Support Systems:** Linear and nonlinear optimization for business decisions - Monte Carlo simulations for risk assessment - Decision trees and scenario modelling - Running optimization models using Excel Solver - Implementing Monte Carlo simulations for risk modelling - Creating decision trees for business case scenarios. (Ex.No.6 and 7)	12
IV	**Machine Learning and AI in Business Analytics:** Introduction to ML algorithms for business insights - Clustering and classification techniques - AI-powered recommendation systems - Clustering customers based on purchasing behaviour - Implementing recommendation systems for retail data - Using AI for automated business forecasting. (Ex.No.8 and 9)	12
V	**Real-Time Business Intelligence and Case Studies:** Real-time analytics and dashboard automation - Creating real-time dashboards using Power BI and Excel - Case studies on data-driven decision-making - Case study discussion on AI-powered business decision-making - Final project presentation and feedback session. (Ex.No.10 to 12)	14
	Total Hours	**60**

Text Books

1	T. H. Davenport (2007), Competing on analytics: The new science of winning, Harvard Business Review Press.
2	A.Maheshwari (2014), Business intelligence and data mining, Springer.

Reference Books

1	Ramesh Sharda, Dursun Delen, Efraim Turban, David King (2018), Business intelligence: A managerial perspective on analytics (4th ed.), Pearson.
2	Paulraj Ponniah (2010), Business intelligence: A practical guide for managers, Wiley.
3	David Loshin (2012), Business intelligence: The savvy manager's guide (2nd ed.), Morgan Kaufmann.

Web Resources (Swayam/NPTEL)

1	https://onlinecourses.nptel.ac.in/noc24_cs65/preview

List of Practicals

1. Import a retail sales dataset into Power BI and Tableau. Create a dashboard to visualize monthly sales trends and customer distribution.
2. Use Excel to clean a raw dataset (remove duplicates, handle missing values, format data) and create pivot tables for sales by region and product category.
3. Use Excel regression analysis to forecast monthly sales based on historical data (independent variables like advertising spend, seasonal factors).
4. Build a time-series forecasting model in Tableau/Power BI to predict customer demand for the next 3 months using historical sales data.
5. Use Excel Solver to optimize production planning by minimizing cost while meeting demand constraints.
6. Run a Monte Carlo simulation in Excel for risk assessment.
7. Build a decision tree model in Excel to choose the best business investment option based on risk-return trade-offs.
8. Use Python to perform clustering (K-means) on customer purchase data to segment them into groups.
9. Build a recommendation system prototype (Excel or Python) to suggest products based on past purchases and visualize it in Tableau.
10. Create a real-time sales dashboard in Power BI by connecting to an online dataset or simulated streaming data.
11. Analyse a case study dataset (e.g., Amazon or Flipkart sales) and present insights using AI-driven features in Power BI (like Smart Narrative).
12. Create a KPI dashboard with drill-down features for Marketing Operations data.

Course Code	Course Name	Category	Hours / Week	Credits
24BBA46A	Quantitative Techniques for Management	Allied - IV	4	3

Course Objectives

The course intends to cover

- The concepts, models, and techniques of Operations Research for effective decision-making in business and management.
- The ability to formulate and solve real-world problems using linear programming, transportation, assignment, project scheduling, and game theory methods.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Learn basic concepts and applications of Operations Research and linear programming	K1
CLO2	Understand the formulation and methods of solving transportation problems	K2
CLO3	Interpret the models and techniques used in assignment and travelling salesman problems	K2
CLO4	Solve project scheduling problems using network techniques such as PERT and CPM	K3
CLO5	Apply game theory techniques to solve two-person zero-sum games	K3
K1 - Remember; **K2 -** Understand; **K3 -** Apply		

CLO - PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	2	2	2	2
CLO2	3	2	2	1	2
CLO3	2	2	1	2	1
CLO4	3	2	2	2	1
CLO5	3	2	1	2	1
3 - Substantial (high)		**2 - Moderate (medium)**		**1 - Slight (low)**	

Allied IV: Quantitative Techniques for Management

Unit	Content	No. of Hours
I	**Operation Research:** Introduction - roles of operation research in business, management and engineering - classification of models- principles of modeling - requirements for employing Linear Programming Problem technique - mathematical formulation of Linear Programming Problem - basic assumptions - graphical method for the solution of a Linear Programming Problem - Simplex method(only).	12
II	**Transportation Model:** Mathematical formulation of a transportation problem-methods for finding initial basic feasible solution - north west corner rule - least cost method- Vogel's approximation method -transportation algorithm (Modified distribution method) - degeneracy in transportation problems - unbalanced transportation problems- maximization case in transportation problems (simple problems).	12
III	**Assignment Model:** Mathematical formulation of an assignment problem - difference between transportation and assignment problem - Assignment algorithm (Hungarian method) - unbalanced assignment models - maximization case in assignment problems - Travelling salesman problem.	12
IV	**Network Scheduling:** Basic terminologies - rules for constructing a project network - network computations - floats - Programming evaluation review technique - basic differences between Programming evaluation review technique and Critical path method.	12
V	**Game Theory:** two person zero - sum games - the maximin - minimax principle - games without saddle points, mixed strategies - dominance property - graphical method for 2xn games - mx2 games.	12
	Total Hours	**60**
Text Book		
1.	Sundaresan.V.K, Ganapathy Subramanian.K.S, Ganesan.K (2017), "Resource Management Techniques", A.R.S. Publications,11th edition. Unit I - Chapter 1 Pg. No.1.1-1.4, 1.6 Chapter 2 Pg. No. 2.1-2.5 Chapter 3 Pg. No. 3.1 Unit II - Chapter 7 Pg. No. 7.1-7.5 Unit III - Chapter 8 Pg. No. 8.1-8.2, 8.4-8.7,8.9 Unit IV- Chapter 15 Pg. No. 15.1-5.7 Unit V - Chapter 16 Pg. No. 16.1-16.4,16.6,16.7	
Reference Books		
1.	Hamdy A Taha (2002), "Operations Research" Pearson Education, 7th edition.	
2.	Gupta.P.K, Hira.D.S(2010), "Problems in Operations Research", S. Chand Publishers .	
Web Resources (Swayam / NPTEL)		
1.	https://nptel.ac.in/courses/111105100	

Course Code	Course Name	Category	Hours/Week	Credits
24BBA47P	Retail Management	SEC Lab - II	2	2

Unit	Content	No. of Hours
I	**Introduction**: Meaning of Retail and Retailing - Types of Retail formats - Steps in setting up a Retail Organisation - Business Models in Retail - Top players in Indian Retail Market. (Ex.No.1 to 4)	5
II	**Retail Store Operations:** Store layout and design - Objectives of store layout - Types of store layouts (grid, free-flow, boutique, racetrack) - Space planning - Importance of store ambience - **Merchandise Planning and Assortment:** Merchandise mix - Assortment strategies - Factors influencing retail pricing - Types of pricing strategies - Role of Technology in Retail Store Operations - Point of Sale (POS) systems and billing automation - Use of AI, AR/VR, and chatbots in modern retail. (Ex.No.5 to 6)	5
III	**Customer Relationship Management in Retail**: Understanding Retail Customers - Customer Service and Complaint Handling - Elements of good customer service - Common types of customer complaints in retail - Techniques of complaint handling - Role of Loyalty Programs and CRM Tools - Types of retail loyalty programs (points-based, cashback, tiered memberships, subscription models). **Shopper Behaviour and Expectations:** In-store behaviour (impulse buying, browsing, brand switching) - Online vs. offline shopper behaviour - Changing customer expectations in the digital era. (Ex.No.7 to 9)	8
IV	**Retail Marketing and Promotion:** Retail branding and positioning - Advertising and sales promotion - Visual merchandising techniques - Online vs. offline promotion strategies - Event marketing - Social media and influencer marketing. (Ex.No.10 to 11)	6
V	**Emerging Trends in Retail:** E-tailing and omnichannel retailing - Private labels - Sustainable and green retailing - AI and data analytics in retail - Mobile commerce and digital payments - Experiential retailing - Future retail trends in India. (Ex.No.12)	6
	Total Hours	**30**
Text Books		
1	Swapna Pradhan, (2017), Retailing Management: Text and Cases (5th ed.), McGraw Hill Education	
2	Dr. Suja R. Nair, (2022), Retail Management: Text & Cases (2nd Revised ed.), Himalaya Publishing House	
Reference Books		
1	Gibson G. Vedamani, (2017), Retail Management: Functional Principles and Practices (5th ed.), Jaico Publishing House.	
2	Chetan Bajaj, Rajnish Tuli & Nidhi Varma Srivastava, (2016), Retail Management (2nd ed.), Oxford University Press.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.nptel.ac.in/noc22_mg51/preview	

List of Practicals

1. Visit a supermarket and a specialty store and note down differences in product variety, target customers, and pricing strategy. Write a 2-page comparative report with photos/diagrams.
2. Collect 10 newspaper ads or online screenshots of different retailers in India. Create a classification table mapping each retailer to its retail format.
3. Prepare a One-page business model diagram using MS PowerPoint/Canva (covering customer segments, value proposition, revenue streams, etc.) for a mock retail store.
4. Select one Indian retail giant, research its business model, market share, and customer engagement strategies and prepare a Power point presentation with minimum 5 slides.
5. Visit a local supermarket, observe and sketch the store layout. Details to capture: Location of entrance and exits, Placement of billing counters, Sections for perishables (fruits, vegetables, dairy), Placement of FMCG products (soaps, detergents, snacks, beverages), Arrangement of promotional displays/offers. Draw a store-mapping diagram with labels and a short note (150-200 words) on how the layout influences customer movement and purchases.
6. List the product assortment of a Super market in a three-column table (Product Categories, number of SKUs and Price range.
7. Visit any apparel store and observe the technologies used in operations. Details to capture (with photos/screenshots where possible): POS machine, barcode scanner, digital receipts, stock updates, tagging systems (barcode/RFID), loyalty app, SMS offers, self-checkout kiosk. Prepare a 1-2 page report with photos/screenshots and a short explanation of each technology, highlighting how it improves efficiency, speed, and customer.
8. Visit a local retail outlet, observe at least 25 customers. Prepare a customer profile table with columns: Customer Segment - Demographics - Typical Purchases Needs/Expectations.
9. Collect details of 3 retail loyalty programs. Compare benefits offered, cost of joining (if any), and how they retain customers. Create a comparison chart with 3 columns (Program - Benefits - Tools/Features) and write a short conclusion (150 words) on which program seems most effective and why.
10. Visit a nearby clothing store and click/sketch how mannequins, shelf displays, and lighting are used to attract customers. Prepare a short note on effectiveness.
11. Compare the shopping experience of mobile accessory across an offline store and an online platform. Prepare a chart on price, convenience, and delivery.
12. Collect one current news article about a retail trend in India. Prepare a Canva poster on the future trends.

Course Code	Course Name	Category	Hours / Week	Credits
24IDT4AE	Innovation and Design Thinking	AECC - IV	2	2

Course Objectives

The Course intends to cover

- The principles and practices of innovation and design thinking.
- Creative problem-solving skills, and impactful solutions across diverse contexts.
- The user-centered research techniques, and practical tools to generate, prototype.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand the design thinking methodology for solving real-world problems.	K2
CLO2	Generate, prototype, and test innovative ideas.	K3
CLO3	Frame human-centered solutions and present them effectively.	K3
CLO4	Enhance their confidence in collaborative approaches to problem solving.	K3
CLO5	Integrate innovation strategies into business, social, and creative contexts to drive sustainable impact.	K4
K2 - Understand; **K3** - Apply ; **K4** - Evaluate		

Ability Enhancement Compulsory Course (AECC) - IV: Innovation and Design Thinking

Unit	Content	No. of Hours
I	**Principles of Design Thinking:** Usability, Human-centeredness, Empathy, Iteration. **Types of Innovation:** Product, Process, Business Model, Social Innovation.	6
II	**Empathy & Defining The Problem:** Understanding users - observation - ethnographic research - interviews - Empathy maps and personas - Identifying user pain points - Problem framing vs. problem solving.	6
III	**Ideation & Creativity Tools:** Divergent vs. Convergent Thinking - Brainstorming and mind mapping techniques - SCAMPER. Idea selection and prioritization frameworks.	6
IV	**Prototyping & Experimentation:** Low-fidelity vs. High-fidelity prototyping - Storyboarding, sketching, mock-ups, and role-playing - Rapid prototyping with simple materials.	6
V	**Testing & Feedback:** Testing prototypes with users - Iteration and learning from feedback. **Innovation Strategy & Implementation :** Scaling ideas into innovations - Measuring innovation impact - Barriers - Design Thinking for social change and sustainability.	6
	Total Hours	**30**
Text Books		
1	Kelley, T., & Kelley, D. (2013). Creative Confidence: Unleashing the Creative Potential Within Us All. Crown Business.	
2	Dan Saffer, Designing for Interaction, New Riders Publications, 2010.	
Reference Books		
1	Plattner, H., Meinel, C., & Leifer, L. (Eds.). (2018). Design Thinking Research: Making Distinctions: Collaboration versus Cooperation. Springer.	
2	Liedtka, J., & Ogilvie, T. (2011). Designing for Growth: A Design Thinking Tool Kit for Managers. Columbia University Press.	
3	Martin, R. (2009). The Design of Business: Why Design Thinking Is the Next Competitive Advantage. Harvard Business Press.	
Web Resources (Swayam / NPTEL)		
1	https://onlinecourses.nptel.ac.in/noc22_mg32/preview	
2	https://onlinecourses.swayam2.ac.in/imb23_mg65/preview	
3	https://onlinecourses.nptel.ac.in/noc20_hs08/preview	

Course Code	Course Name	Category	Hours/Week	Credits
24IPR4AE	Intellectual Property Rights	AECC - IV	2	2

Course Objectives

This course intends to cover

- Identify the objectives, forms, duration, and scope of protection for different types of intellectual property.
- Understand the global IP framework and India's compliance challenges.
- Recognize the role of IP as a policy tool for national, economic, social, and cultural growth.
- Gain knowledge of substantive laws and procedural mechanisms of IP in India.
- Analyze recent national and global trends in intellectual property rights.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand the core principles of intellectual property protection.	K2
CLO2	Identify the key concepts and principles of trademarks.	K2
CLO3	Comprehend the legal implications and rights under copyright law.	K3
CLO4	Understand the legal consequences of patents and trade secrets.	K2
CLO5	Comprehend IP rights for plant varieties and farmers, along with their legal and social aspects.	K4
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze		

Ability Enhancement Compulsory Course (AECC) - IV: Intellectual Property Rights

Unit	Content	No. of Hours
I	**Introduction to Intellectual Property:** Introduction, types of intellectual property, international organizations, agencies and treaties, importance of intellectual property rights.	6
II	**Trade Marks:** Purpose and function of trademarks, acquisition of trade mark rights, protectable matter, selecting, and evaluating trade mark, trade mark registration processes.	6
III	**Law of Copy Rights:** Fundamental of copy right law, originality of material, rights of reproduction, rights to perform the work publicly, copy right ownership issues, copy right registration, notice of copy right, international copy right law**.**	6
IV	**Law of Patents, Trade Secrets:** Foundation of patent law, patent searching process, ownership rights and transfer. Trade Secrets: Trade secrete law, determination of trade secrete status, liability for misappropriations of trade secrets, protection for submission, trade secrete litigation.	6
V	**Protection of Plant Varieties and Farmers' Rights:** Introduction -Meaning and Definition - Registrable Varieties of Plants - Procedure for Registration - Plant Varieties Protection.	6
	Total Hours	**30**
Text Books		
1	V K Ahuja - Law Relating To Intellectual Property Rights - Lexis Nexis; Third Edition , 2017.	
2	Elizabeth Verkey - Intellectual Property Law and Practice - Eastern Book Company - 2018.	
3	S R Myneni - Law of Intellectual Property - Asia Law House - 2021.	
Reference Books		
1	B.L. Wadehra - Law Relating To Intellectual Property - Universal Law Publishing House, New Delhi , 2011.	
2	Avtar Singh - Intellectual Property Law - Eastern Book Company - 2015.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.nptel.ac.in/noc22_hs59/preview	

Course Code	Course Name	Category	Hours / Week	Credits
24END4AE	Entrepreneurship Development	AECC - IV	2	2

Course Objectives

This course intends to cover

- Basics of starting and managing entrepreneurial ventures.
- Tools for planning, funding, and entrepreneurial growth.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand the concept of entrepreneurship.	K2
CLO2	Gain knowledge on entrepreneurial motivation	K2
CLO3	Apply business idea evaluation	K3
CLO4	Create systematic Business plan	K3
CLO5	Analyse business finance and support	K4
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyse		

Ability Enhancement Compulsory Course - IV: Entrepreneurship Development

Unit	Content	No. of Hours
I	**Entrepreneurship:** Meaning of Entrepreneurship - Characteristics, Functions and Types of entrepreneurs - Intrapreneur vs. Entrepreneur - Need for Entrepreneurship in economic development - Contribution to GDP, Employment, Innovation.	5
II	**Entrepreneurial Motivation:** Meaning - Need for Achievement Theory - Risk-taking Behaviour - Innovation and Entrepreneur - Economic & non-economic factors affecting entrepreneurial growth.	5
III	**Business Ideas:** Sources of Business Ideas & Opportunity Identification - Idea generation techniques (Brainstorming, Design Thinking). Business incubation - Technical Assistance for small business - Preparation of Feasibility Reports, Legal Formalities and Documentation	7
IV	**Business Plan:** Meaning and importance of Business Plan - Structure and components - Market Study.	7
V	**Entrepreneurial finance:** Sources of finance (Bank, Angel investors, Venture Capital, Crowdfunding, Mudra Loans) - Institutional support to entrepreneurs (DIC, KVIC, EDII and MSME).	6
	Total Hours	**30**
Text Books		
1	C.B. Gupta and N.P. Srinivasan (2020), Entrepreneurship Development, Sultan Chand and Sons.	
2	Dr. Vasant Desai and Dr. Kulveer Kaur (2021), Entrepreneurship Development and Management, Himalaya Publications.	
Reference Books		
1	Dr. Jayashree Suresh (2021), Entrepreneurial Publications, Margham Publications	
2	S S Khanka (2020), Entrepreneurial Development, Sultan Chand and Sons, New Delhi.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.nptel.ac.in/noc25_mg95/preview	

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
			Actual	Weightage	Actual	Weightage			
100	25	75	50	5	75	10	5	5	25

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
			Actual	Weightage	Actual	Weightage	Marks		
100	40	60	50	10	60	15	10	5	40

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

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

Semester 5

Semester - 5									
Course Code	Part	Course Category	Course Name	Hours/ Week	Examination				Credits
					Duration in Hours	Max. Marks			
						CIA	ESE	Total	
24BBA51C	III	Core - IX	Accounting for Managers - II	6	3	25	75	100	4
24BBA52C	III	Core - X	Advertising and Sales Promotion	5	3	25	75	100	4
24BBA53C	III	Core - XI	Research Methods for Management	5	3	25	75	100	4
24BBA54C	III	Core - XII	Services Marketing	4	3	25	75	100	3
24BBA55C	III	Core - XIII	Taxation Law and Practice	5	3	25	75	100	4
24BBA5AE	III	Elective - I	Customer Relationship Management **(Marketing)**	5	3	25	75	100	3
24BBA5BE			Industrial Relations **(Human Resource)**						
24BBA5CE			Insurance Principles and Practice **(Finance)**						
24BBA56I	III	SEC	Internship	-	2	50	-	50	2
			Total	**30**				**650**	**24**

Course Code	Course Name	Category	Hours/Week	Credits
24BBA51C	Accounting for Managers - II	Core - IX	6	4

Course Objectives

This course intends to cover

- Concepts of cost and management accounting.
- Analysis of cost analysis and its techniques to solve accounting problems.
- The analysis of financial statements.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand the cost concepts and classification of cost.	K1-K2
CLO2	Prepare Cost Sheets for inventory control.	K1-K3
CLO3	Analyse the financial statements through comparative analysis and Ratio analysis.	K1-K4
CLO4	Prepare fund flow and cash flow statements by calculating funds and cash from operations.	K1-K3
CLO5	Analyse standard costing variances and apply marginal costing and Cost-Volume-Profit (CVP) analysis for effective cost control.	K1-K4
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyse		

CLO-PLO Mapping

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

Core - IX: Accounting for Managers - II

Unit	Content	No. of Hours
I	**Cost Accounting:** Meaning, Definition, Scope, Objectives, Functions, Merits and Demerits of Cost Accounting. Distinction Between Financial Accounting, Cost Accounting and Management Accounting. Elements Of Cost, Cost Concepts and Cost Classification. **(Only Theory)**	14
II	**Cost Sheet:** Components - Preparation of Cost Sheet. **Stores Control:** EOQ - Maximum, Minimum, Re-ordering and Danger Levels. Pricing of Material Issues - FIFO, LIFO. **(Only Problems)**	18
III	**Financial Statement Analysis:** Preparation of Comparative and Common-size Statements, Trend Analysis and Interpretation. **Ratio Analysis:** Meaning, Significance and Limitations. **Classification of Ratios:** Liquidity Ratios (Current, Quick and Absolute Liquid), Profitability Ratios (Gross Profit, Net Profit, Operating and Operating Profit) and Solvency Ratios (Debt-Equity, Debt to Assets, Proprietary and Interest Coverage). **(Only Problems)**	20
IV	**Fund Flow Analysis:** Meaning, Definition, Merits and Demerits of Fund-flow Analysis - Preparation of Fund-flow Statement - Schedule of Changes in Working Capital - Computation of Funds from Operations - Sources and Applications of Funds. **Cash Flow Analysis:** Meaning, Definition, Merits and Demerits - Preparation of Cash-flow Statement (Direct and Indirect Methods). Calculation of Cash from Operations. **(Only Problems)**	22
V	**Standard Costing:** Meaning and Definition, Variance Analysis, Material and Labour Variances. **Marginal Costing:** Meaning and Definition, Cost-Volume-Profit Analysis. **Budgetary Control:** Meaning, Definition and Features. Types of Budget - Production, Production Cost, Cash, Sales and Flexible**. (Theory and Problems)**	16
	Total Hours	**90**
	*** Theory - 30% & Problems - 70%**	
Text Books		
1	T.S.Reddy & Dr.Y.Hariprasad Reddy (2025), Cost Accounting, 6th Revised Edition, Margham Publications.	
2	M.N. Arora (2024), A Textbook of Cost and Management Accounting, 12th Edition, Vikas Publishing House.	
Reference Books		
1	S.P. Jain, K.L.Narang, Simmi Agrawal, Monika Sehgal (2024), Cost and Management Accounting, 17th Revised Edition, Kalyani Publishers.	
2	R.S.N. Pillai, V.Bagavathi (2023), Management Accounting, 4th Revised Edition, S. Chand Publishing.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.swayam2.ac.in/imb26_mg55/preview	

Course Code	Course Name	Category	Hours/Week	Credits
24BBA52C	Advertising and Sales Promotion	Core - X	5	4

Course Objectives

This course intends to cover

- The principles and practices of advertising, advertising media, agencies, copywriting, layout design and campaign planning.
- Sales force management and sales promotion techniques.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Remember various forms of advertising media.	K1
CLO2	Understand the functions of advertising agencies.	K1 - K2
CLO3	Understand the principles of advertising layout and campaign planning.	K1 - K2
CLO4	Understand and apply the principles of sales force management.	K1 - K2
CLO5	Analyse and implement sales promotion and personal selling techniques.	K1 - K4
K1 - Remember; **K2** - Understand; **K3** - Apply: **K4** - Analyse		

CLO-PLO Mapping

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

Core - X: Advertising and Sales Promotion

Unit	Content	No. of Hours
I	**Advertising: Meaning,** Importance and Objectives of Advertising. **Advertising Media:** Types of Advertising Media - Traditional, Digital, Outdoor and Specialty**. Publicity Literature:** Brochures, Booklets, Pamphlets, Catalogues, Folders and House Organs**. Digital Media Advertising:** Social media, Email Advertising, Banner Ads, Pop-ups and Video Ads.	18
II	**Advertising Agencies**: Meaning and Role of Advertising Agencies - Advertising Budget - Advertising Appeals - Advertising Organization. **Ethics in Advertising**: Social Effects of Advertising. **Advertising Copy**: Objectives, Essentials, Types and Elements - Writing of Advertising Copy - Headlines, Body Copy, Illustrations, Catch Phrases and Slogans, Identification Marks.	15
III	**Advertising Layout**: Principles, Functions and Design - Qualities of a Good Layout - Size of Advertising - Repeat Advertising. **Advertising Campaign**: Steps in Campaign Planning.	13
IV	**Sales Force Management**: Importance of Sales Force Management - Sales Force Decisions - Sales Force Size - Recruitment and Selection - Training Methods - Motivating Salesmen - Controlling Sales Force - Compensation and Incentives - Fixing Sales Territories and Quotas - Evaluation of Sales Performance.	15
V	**Sales Promotion**: Meaning and Methods of Sales Promotion - Promotional Strategies - Marketing Communication and Persuasion. **Promotional Instruments**: Techniques of Sales Promotion - Consumer and Dealer Promotion - After-Sales Service - Packing and Guarantee. **Personal Selling**: Objectives - Salesmanship - Process of Personal Selling - Types of Salesmen.	14
	Total Hours	**75**
Text Books		
1	S. L. Gupta, Niket Mehta, Utkarsh Gupta (2025), Advertising, Sales Promotion and Personal Selling, 1st Edition, Sultan Chand & Sons.	
2	S.A. Chunawalla (2022), Advertising, Sales and Promotion Management, 6th Edition Himalaya Publishing House.	
Reference Books		
1	P. Sharma & P.Nagpal (2025), Advertising and Sales Promotion, 3rd Edition, Vipul Prakashan.	
2	C N Sontakki (2011), Advertising and Sales Management, 3rd Edition, Kalyani Publishers.	
3	G. E. Belch, M.A.Belch & K.Purani (2021), Advertising and Promotion: An Integrated Marketing Communications Perspective,12th Edition, McGraw-Hill Education.	
4	T. A. Shimp & J.C.Andrews (2025), Advertising, Promotion, and Other Aspects of Integrated Marketing Communications,11th Edition, Boston: Cengage Learning.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.swayam2.ac.in/imb26_mg50/preview	

Course Code	Course Name	Category	Hours/ Week	Credits
24BBA53C	Research Methods for Management	Core - XI	5	4

Course Objectives

This course intends to cover

- Basic concepts of research, fundamentals of sampling and scaling techniques, methods of data collection.
- Process of analysing the data, interpretation and report writing.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand fundamental concepts of research, types and research process.	K1 - K2
CLO2	Understand and apply the sampling design and scaling techniques.	K1 - K3
CLO3	Construct a method for data collection and tabulate the collected data.	K1 - K3
CLO4	Analyse the collected data to prove or disprove the hypothesis.	K1 -K4
CLO5	Interpret the data and prepare a research report.	K1 -K4
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyse		

CLO-PLO Mapping

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

Core - XI: Research Methods for Management

Unit	Content	No. of Hours
I	**Research**: Definition, Objectives, Concepts, Types and Importance of Research - Online Research and its Importance. **Research Process**: Selecting the Research Problem - Techniques Involved in Defining a Problem. **Research Design**: Features, Concepts and Types of Research Design.	12
II	**Sampling Design**: Steps and Types of Sampling Design - Sampling Errors and Non-Sampling Errors - Criteria for Selecting a Sampling Procedure - Determining the Size of the Sample. **Scaling**: Classification and Types of Scaling Techniques - Primary Scaling (Nominal, Ordinal, Interval, Ratio Scales) - Attitude Scaling (Likert) - Comparative Scaling (Paired and Rank Order).	15
III	**Data Collection**: Primary Data - Observation, Interview, Questionnaire and Schedule - Advantages and Disadvantages - Secondary Data - Sources (Published, Unpublished) - Online Data (Primary and Secondary). **Data Preparation**: Editing - Coding - Classification - Tabulation - Data Cleaning - Data Entry - Pictorial Representation.	13
IV	**Processing and Data Analysis**: Hypothesis - Basic Concepts and Procedure for Hypothesis Testing - Parametric Tests (T Test, Z Test, ANOVA) - Non-Parametric Tests (Chi-Square, Rank Correlation) - Application of SPSS (Problems Only).	20
V	**Interpretation and Report Writing**: Interpretation Techniques and Precautions - Report Writing - Steps in Writing a Report - Layout of the Research Report - Types of Reports - Mechanics of Writing a Research Report - Ethical Issues Related to Publishing and Plagiarism.	15
	Total Hours	**75**
Text Books		
1	C.R.Kothari, Gaurav Garg(2023), Research Methodology (Methods & Techniques), 5th Edition, New Age International Publishers, New Delhi.	
2	S.P.Gupta(2021), Statistical Methods, 46th Edition, Sultan Chand & Sons, New Delhi.	
Reference Books		
1	Naresh K.Malhotra, Satyabusan Dash (2022), Marketing Research, 7th Edition, Pearson Education Publishers.	
2	Uma Sekaran, Roger Bougie (2020), Research Methodology, NMIMS Global Access - School for Continuing Education Publishers.	
3	Rabi Narayan Subudhi, Sumita Mishra, Malabika Sahoo (2024), Research Methodology, Taxmann Publishers.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.swayam2.ac.in/imb26_mg124/preview	
2	https://onlinecourses.swayam2.ac.in/ini26_lb01/preview	

Course Code	Course Name	Category	Hours/ Week	Credits
24BBA54C	Services Marketing	Core - XII	4	3

Course Objectives

This course intends to cover

- The concept and distinctive characteristics of services marketing.
- Perception & expectations of customers and key dimensions of service quality.
- The significance of technology and digital resources in marketing of services.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand the nature and evolution of the service economy.	K1 - K2
CLO2	Apply the 7Ps - to optimize service delivery.	K1 - K3
CLO3	Understand the models of service quality to align customer expectations with actual service performance.	K1 - K3
CLO4	Deliver the sectoral service needs.	K1 - K3
CLO5	Apply strategies to improve the service delivery.	K1 - K3
K1 - Remember; **K2** - Understand; **K3** - Apply		

CLO-PLO Mapping

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

Core - XII: Services Marketing

Unit	Content	No. of Hours
I	**Understanding Service Market**: Revolution in Service Marketing - Key Features - Causes for Service Revolution - Role of Technology in the Growth of Service Sector in India - Differences Between Goods and Services - Distinctive Characteristics - Importance and Classification of Services - Players in Service Sector.	12
II	**Service Marketing System**: Expanded Marketing Mix (7Ps Framework) -Service Product Planning - Service Pricing Strategy - Service Distribution - Employees and Customers Roles in Service Delivery - Service Promotions - Tangible and Physical Evidence in Services - Role of Technology in Service Marketing - Service Recovery and Recovery Strategies - New Service Development - Service Marketing Triangle.	12
III	**Service Quality**: Understanding Customer Expectations and Perceptions - Measuring Service Quality (GAP Model, SERVQUAL Model) - Service Quality Function Development (SQFD) - Service Quality Management - Quality Function Deployment for Services.	12
IV	**Sectoral Classification of Services**: Hospitality - Travel and Tourism - Financial - Logistics - Educational - Entertainment - Healthcare and Medical - Telecom Services - Nature, Challenges and Opportunities in Various Services.	12
V	**Financial Services**: Marketing of Financial Services - Devising of Marketing Strategies - Education as a Service - Marketing Strategies for Educational Services. **Service Innovation**: Design - Challenges - Types of Service Innovation - Service Marketing in E-Commerce and Telemarketing Services.	12
	Total Hours	**60**
Text Books		
1	Christopher Lovelock, Jochen Wirtz & Jayanta Chatterjee (2016), Service Marketing: People,Technology, Strategy, 7th Edition, Pearson Publications., Chennai.	
2	Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, Martin Mende (2024), Service Marketing: Integrating Customer Focus Across the Firm, 8th Edition, McGraw-Hill Education (India) Pvt. Ltd., Uttar Pradesh.	
Reference Books		
1	K. Rama Mohana Rao (2024), Service Marketing, 2nd Edition, Pearson Education India, New Delhi.	
2	S. L. Gupta & Ritika Israney (2025), Services Marketing: Text and Cases, 1st Edition, Sultan Chand & Sons, New Delhi.	
3	K. Douglas Hoffman & John E. G. Bateson (2024), Services Marketing: Concepts, Strategies & Cases, 6th Edition, Cengage Learning, Boston.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.swayam2.ac.in/imb26_mg124/preview	
2	https://onlinecourses.swayam2.ac.in/ini26_lb01/preview	

Course Code	Course Name	Category	Hours/ Week	Credits
24BBA55C	Taxation Law and Practice	Core - XIII	5	4

Course Objectives

This course intends to cover

- Direct taxes, including income under salary, house property and business or profession.
- Indirect taxation and GST and reverse charge mechanism.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand basic concepts of taxation.	K1 - K2
CLO2	Compute salary & house property income.	K1 - K3
CLO3	Calculate business/professional income.	K1 - K3
CLO4	Understand GST framework.	K1 - K2
CLO5	Apply GST for tax and compliance.	K1 - K3
K1 - Remember; **K2** - Understand; **K3** - Apply		

CLO-PLO Mapping

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

Core - XIII: Taxation Law and Practice

Unit	Content	No. of Hours
I	**Income Tax**: Basic Concepts - General Principles of Taxation - Distinction Between Direct and Indirect Taxes - Important Definitions Under Income Tax Act, 1961 - Income Exempted from Income Tax - Residential Status - Basis of Charge **(Theory and Problems)**.	13
II	**Income from Salary**: Meaning - Basis of Charge - Components of Salary - Allowances - Perquisites - Deductions Under Section 16 - Computation of Taxable Income from Salary. **Income from House Property**: Meaning - Basis of Charge - Types of Rental Value - Computation of Taxable Income from House Property - Deductions Under Section 24 **(Only Problems)**.	18
III	**Income from Profits and Gains of Business or Profession**: Meaning - Basis of Charge - Business vs Profession - Admissible and Inadmissible Expenses and Income - Depreciation - Computation of Taxable Business and Professional Income **(Only Problems)**.	14
IV	**Indirect Taxation**: Introduction to Indirect Taxation - Constitutional Powers of Taxation (Article 265, 246, Seventh Schedule) - Goods and Service Tax - Pre-GST Tax Structure and Deficiencies. **Administration of Indirect Taxation in India**: GST - Basics of GST - Constitutional Framework of GST - GST Models - CGST / IGST / SGST / UTGST. **GST Council**: Guiding Principles of the GST Council - Functions of the GST Council **(Only Theory)**.	15
V	**Levy and Collection of GST**: Basic Concepts of Time, Value and Place of Taxable Supply - Input Tax Credit - Computation of GST Liability - Procedural Compliance Under GST - Registration - Tax Invoice, Debit and Credit Note - Accounts and Records - Electronic Way Bill - Return - Payment of Tax - Refund Procedures - Audit - Basic Overview on Integrated Goods and Service Tax (IGST) **(Only Theory)**.	15
	Total Hours	**75**
	***Theory-50% & Problems-50%**	
Text Books		
1	V.P.Gaur, D.B.Narang, Puja Gaur, Rajeev Puri (2025), Income Tax Law and Practice (Incorporating Income Tax Act, 1961 as amended up to state) Assessment Year 2025 - 2026 53rd Edition, Kalyani Publications.	
2	Dr. R. Parameswaran, CA. P. Vishwanathan (2023), Indirect Taxes GST and Customs Laws, 3rd Edition, Kavin Publications.	
Reference Books		
1	T.S.Reddy, Y.Hari Prasad Reddy, (2020), Business Taxation (Goods and Services Tax - GST) Reprint 2020, 2nd Revised Edition, Margham Publications.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.swayam2.ac.in/imb26_mg124/preview	
2	https://onlinecourses.swayam2.ac.in/ini26_lb01/preview	

Course Code	Course Name	Category	Hours / Week	Credits
24BBA5AE	Customer Relationship Management	Elective - I	5	3

Course Objectives

The course intends to cover

- The concepts, strategies and technologies of customer relationship management.
- CRM principles to enhance customer value and organizational performance.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand the fundamentals, evolution and scope of customer relationship management.	K1 - K2
CLO2	Analyze customer value, satisfaction, retention and loyalty in retaining customer relationship.	K1 - K4
CLO3	Apply CRM strategies and frameworks in different business contexts.	K1 - K3
CLO4	Understand the role of technology and analytics in CRM.	K1 - K2
CLO5	Implement CRM practices and performance metrics across industries.	K1 - K3
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyse		

CLO - PLO Mapping

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

Elective - I: Customer Relationship Management

Unit	Content	No. of Hours
I	**Customer Relationship Management (CRM)**: Meaning and Definition - Objectives and Scope of CRM - Differences Between Relationship Marketing and CRM and Its Evolution - Benefits and Challenges in Implementation of CRM - CRM in Manufacturing and Service Industries.	13
II	**Customer Value**: Customer Satisfaction - Customer Expectations - Customer Retention. **Customer Loyalty**: Framework - Loyalty Ladder - Types of Customer Loyalty - Loyalty Matrix - Customer Lifetime Value (CLV) - Switching Cost - Complaint Handling and Analysis.	16
III	**CRM Strategies and Processes**: CRM Strategy - CRM Planning Process - Customer Segmentation and Profiling - Identify, Differentiate, Interact, Customize (IDIC) Model - Relationship Lifecycle - Customer Portfolio Management - Key Success Factors for CRM - Organizational Culture and CRM.	14
IV	**CRM Technology**: Objectives - Types of CRM Technology (Operational, Analytical and Collaborative CRM). **Sales Force Automation (SFA)**: Marketing Automation - Service Automation. **E-CRM**: Customer Databases - Data Warehousing and Data Mining - CRM Software Solutions.	16
V	**CRM Implementation and Performance Measurement**: Process and Barriers in CRM Implementation - Change Management in CRM - CRM Performance Metrics - Measuring CRM Effectiveness Through ROI - Comparison Between the Two - Customer Experience Management - Best Practices in CRM.	16
	Total Hours	**75**
Text Books		
1	Dr. Sharda Gangwar (2023), Customer Relationship Management, 1st Edition, Himalaya Publishing House Pvt. Ltd., Bhopal.	
2	Dr.S.Sheela Rani, (2019), Customer Relationship Management, 2nd Edition, Margham Publications, Chennai.	
Reference Books		
1	Jagdish N. Sheth, Atul Parvatiyar & G. Shainesh (2017), Customer Relationship Management: Emerging Concepts, Tools and Applications, 1st Edition, McGraw-Hill Education (India) Pvt. Ltd., New Delhi.	
2	Daniel D. Prior, Francis Buttle, Stan Maklan (2024), Customer Relationship Management: Concepts, Applications and Technologies, 5th Edition, Routledge.	
3	Mallika Srivastava & Ankur Khare (2025), Customer Relationship Management: A Strategic Framework to Enhance Customer Experience in the Digital Age, 2nd Edition, Vikas Publishing House Pvt. Ltd., New Delhi.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.swayam2.ac.in/imb25_mg99/preview	

Course Code	Course Name	Category	Hours / Week	Credits
24BBA5BE	Industrial Relations	Elective - I	5	3

Course Objectives

The course intends to cover

- Industrial relations, trade unions, collective bargaining and dispute settlement in India.
- Indian labour laws governing working conditions, wages, compensation and social security.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand the concept and importance of industrial relations.	K1 - K2
CLO2	Understand the role and functions of trade unions in India.	K1 - K2
CLO3	Apply collective bargaining and dispute settlement mechanisms.	K1 - K3
CLO4	Remember provisions relating to trade unions and factory working conditions.	K1
CLO5	Understand wage, compensation and social security provisions.	K1 - K3
K1 - Remember; **K2** - Understand; **K3** - Apply		

CLO - PLO Mapping

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

Elective - I: Industrial Relations

Unit	Content	No. of Hours
I	**Industrial Relations**: Concept and Definition - Nature, Scope and Objectives of Industrial Relations. **Parties to Industrial Relations**: Employers - Employees - Government - Systems Approach to Industrial Relations - Causes, Effects and Measures to improve Industrial Relations.	13
II	**Trade Unions**: Meaning - Objectives and Functions of Trade Unions - Growth and Problems of Trade Union Movement in India. **Collective Bargaining**: Concepts - Importance - Functions and Process of Collective Bargaining - Conditions for Effective Collective Bargaining in India.	16
III	**Industrial Disputes**: Meaning - Causes - Forms - Methods for Prevention and Resolution of Industrial Disputes. **Industrial Disputes Act, 1947**: Objectives and Provisions Relating to Layoff - Closure - Retrenchment.	14
IV	**Trade Unions Act, 1926**: Procedures for Registration of Trade Unions - Rights - Privileges and Liabilities of Registered Trade Unions. **Factories Act, 1948**: Provisions Relating to Workers' Health - Safety - Welfare and Working Conditions in Factories.	16
V	**Payment of Wages Act, 1936**: Objectives - Scope and Provisions Governing Wage Payment and Permissible Deductions. **Workmen's Compensation Act, 1923**: Scope - Employer Liability and Compensation Benefits for Workplace Injuries and Occupational Hazards. **Employees' State Insurance Act, 1948**: Salient Features - Coverage and Social Security Benefits for Employees.	16
	Total Hours	**75**
Text Books		
1	P.C.Tripathi (2013), Personnel Management and Industrial Relations, 21st Revised Edition, Sultan Chand & Sons.	
2	N.D.Kapoor (2020), Elements of Industrial Law, 12th Revised Edition, Sultan Chand & Sons.	
Reference Books		
1	S.C.Srivastava (2020), Industrial Relations & Labour Laws, 7th Edition, Vikas Publishing House Pvt. Ltd.	
2	Anu Bansal, Subodh Saluja, Rahul Hakhu, Ajit Bansal, Sonia Bajwa (2025), Essentials of Human Resource Management and Industrial Relations, String Production.	
3	Dr. P. Subba Rao (2024), Essentials of Human Resource Management and Industrial Relations, 6th Edition, Himalaya Publishing House.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.nptel.ac.in/noc24_mg104	

Course Code	Course Name	Category	Hours / Week	Credits
24BBA5CE	Insurance Principles and Practice	Elective - I	5	3

Course Objectives

The course intends to cover

- Various concepts and principles related to insurance and risk management.
- Role and functions of IRDAI.
- Types of insurance policies and procedure for claims.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand basic concepts of insurance and the role of IRDAI.	K1 - K2
CLO2	Gain knowledge on life insurance policies and products.	K1 - K2
CLO3	Understand general insurance and its procedures.	K1 - K2
CLO4	Gain knowledge on fire and marine insurance.	K1 - K2
CLO5	Apply the knowledge of different types of insurance policies in daily life.	K2- K3
K1 - Remember; **K2** - Understand; **K3** - Apply		

CLO -PLO Mapping

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

Elective - I: Insurance Principles and Practice

Unit	Content	No. of Hours
I	**Introduction to Risk**: Meaning - Nature and Classification of Risk. **Risk Management**: Meaning - Objectives - Process and Methods of Risk Management. **Insurance**: Meaning - Nature - Functions - Principles of Insurance. Role and Functions of IRDAI.	13
II	**Life Insurance:** Meaning, importance and principles of life insurance - Types of life insurance policies (Term, Whole life, Endowment, Unit Linked Insurance Plans (ULIPs), Child plan, Pension plan) Premium calculation - factors influencing premium calculation - Policy claims and settlement procedures - Role of LIC and private players in India.	16
III	**General Insurance:** Meaning, scope and types of general insurance (Health, Motor, Home and Travel). Underwriting and risk assessment - Claim settlement procedures in general insurance **Reinsurance:** Meaning, advantages and methods of reinsurance, Reinsurance Vs. Double insurance	12
IV	**Fire Insurance**: Meaning - Types of Fire Policies - Coverage and Principles (Subrogation - Double Insurance - Contribution - Proximate Cause) - Claims Recovery. **Marine Insurance**: Meaning - Nature and Scope - Types of Policies and Principles of Marine Insurance (Insurable Interest - Disclosure and Representation - Marine Perils - Proximate Cause) - Warranties - Marine Losses - Procedure for Effecting Marine Insurance.	19
V	**Other Insurance**: **Crop Insurance:** Meaning - Need and Importance - Liability Insurance: Public Liability and Product Liability - **Social Insurance:** Meaning - Objectives and Significance - Group Insurance and Its Advantages - **Micro Insurance:** Concept and Importance in Financial Inclusion - **Bancassurance:** Meaning and Benefits - Digitalization in Insurance - Emerging Insurance Products in India.	15
	Total Hours	**75**
Text Books		
1	P. Periasamy (2018), Principles and Practices of Insurance, 2nd Edition, Himalaya Publishing House, Mumbai.	
2	M. N. Mishra and S.B. Mishra (2016), Insurance Principles and Practice, 22nd Edition, S. Chand and Company Limited, New Delhi	
Reference Books		
1	P.K.Gupta,(2024), Insurance and Risk Management, 2nd Edition, Himalaya Publishing House, Mumbai	
2	Dr. Niyati Sharma, (2025), Risk and Insurance Management, Integrity Education India.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.swayam2.ac.in/cec20_mg24/preview	
2	https://onlinecourses.swayam2.ac.in/imb26_mg96/preview	

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

Max Marks	Marks for		Components for CIA						
100	CIA	ESE	CIA		Model		Attendance	Active Engagement	Total
	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			Weightage
		Practical Exam	Record	Total Marks	
Test	2	50	-	**50**	10
Model	3	60	-	**60**	15
Experiments Completed	-	-	-	**10**	10
Observation Note	-	-	-	**05**	05
				Total Marks - CIA	**40**
ESE	3	50	10	-	**60**

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

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

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

Components of Internship (Internal Assessment Only)

Components	Marks
Submission of Internship Report	20
Performance in viva-voce	30
Total Marks	**50**

***Certification of Completion is Mandatory for the award of Internal Marks and to avail the credits**

Semester 6

Semester - 6									
Course Code	**Part**	**Course Category**	**Course Name**	**Hours/ Week**	**Examination**				**Credits**
					Duration in Hours	**Max. Marks**			
						CIA	**ESE**	**Total**	
24BBA61C	III	Core - XIV	Entrepreneurship and Small Business Management	6	3	25	75	100	4
24BBA62C	III	Core - XV	Business Correspondence	6	3	25	75	100	4
24BBA63C	III	Core – XVI	Management Information System	5	3	25	75	100	4
24BBA6AE/	III	Elective - II	**Consumer Behaviour (Marketing)**	5	3	25	75	100	3
24BBA6BE/			Organisational Development **(Human Resource)**						
24BBA6CE			Investment Analysis **(Finance)**						
24BBA64P	III	SEC Lab - III	**Lab:** Business Communication	2	3	40	60	100	2
24BBA6PR	III	Project	**Core:** Project Work	6	3	40	60	100	5
			Total	**30**				**600**	**22**
			Grand Total	**180**				**4250**	**140**

Course Code	Course Name	Category	Hours / Week	Credits
24BBA61C	Entrepreneurship and Small Business Management	Core - XIV	6	4

Course Objectives

The Course intends to cover

- Fundamentals of entrepreneurship, green and digital entrepreneurship, entrepreneurial motivation and innovation.
- Entrepreneurship Development Programmes (EDPs), institutional support and Government schemes.
- Small business, its importance, sources and incubation of business ideas, feasibility studies and legal formalities.
- Business plan and its components, market analysis, marketing plan, break-even analysis and marketing assistance.
- Finance for Start-ups, financial planning, government support and funding sources.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Identify entrepreneurial opportunities by applying the concepts of entrepreneurship including green and digital entrepreneurship.	K1, K2
CLO2	Identify suitable institutional support by analysing EDP components and government schemes based on the aspirational needs of entrepreneurs.	K2
CLO3	Prepare a feasibility report for a viable business idea.	K3
CLO4	Construct a comprehensive small business plan incorporating market surveys, risk analysis, and break-even estimations.	K3
CLO5	Appraise the institutional schemes and capital sources for new ventures.	K4
K1 , K2 - Identify; **K3** - Prepare, Construct; **K4** - Appraise		

CLO-PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	Primary SDG
CLO1	3	3	1	3	3	SDG 8, 12
CLO2	2	2	1	2	1	-
CLO3	1	2	3	-	-	SDG 8
CLO4	1	1	3	3	1	-
CLO5	-	1	2	1	-	-
3 - Substantial (High)		**2** - Moderate (Medium)			**1** - Slight (Low)	

Core – XIV: Entrepreneurship and Small Business Management

Unit	Content	No. of Hours
I	**Entrepreneurship:** Meaning, Definition, Characteristics, Functions and Types of Entrepreneurships. **Green Entrepreneurship:** Meaning, Definition and Importance. **Digital Entrepreneurship:** Meaning, Definition and Characteristics. **Entrepreneurial Motivation:** Meaning - Need for Achievement Theory - Entrepreneurial Motivational Behaviour (Locus of Control & Risk-taking Behaviour). Innovation and Entrepreneurship - Role of Entrepreneurship in Economic Development.	14
II	**Institutional Ecosystem for Entrepreneurship:** Factors affecting Entrepreneurial Growth (Economic and Non-economic Factors). **Entrepreneurship Development Programme (EDP):** Meaning, Need, Objectives and Importance of EDP - Course Content of EDP, Phases and Evaluation of EDP. **Institutional Support to Entrepreneurs:** Functions of DIC, NSIC, SIDCO, SIPCOT, EDII and Government Schemes and Support for Entrepreneurs.	18
III	**Small Business:** Meaning and Concepts (Nature and Scope, Scale of operations) - Evolution and Development of Small Business - Categories, Characteristics, Role, Importance and Responsibilities of Small Business**. Business Ideas:** Sources and incubation of Business Ideas, Technical Assistance for small business. Preparation of Feasibility Reports, Legal Formalities and Documentation.	20
IV	**Business Plan and Implementation:** Meaning, Importance, Outline and Components of a Business Plan. Market Survey - Market Demand Analysis - Competitive Analysis - Sales Forecasting - Marketing Strategies for Small Business - Marketing Plan - Risk Analysis - Break-even Analysis. Marketing Assistance through Government channels.	22
V	**Entrepreneurial Finance:** Start-up - Meaning - Startup initiatives by Government of India (NIDHI, STEP) - Startup costs - Financial Planning and Sources of Finance for New Ventures - Venture Capital - Angel investors. Institutional finance supporting SSIs/MSMEs (SIDBI, MUDRA, TREAD) - Incentives, Subsidies and Bounties for SSIs/MSMEs - MSME and Women Entrepreneurs in India.	16
	Total Hours	**90**

Unit Mapping with SDGs

Unit	Primary SDG
Unit I: Green Entrepreneurship	SDG 12
Unit I: Role of Entrepreneurship in Economic Development	SDG 8
Unit III: Role, Importance and Responsibilities of Small Business	SDG 8

Text Books

1	S.S. Khanka (2026), Entrepreneurial Development, 5th Edition, S. Chand Publishing, New Delhi.
2	Vasant Desai (2025), The Dynamics of Entrepreneurial Development and Management, 6th Edition, Himalaya Publishing House, Mumbai.

Reference Books	
1	Robert D. Hisrich, Michael P. Peters and Dean A. Shepherd (2020), Entrepreneurship, 11th Edition. McGraw-Hill Education, New York.
2	Donald F. Kuratko (2023), Entrepreneurship: Theory, Process, Practice 12th Edition, Cengage Learning, Boston.
3	Robert D. Hisrich, Claudine Kearney and Robert P. McCarthy (2022), Managing Innovation and Entrepreneurship, 2nd Edition, SAGE Publications, California.
Web Resources (Swayam/NPTEL/Others)	
1	https://onlinecourses.swayam2.ac.in/e-learning/preview/cec26_cm17
2	https://onlinecourses.swayam2.ac.in/e-learning/preview/ini26_cm22
3	https://101entrepreneurship.com/green-entrepreneurs/
4	https://mailchimp.com/resources/digital-entrepreneurship/
5	https://unctad.org/system/files/official-document/a79d208_en_0.pdf
6	https://www.nexford.edu/insights/role-of-entrepreneurship-in-economic-growth
7	https://csr.education/csr-process/un-sdgs-business-opportunities-responsibilities/

Course Code	Course Name	Category	Hours/Week	Credits
24BBA62C	Business Correspondence	Core - XV	6	4

Course Objectives

The Course intends to cover

- Preparation of professional resumes, cover letters, and platform-specific social media communications.
- Different types of trade letters and inter-office correspondence.
- Effective business writing, emerging communication practices, digital communication ethics, and business report writing.
- Company secretarial correspondence, meeting documentation, and internal communication strategies.
- Formal correspondence related to requests, complaints and petitions, and persuasive letters based on purpose and receiver.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Prepare professional resumes, cover letters and platform-specific communications using appropriate formats.	K1 - K3
CLO2	Draft trade letters and inter-office correspondence for effective communication.	K3
CLO3	Use appropriate business language for effective communication and reporting.	K3
CLO4	Prepare company correspondence, meeting documents, and internal corporate communications for organisational purposes.	K3
CLO5	Draft legal RTI requests, public utility petitions, and letters to the editor using the correct formal structures and enclosures.	K3
K1 - Remember; **K2** - Understand; **K3** - Prepare, Draft, Use		

CLO - PLO Mapping

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

Core – XV: Business Correspondence

Unit	Content	No. of Hours
I	**Individual Communication**: Resume Preparation - General and Job-Specific, Cover letter preparation, Soft-Copy forms with neat formatting, Scanning and placing of Photo. **Modern e-forms of Communication:** Fax - E-mail - Video Conferencing - Websites and their uses in business - Language for Email letters - Social Media Communications (blogs - posting tweets, face-book, LinkedIn Groups (platform specific best practices).	15
II	**Trade Letters**: Letters of Inquiry - Placement of Orders - Delivery and its status - Letters of Complaints, Claims - Adjustments -Credit and Status Enquiry - Collection letter - Inter-office Correspondence - Memorandum - Office Orders - Circulars.	19
III	**Effective Business Writing:** Business Vocabulary - Contemporary Business Terminology - Grammar - Punctuation - Capitalisation - Number Usage - Clarity, Conciseness and Professional Tone - Practical Use of Business Language - Emerging Trends in Technology and Business Practices (AI assisted communication, Data-driven communication) - Ethics in Digital Communication. **Report Writing:** Meaning and Need - Types of Business Reports - Structure and Format - Title, Introduction, Body, Summary, Conclusion, Recommendations, References and Appendices - Report Writing for Business Purposes - Features of a well written Report.	20
IV	**Correspondence of a Company Secretary:** Secretary Notice - Agenda and Minutes - Types (Minutes of Statutory meeting, Board meeting, Annual General Meeting and Joint consultative meeting) - Contents and Guidelines of Minutes - Alteration of minutes - Correspondence with Directors and Shareholders. **Internal Communications Strategy**: Company Newsletters - Circulars - Appreciation Memos - Letters of Reprimand and Strictures - Employee Empowerment and Engagement through Communication (Feedback, Recognition and Motivation).	20
V	**General Correspondence:** Letters under Right to Information (RTI) Act - General complaints and petitions for public utilities - Letters to the editor of newspapers. **Practical aspects of letter writing:** Purpose and Audience - Request and Persuasive Writing - Complaint and Response Writing - Formal Tone and Clarity - Supporting Documents and Enclosures - Follow-up Correspondence.	16
	Total Hours	**90**

Text Books

1	Rajendra Pal and J. S. Korlahalli (2020), Essentials of Business Communication, 13th Edition, Sultan Chand & Sons, New Delhi.
2	M. S. Ramesh & C. C. Pattanshetti (2011), Business Communication, 28th Edition, S. Chand & Co., New Delhi.
3	M. V. Rodrigues (2018), Effective Business Communication, 1st Edition, Concept Publishing Company Pvt. Ltd., New Delhi.

Reference Books

1	R. K. Madhukar (2024), Business Communication, 4th Edition, Vikas Publishing, New Delhi.
2	John V. Thill & Courtland L. Bovee (2023), Excellence in Business Communication, 14th Edition, Pearson, Bosto
3	Courtland L. Bovee & John V. Thill (2020), Business Communication Today, 15th Edition, Pearson, New York.

Web Resources (Swayam/NPTEL/Others)

1	https://onlinecourses.swayam2.ac.in/imb19_mg14/preview
2	https://clearinfo.in/blog/ethics-in-business-communication/

Course Code	Course Name	Category	Hours/Week	Credits
24BBA63C	Management Information System	Core - XVI	5	4

Course Objectives

This course intends to cover

- Key concepts, components, functions of information systems and structures of MIS.
- MIS support for core management functions, departmental systems (finance, marketing, HR, inventory) and hierarchical, network, and relational DBMS models.
- Computer hardware, software and client-server concepts.
- Input, output and storage technologies, including AI-enabled technologies.
- Technologies in Telecommunication, cloud computing, e-commerce, EDI and electronic payment.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	List the essential components, features, and steps in implementation of Management Information System (MIS) for business decision making.	K1, K2
CLO2	Execute functional information systems and DBMS models to assist corporate planning, organizing and controlling operations.	K3
CLO3	Select computer hardware, software and client-server architecture based on business requirements.	K3
CLO4	Select appropriate input, output and secondary storage devices for business computing.	K3
CLO5	Strengthen business operations and transactions through e-commerce, EDI technologies and electronic payment.	K3
K1, **K2 -** Understand; **K3 -** Execute, Select, Strengthen		

CLO-PLO Mapping

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

Core - XVI: Management Information System

Unit	Content	No. of Hours
I	**Information Systems:** Introduction - Need for Information - Definition, Features and Components of Information System - Steps in Implementing Management Information System (MIS) - Information System for Decision Making - MIS as Competitive Advantage - MIS Structures.	15
II	**Management Information System (MIS):** MIS Support for Planning - Organizing - Controlling. MIS for Specific Functions (Personnel - Finance - Marketing - Inventory and Production) - Strategic Information System. **Database Management System Models:** Hierarchical Model - Network Model - Relational Model.	18
III	**Hardware**: Computer Hardware - Description of Electronic Computers - CPU Operations - Classification of Computers (Mainframe - Mini - Workstations - Micro Computers - Super Computers - Personal Computers). **Software:** Types of Software - Data Representation in Computers - Introduction to Client-Server Architecture.	12
IV	**Input Devices:** Mouse - Touch Screens - MICR - OCR - Keyboard - Pen-Based Input - Digital Scanners. **AI in Input:** Speech Recognition - Image Recognition - Smart Sensors. **Output Devices:** Impact Printers - Non-Impact Printers - Video Display Terminals - Plotters - Voice Output Devices. **AI in Output:** Text-to Speech Systems - Intelligent Display Systems. **Secondary Storage Devices:** Hard Disk - Magnetic Disk - Floppy Disk - Magnetic Tape - Optical Disk Storage (CD-ROM - Blu-Ray Disc).	15
V	**Telecommunication revolution:** Introduction to e-mail, internet, intranet and teleconferencing - www architecture - Basics of Cloud Computing. **E-Commerce:** Introduction, Models B-B and B-C. **Electronic Data Interchange (EDI):** Applications in business - Benefits of EDI. **Electronic Payment of Cash:** Smart Cards - Credit Cards - Debit Cards - Mobile Payments (UPI and Digital Wallets).	15
	Total Hours	**75**

Text Books	
1	James A O'Brien, George M Marakas, Ramesh, (2017), Management Information System, 11th Edition, Mc Graw hill India, New Delhi
2	L.M.Prasad, Usha Prasad (2020), Management Information System, 2nd Edition, Sultan Chand, New Delhi
Reference Books	
1	Kenneth C. Laudon & Jane Laudon (2024), Management Information System, 5th Edition, Pearson Publisher, New Delhi.
2	Haag, Cummings & McCubbrey (2012), Management Information System for the information Age, 9th Edition, Mc Graw Hill, New York.
3	C.S.V. Murthy (2019), Management Information System, 3rd Edition, Himalaya Publishing House, Mumbai.
Web Resources (Swayam/NPTEL/Others)	
1	https://onlinecourses.swayam2.ac.in/e-learning/preview/imb26_mg68
2	https://www.youtube.com/watch?v=KTp8iKAQb-U

Course Code	Course Name	Category	Hours/Week	Credits
24BBA6AE	Consumer Behaviour	Elective - II	5	3

Course Objectives

The Course intends to cover

- Consumer behaviour concepts, factors and its interdisciplinary nature, along with customer value, satisfaction and retention strategies.
- Consumer research process, motivation dynamics, factors influencing perception and digital consumer behaviour, including social media insights, data privacy and ethics.
- Consumer learning theories, measurement of learning, and consumer attitude formation and strategies for change.
- Social, cultural, cross-cultural, and digital factors that shape consumer behaviour and marketing strategies.
- Consumer decision-making process, types, models, decision rules and opinion leadership, online purchasing practices and responsible consumer behaviour.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand consumer needs and behaviour by relating customer value, satisfaction and retention.	K1, K2
CLO2	Derive consumer insights from consumer research, motivation dynamics, perception and digital consumer behaviour.	K2
CLO3	Execute market re-positioning strategies by understanding behavioural learning theories and attitude formation models.	K3
CLO4	Map the shifts in consumer lifestyle choices by analysing reference groups, online communities, and influencer marketing.	K4
CLO5	Analyse customer choice patterns by examining the decision-making process, opinion leadership and online search behaviours with responsibility.	K4
K1 - Remember; **K2** - Understand, Derive; **K3** - Execute; **K4** - Map, Analyse		

CLO-PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	Primary SDG
CLO1	2	2	1	1	2	-
CLO2	2	2	2	2	2	-
CLO3	1	1	2	2	1	-
CLO4	1	2	2	2	1	-
CLO5	1	2	2	1	3	SDG 12
3 - Substantial (High)		**2 - Moderate (Medium)**			**1 - Slight (Low)**	

Elective - II: Consumer Behaviour

Unit	Content	No. of Hours
I	**Consumer Behaviour:** Meaning, Definition, Scope and Factors influencing Consumer Behaviour - Interdisciplinary nature of Consumer Behaviour - **Customer Value and Retention:** Meaning and Importance of Customer Value - Perceived Customer Value - Customer Satisfaction and Measurement - Factors Influencing Retention - Customer Retention Strategies.	14
II	**Consumer Research:** Meaning and Importance of Consumer Research - Research Paradigms - Consumer Research Process. **Consumer Motivation:** Dynamics, Types and Measurement of Motives. **Consumer Perception:** Meaning, Process and Factors Influencing Perception. **Digital Consumer Behaviour:** Online Reviews - Social Media Consumer Insights - Data Privacy and Ethics.	13
III	**Consumer Learning:** Behavioural Learning Theories (Classical Conditioning, Operant Conditioning). Measures of Consumer Learning - Recognition and Recall - Behavioural Response - Attitude and Preference Change. **Consumer Attitude:** Meaning and Components of Attitude - Formation of Consumer Attitudes - Strategies for Attitude Change.	17
IV	**Social and cultural influences:** Social Class and Consumer behaviour - Profiles and Characteristics of Consumer Classes - Lifestyle and Consumer Behaviour - Reference Groups and Family Influence. **Cross-Cultural Consumer Behaviour:** Cultural Values - Cross-Cultural Marketing Strategies. **Digital Social Influence:** Social Media Influence - Online Communities - Influencer Marketing.	15
V	**Consumer Decision Making:** Objectives - Consumer Decision making process - Dynamics and Types of Consumer Decision Making - Models of Consumer Decision Making - Opinion Leadership. **Online Buying Behaviour:** Online Information Search - Pre-Purchase, Purchase and Post-Purchase Behaviour - Responsible Consumer Buying Behaviour.	16
	Total Hours	**75**

Unit Mapping with SDGs

Unit	Primary SDG
Unit V - Responsible Consumer Buying Behaviour	SDG 12

Text Books

1	Solomon, M. R., & Russell, C. A. (2026), Consumer Behavior (15th ed.), Pearson, New Delhi.
2	Leon G.Schiffman, Joseph Wisenblit & S.Ramesh Kumar (2024), Consumer Behaviour (12th ed.), Pearson Education India, New Delhi.

Reference Books

1	David L. Mothersbaugh, Susan Bardi Kleiser and Delbert I. Hawkins (2024), Consumer Behaviour: Building Marketing Strategy (15th ed.), McGraw-Hill, New York.
2	P.C.Jain & Monika Bhatt (2010), Consumer Behaviour in Indian Context, S.Chand, New Delhi.
3	Dr. S.L. Gupta & Sumitra Pal (2025), Consumer Behaviour: An Indian Perspective, Sultan Chand & Sons, New Delhi.

Web Resources (Swayam/NPTEL/Others)

1	https://onlinecourses.nptel.ac.in/noc20_mg14/preview
2	https://fastercapital.com/content/Ethical-issues-in-e-commerce-and-online-platforms--Consumer-Privacy-and-Data-Ethics-in-E-commerce-Startups.html

Course Code	Course Name	Category	Hours / Week	Credits
24BBA6BE	Organisational Development	Elective - II	5	3

Course Objectives

This course intends to cover

- Foundational concept and evolution of Organisational Development (OD) planned change frameworks, systems thinking, and group dynamics.
- Stages of the OD process, diagnostic data collection tools, problem identification, and the action research model.
- Individual, group and organisational OD interventions, and guidelines for selecting appropriate interventions.
- Conditions, effectiveness, employee engagement, impact, and ethics in OD implementation
- Contemporary OD issues, roles of consultant, power and politics, digital transformation and future trends.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand the concepts, evolution and foundations of Organisational Development (OD) and planned change.	K1, K2
CLO2	Identify organisational problems by using OD diagnostic tools for effective change implementation.	K3
CLO3	Select appropriate OD interventions for individuals, group, and for organisational improvement.	K3
CLO4	Assess the effectiveness of the organisational development by analysing the performance, employee engagement, and implementation factors.	K4
CLO5	Analyse contemporary OD changes and digital transformation to discern the future of OD.	K4
K1 - Remember; **K2** - Understand; **K3** - Identify, Select; **K4** – Assess, Analyse		

CLO - PLO Mapping

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

Elective - II: Organisational Development

Unit	Content	No. of Hours
I	**Organisational Development (OD):** Meaning, Concept, Nature, Scope and Importance - Brief History and Evolution of OD. **Organisational Change:** Meaning and need for Change - Planned Change. Organisations as Systems - Group and Intergroup Dynamics.	14
II	**OD Process:** Meaning, Purpose and Stages of OD Process. **OD Diagnosis:** Data Collection and Analysis - Basic Diagnostic Tools - Identification of Organisational Problems - Action Planning and Change Implementation - Monitoring, Feedback and Evaluation - Action Research Model.	14
III	**OD Interventions:** Meaning, Importance and Types – Individual Level Interventions (Coaching and Counselling)**,** Group Level Interventions (Team Building, Process Consultation and survey feedback) and Organisation Level Interventions (Organisation Restructuring, Job and Work Redesign, Organisational learning). Guidelines for Selection of Appropriate OD Interventions.	17
IV	**OD Implementation:** Conditions for Successful OD - Role of Management Support - Employee Participation - Assessment of Organisational Performance and OD Effectiveness - Employee Engagement - Impact of OD - Ethics in OD.	14
V	**Contemporary OD Issues:** Role and Skills of OD Consultant - Consultant-Client Relationship - Power and Politics in OD - Mechanistic and Organic Organisations - Contingency Approach - Digital Transformation and OD - Future of OD - Indian Experiences in OD.	16
	Total Hours	**75**

Text Books	
1	Thomas G. Cummings, Christopher G. Worley (2023), Organization Development and Change, 11th Edition, Cengage Learning, New Delhi.
2	Donald L. Anderson (2024), Organization Development: The Process of Leading Organizational Change, 6th Edition, SAGE Publications, New Delhi.
Reference Books	
1	Mee-Yan Cheung-Judge, Linda Holbeche (2021), Organization Development: A Practitioner's Guide for OD and HR, 3rd Edition, Kogan Page, London.
2	Ratan Raina, (2026) Managing Organisational Growth and Development through Change: Text and Cases, 1st Edition, Routledge, New Delhi.
Web Resources (Swayam/NPTEL/Others)	
1	https://nptel.ac.in/courses/110101146
2	https://nptel.ac.in/courses/110105120
3	https://www.studocu.com/in/document/annamalai-university/organisational-change-and-development/ethical-standards-in-organizational-development/46154087

Course Code	Course Name	Category	Hours / Week	Credits
24BBA6CE	Investment Analysis	Elective - II	5	3

Course Objectives

This course intends to cover

- Investment concepts, features, importance and forms of investment.
- Instruments of money and capital market, shares, debentures, and basic derivative instruments.
- Primary and secondary markets, trading practices, risk-return and functions of SEBI.
- Security analysis using fundamental and technical approaches, importance of charts and patterns.
- Investment theories, diversification, risk & return concepts, Markowitz Portfolio Theory, Portfolio analysis management.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Discern suitable investment avenues and distinguish investment from speculation.	K1, K2
CLO2	Understand the suitability of investment instruments for different investment needs.	K2
CLO3	Understand the primary and secondary markets, return and risk, stock exchanges, and regulatory provisions.	K2
CLO4	Select securities for investment using fundamental and technical analysis.	K3
CLO5	Construct an optimal portfolio by assessing asset risk and expected returns.	K3
K1, K2 - Discern, Understand; **K3** - Select, Construct		

CLO - PLO Mapping

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

Elective - II: Investment Analysis

Unit	Content	No. of Hours
I	**Investment:** Meaning, Importance and Features - Investment and Speculation. Forms of Investment - Bank Deposits - Post Office Schemes - Government Securities - Mutual Fund Schemes - Provident Funds - Corporate Deposits - Real Estate - Gold and Silver.	14
II	**Investment Instruments:** Money Market and Capital Market Instruments. **Shares:** Types and Features. **Debentures:** Nature and Types**. Derivatives:** Meaning and Basic Features of Futures and Options.	15
III	**Primary Market:** Meaning and Role of New Issue Market (NIM) - Methods of Floating New Issues. **Secondary Market:** Meaning and Functions - Role and Functions of Bombay Stock Exchange (BSE) and National Stock Exchange (NSE) - Basic Trading Practices - Stock Market Indicators. **Return and Risk:** Meaning and Types. **Securities and Exchange Board of India (SEBI):** Role and Functions.	15
IV	**Security Analysis:** Meaning and Approaches. **Fundamental Analysis:** Economic, Industry and Company Analysis. **Technical Analysis:** Basic Concepts (price and volume, trends, support and resistance) - Dow Theory - Types of Charts - Important Chart Patterns.	15
V	**Investment Theories:** Efficient Market Theory - Random Walk Theory (Weak, Semi-strong and Strong Forms of Market Efficiency). **Portfolio Analysis:** Meaning and Importance - Basic Concepts of Diversification and Risk-Return - Markowitz Portfolio Theory - Portfolio Management.	16
	Total Hours	**75**
Text Books		
1	Prasanna Chandra (2025), Investment Analysis and Portfolio Management, 7th Edition, McGraw Hill, New Delhi.	
2	Vanita Tripathi, Amit Kumar Singh & Vandana Jain (2025), Taxmann's Investment Management, Taxmann Publications Private Limited, New Delhi.	
Reference Books		
1	V. A. Avadhani (2025), Investment Management, 8th Edition, Himalaya Publishing House, Mumbai.	
2	Nalla Praveen Kumar, Pagadala Keshavagiri, V. Swathi Kumari & Y. Vijaya Laxmi (2026), Investment Management, Himalaya Publishing House, Mumbai.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.swayam2.ac.in/imb19_mg09/preview	
2	https://nptel.ac.in/courses/110105166	

SEC Lab III - Business Communication

Course Code	Course Name	Category	Hours / Week	Credits
24BBA64P	Lab: Business Communication	SEC Lab - III	2	2

Unit	Content	No. of Hours
I	**Digital Communication:** Professional email communication - Email etiquette - Subject lines - Attachments - CC/BCC - Digital signatures - Video conferencing - Online communication etiquette. (Ex.No.1-2)	4
II	**Business Document Design:** Professional formatting - Page layout - Styles - Tables - Images - Hyperlinks - Headers and footers - Document conversion and sharing. (Ex.No. 3-5)	6
III	**Effective Digital Writing:** Concise business writing - Proofreading - Editing - Summarisation - Audience-oriented communication - Professional tone. (Ex.No. 6-8)	6
IV	**Visual Communication:** Principles of effective presentation - Slide design - Visual hierarchy - Infographics - Charts - SmartArt - Business storytelling. (Ex.No. 9-10)	7
V	**AI in Business Communication:** Generative AI - Prompt formulation - Drafting - Rewriting - Summarisation - Tone modification - Proofreading - Verification - Responsible use of AI. (Ex.No. 11-12)	7
	Total Hours	**30**

Text Books	
1	Courtland L. Bovee, John V. Thill, Roshan Lal Raina (2025), Business Communication Today, 15th edition, Pearson
2	Mary Ellen Guffey, Dana Loewy (2026), Essentials of Business Communication 13th edition, Cengage.
Reference Books	
1	Mary Ellen Guffey, Dana Loewy (2024), Business Communication: Process and Product 11th edition, Cengage.
2	Sanjay Kumar, Pushp Lata (2018), Communication skills, 2nd edition, Oxford University Press.
Web Resources (Swayam/NPTEL)	
1	https://nptel.ac.in/courses/109106129
2	https://nptel.ac.in/courses/109107172

List of Practicals
1. Draft emails for different business situations such as enquiry, request, follow-up, meeting invitation and response. Include appropriate subject line, salutation, closing, attachment reference and signature. 2. Create a simple customer/employee feedback form using Google Forms. Collect sample responses and present the results using a suitable chart. 3. Format a given unstructured business document using MS Word. Apply appropriate styles, headings, tables, images, page numbers, headers and footers and save the final document as PDF. 4. Edit a shared business document using comments, Track Changes and review features. Accept/reject changes and prepare the final version. 5. Create a one-page company newsletter containing business news, employee achievement, announcement and upcoming event using appropriate text and visual elements. 6. Edit a business document containing errors in grammar, punctuation, spelling, vocabulary and tone. Use MS Word editing features and prepare the final version. 7. Read the given business article/case and prepare a one-page executive summary highlighting the key points, findings and action points. 8. Convert the same business information into two different forms of communication for two different audiences, such as employees and customers, focusing on differences in tone, vocabulary and length. 9. Convert given business information into a one-page infographic using MS PowerPoint. Use appropriate icons, shapes, SmartArt and limited text. 10. Prepare a 5-7 slide presentation on a business topic using appropriate visuals, charts and concise content. Deliver the presentation and submit the PPT. 11. Use an AI tool to improve a given business communication for clarity, tone and conciseness. Record the prompt used, compare the original and AI-assisted versions, and submit the final edited version. 12. Given a simple business situation, prepare an appropriate digital communication package consisting of one written communication and a short PowerPoint presentation, using AI assistance where appropriate.

Course Code	Course Name	Category	Hours / Week	Credits
24BBA6PR	Project Work	Project	6	5

Evaluation Pattern:

1. Viva-Voce will be conducted at the end of the year by both Internal (Respective Guides) and External Examiners for a total of 100 marks

2. Out of 100 marks,
   CIA - 40 marks (15 marks - Review I + 15 marks - Review II + 10 marks - Internal Viva Voce)
   ESE - 60 marks (20 marks - Report + 40 marks - Viva Voce).

Guidelines:

- Students should select one project area based on their interest, skills and career goals.
- The project report should consist of the following:

DECLARATION
CERTIFICATE
ACKNOWLEDGEMENT

1. Introduction
- 1.1 Introduction to the study
- 1.2 Problem Statement
- 1.3 Need for the Study
- 1.4 Objectives of the Study
- 1.5 Limitations of the Study

2. Review of Literature

3. Research Methodology
- 3.1 Research Design
- 3.2 Sources of Data
- 3.3 Sampling Design and Sample Size
- 3.4 Data Collection
- 3.5 Tools for Data Analysis

4. Data Analysis and Interpretation

5. Findings and Suggestions

6. Conclusion

References

Appendices *(Questionnaire / Supporting Documents, if applicable)*

Suggested Project Areas:

- Human Resource Management
- Marketing Management
- Finance, Accounting and Investment
- Entrepreneurship and Small Business
- Banking and Insurance
- Digital Marketing and E-Commerce
- Business Analytics and Information Systems
- Consumer Behaviour
- Operations and Supply Chain Management
- Role of business in achieving SDGs

Components of Assessment (CIA & ESE)

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 (CIA & ESE)

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

Components of Project Work*

Components	Marks	
Review - 1	15	
Review - 2	15	
Internal Viva-Voce	10	
Total Marks - CIA		**40**
Project Report	15	
Implementation/Execution/Presentation	30	
Viva-Voce	15	
Total Marks - ESE		60
Total Marks		**100**

***Certification of Completion is Mandatory for the award of Marks and to avail the credits.**