



PSGR Krishnammal College for Women



DEPARTMENT OF BUSINESS ADMINISTRATION

**CHOICE BASED CREDIT SYSTEM &
OUTCOME BASED EDUCATION SYLLABUS**

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

2020-21 Batch onwards



Program Outcomes:

PO1. To provide students with experience in integrating the concepts and techniques from the various functional areas of business and generating solutions for contemporary business problems.

PO2. To manifest the students with high level of knowledge and skills including analytical and critical thinking, decision making, intellectual independence, leadership, planning and organization, and problem solving with paramount ability to communicate ideas effectively.

PO3. To transform the student to play a pioneering and leading role in the community, enabling her to take responsibilities and contribute to solving problems through innovative thinking, collective work, reflection, and self-development.

PO4. To demonstrate competence in applying the tools and techniques of Business Management to industry and to enable students to take intrapreneurial and entrepreneurial activities.

Program Specific Outcomes:

Business Administration Department has specifically defined few outcomes of the programme which make students:

PS01: To apply functional and foundational business concepts, theories, decision-making techniques and practices to succeed in a complex, technology-driven, global society.

PS02: To effectively communicate their ideas both oral and written in the business context and develop technical skills and human relation skills and attitude that they need for career progression.

PS03: To be successful in innovation, enterprise creation, development and problem solving and sensitize them toward ethical, moral and environmental issues.



DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM & OUTCOME BASED EDUCATION
SYLLABUS & SCHEME OF EXAMINATION
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
2020-21 Batch onwards

Semester	Part	Subject Code	Title of the Paper	Instruction per Sem	Tutorial (hrs)	Practical	Instruction per week	Total (Hrs)	Duration of the exam(hrs)	Exam Marks			
										CIA	ESE	Total	
I	I	TAM2001/ HIN2001/ FRE2001/ MAL1701	Language Paper I	86	4	-	6	90	3	40	60	100	3
I	II	ENG2001/ ENG20F1	English Paper I / Functional English Paper I	86	4	-	6	90	3	40	60	100	3
I	III	BB20C01	Core:1 Contemporary Management	71	4	-	5	75	3	40	60	100	4
I	III	AFA2004	Core2: Financial Accounting	71	4	-	5	75	3	40	60	100	4
II	III	ES20A02/ TH20A02/ HI20A01/ EG20A01/ ES20A01	Allied 1: International Marketing/ Mathematics for Management I/ Principles of Modern Government/ English through Classics I/ Indian Economic Development	86	4	-	6	90	3	40	60	100	5
I	IV	NME19B1/ NME19A1/ NME12WS/ NME12GS/ NME12AS	Basic Tamil-1 / Advanced Tamil-1 / Women studies/ Gandhian Studies/ Ambedhkar studies	28	2	-	2	30	2	50	50	100	2
				28	2		30	2	50	50	100		
				26	4		30		100	-	100		
II	I	TAM2002/ HIN2002/ FRE2002/ MAL1702	Language Paper II	86	4	-	6	90	3	40	60	100	3
II	II	ENG2002 ENG20F2	English Paper II/ Functional English Paper II	86	4	-	6	90	3	40	60	100	3
II	III	BB20C02	Core 3 : Quantitative Techniques for Management	71	4	-	5	75	3	40	60	100	4

II	III	ABC2003	Core 4: Business Communication	71	4	-	5	75	3	40	60	100	4
II	III	ES20A03/ ES20A04/ ES20A05/ TH20A24/ HI20A02/ EG20A02	Allied 2: Economic Analysis, Basics of Econometrics, / Money and Banking / Mathematical for Management II / Indian Constitution / English through Classics II	86	4	-	6	90	3	40	60	100	5
II	V	REG16EE	Effective English Communication	26	4	-	2	-	2	50	50	100	2
II	IV	NME19B2/ NME19A2/	*Basic Tamil/ Advanced Tamil			-	-						-
			**Open course – Online Course			-							2
II	VI	NM12GAW	General Awareness (self-study)	-	-	-	-	-	-	-	-	100	-
III	III	AOB1902	Core 5: Organisational Behaviour	86	4	-	6	90	3	40	60	100	4
III	III	BB19C05	Core 6: Production and Materials Management	101	4	-	7	105	3	40	60	100	5
III	III	AMM1906	Core 7: Marketing Management	86	4	-	6	90	3	40	60	100	4
III	III	BB19A03/ HI19A03/ ES20A06/ EG20A03	Allied 3: *Income Tax / Indian Geography/ Demography/ Cluster writing for Media	86	4	-	6	90	3	40	60	100	5
III	III	BB19FA01	Core: SBS - Finance and Accounting for Business Process services - Paper I (Theory)	41	4	-	3	45	2	25	75	100	3
III	IV	NM14VHR	Value Education and Human rights	26	4	-	2	30	-	100	-	100	2
IV	III	AHR1907	Core 8: Human Resource Management	86	4	-	6	90	3	40	60	100	4
IV	III	AFM1908	Core 9: Financial Management	86	4	-	6	90	3	40	60	100	4
IV	III	BB19C11	Core 10: Business Analytics & Intelligence	101	4	-	7	105	3	40	60	100	5
IV	III	BB19A04/ ES19A07/ HI19A04/ EG20A04	Allied 4: Indirect Taxation / Research Methodology / India Culture and Heritage/ Cluster English for Competitive examinations	86	4	-	6	90	3	40	60	100	5

IV	III	BB19FA02	Core :SBS Finance and Accounting for Business Process Services -Paper II (Theory)	41	4	-	3	45	2	25	75	100	3
III		NM10EVS	Foundation Course (Environmental Studies)	26	4	-	2	30	-	100	-	100	2
IV	V	COCOACT	NSS/NCC/YRC/ECO/YINE T/ROT/YOGA	-	-	-	-	-	-	-	-	-	1
V	III	ACA2002	Core 11: Cost and Management Accounting	71	4	-	5	75	3	40	60	100	5
V	III	AMS2010	Core 12: Management Information System	71	4	-	5	75	3	40	60	100	4
V	III	BB20C13	Core 13: Company Law	71	4	-	5	75	3	40	60	100	4
V	III	ARM2011 /BB20E05	AOS 1: Research Methods for Management / Business Ethics and Corporate Social Responsibility	71	4	-	5	75	3	40	60	100	5
V	III	BB20E02 / BB20E06	AOS 2: Financial markets and Services / Investment and Portfolio management	71	4	-	5	75	2	40	60	100	4
V	IV	BB20SBCE/ BB20SB03	Coursera Course: Data Analytics for Business/ SBS III–Computational Finance-Paper I (Practical)	43	2	-	3	45	2	40	60	100	3
V		NM13IS1	Information Security (Level I)	26	4	-	2	30	2	100	-	-	Grade
V	III	BB19AC1	Advanced Learner Course **: Paper 1: Banking and Financial Services	-	-	-	-	-	3	25	75	100	5
V	III	BB19AC2	Advanced Learner Course **:Paper 2: Retailing Management	-	-	-	-	-	3	25	75	100	5
V			Personality Development	-	-	-	-	-	-	-	-	-	-
V	IV	INST1	Field Work	-	-	-	-	-	-	-	-	100	2
V	III	BB16CE	Comprehensive Examination	-	-	-	-	-	-	-	-	100	Grade

QUESTION PAPER PATTERN

CIA Question Paper Pattern: 2 x 25 = 50 Marks

One question from each unit with each question comprising of

- Two questions with a weightage of 2 marks (no choice)
- Two questions with a weightage of 6 marks (no choice)
- One question with weightage of 9 marks (Internal Choice at the same CLO level)

ESE Question Paper Pattern: 5 x 20 = 100 Marks

One question from each unit with each question comprising of

- One question with a weightage of 2 marks (no choice)
- One question with a weightage of 6 marks (Internal Choice at the same CLO level)
- One question with weightage of 12 marks (Internal Choice at the same CLO level)

ADVANCED LEARNERS COURSE (ALC)

Continuous Internal Assessment: 20 Marks

SECTION	MARKS	TOTAL
A – 4 / 6 X 4 Marks	16	25
B – 1 / 2 X 9 Marks	9	

End Semester Examination:20 Marks

SECTION	MARKS	TOTAL
A-5/8X5=25 Marks	25	75
B – 5/8X10=50 Marks	50	

INFORMATION SECURITY

Continuous Internal Assessment: 50 Marks

SECTION	MARKS	TOTAL
A – 5 / 8 X 2 Marks	10	40
B – 6 / 8 X 5 Marks	30	

FIELD TRAINING

An internship for a period of 15 days to be completed at the end of IV semester in an industrial establishment/organization approved by the concerned staff. The student is also required to maintain work diary and submit a report in the V semester, which will be followed, by a viva voce.

MODE OF EVALUATION	MARKS	TOTAL
Attendance	10	100
Work Diary	15	
Report	50	
Viva-voce	25	

WEIGHTAGE ASSIGNED TO VARIOUS COMPONENTS OF CONTINUOUS INTERNAL ASSESSMENT

Theory

	CIA I	CIA II	Model Exam	Assignment/ Class Notes	Seminar	Quiz	Class Participation	Library Usage	Attendance	Max. Marks
Core / Allied	5	5	6	4	5	4	5	3	3	40
ALC		10	15	-	-	-	-	-	-	25
Information Security	40	40		10		10				100

RUBRICS

Assignment/ Seminar

Maximum - 20 Marks (converted to 4 marks)

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

CLASS PARTICIPATION

Maximum - 20 Marks (converted to 5 marks)

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

MAPPING OF POs WITH COs

COURSE	PROGRAMME OUTCOMES			
	PO1	PO2	PO3	PO4
BB20C01				
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	M	M
CO5.	S	S	S	S
AFA2004				
CO1.	S	S	M	S
CO2.	S	S	M	S
CO3.	S	S	S	M
CO4.	S	S	S	S
CO5.	S	S	S	S
BB20C02				
CO1.	S	M	S	L
CO2.	S	S	M	L
CO3.	S	S	S	S
CO4.	S	S	S	M
CO5.	S	S	S	S
ABC2003				
CO1.	S	S	S	S
CO2.	S	S	S	M
CO3.	S	S	S	M
CO4.	S	S	S	S
CO5.	S	S	S	S

AOB1902				
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	M	S	S	M
CO5.	M	S	S	M
BB19C05				
CO1.	S	S	S	S
CO2.	S	S	M	M
CO3.	S	M	S	M
CO4.	S	S	M	S
CO5.	M	S	S	M
AMM1906				
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	M
CO4.	M	S	S	M
CO5.	M	S	S	M
BB19A03				
CO1.	S	S	S	M
CO2.	S	S	M	M
CO3.	S	S	S	M
CO4.	S	S	S	S
CO5.	S	S	S	S
BB19FA01				
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	M	M
CO4.	S	S	M	M

CO5.	S	S	M	M
AHR1907				
CO1.	M	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	M
CO4.	M	S	S	M
CO5.	M	S	S	M
AFM1908				
CO1.	S	S	M	S
CO2.	S	S	M	S
CO3.	S	S	S	M
CO4.	S	S	S	S
CO5.	S	S	S	S
BA19C11				
CO1.	S	S	M	S
CO2.	S	M	M	S
CO3.	S	S	S	M
CO4.	S	S	S	S
CO5.	S	S	S	S
BB19A04				
CO1.	S	S	S	S
CO2.	S	S	S	M
CO3.	S	M	S	M
CO4.	S	M	M	S
CO5.	M	S	S	S
BB19FA02				
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	M	M

CO4.	S	S	M	M
CO5.	S	S	M	M
ACA2002				
CO1.	S	S	M	S
CO2.	S	S	M	S
CO3.	S	S	S	S
CO4.	S	S	M	S
CO5.	S	S	S	S
AMS2010				
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	M
CO4.	S	S	S	S
CO5.	S	S	S	M
BB20C13				
CO1.	S	S	S	S
CO2.	S	S	M	S
CO3.	S	S	S	M
CO4.	S	S	M	S
CO5.	S	S	S	S
ARM2011				
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	M	S
CO4.	S	S	M	M
CO5.	S	S	S	S
BB20E05				
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	M
CO4.	M	S	S	M
CO5.	M	S	S	M
BB20E02				

CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	M
CO4.	S	S	S	S
CO5.	S	S	S	M
BB20E06				
CO1.	S	S	S	M
CO2.	S	S	M	S
CO3.	S	S	S	M
CO4.	M	S	S	M
CO5.	M	S	S	M
BB20SB03				
CO1.	S	S	M	S
CO2.	S	S	M	S
CO3.	S	S	S	S
CO4.	S	S	M	S
CO5.	S	S	S	S
BB19AC1				
CO1.	S	S	S	M
CO2.	S	S	M	S
CO3.	S	S	S	M
CO4.	S	S	S	M
CO5.	M	M	S	M
BB19AC2				
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S-Strong; M-Medium; L-Low

COURSE NUMBER- BB20C01	COURSE NAME – CONTEMPORARY MANAGEMENT	Category	L	T	P	Credit
		Theory	71	4	-	4

Preamble

1. To provide comprehensive knowledge about the fundamentals of management and various management functions to the students;
2. To enable the students to understand various managerial skills that are necessary for becoming successful managers;
3. To manifest the students with knowledge on planning, decision making, organizing and controlling for changing organizational structures, globalization, technological advancements, and various workforce characteristics.
4. To incorporate the concept social responsibility into business decisions.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	State various management concepts, their functions and describe current developments in management practices.	K1
CO2.	Classify the various types of plans & decisions and their process	K2
CO3.	Identify the advantages and challenges of employee diversity within organizations and sketch a good organizational structure	K2 & K3
CO4.	Apply budgetary controls & non budgetary controls that promote efficient and optimal utilization of resources in an organization	K3
CO5.	Analyze the need for ethics and corporate social responsibility in workplace and apply ethical choices in any given business context.	K3 & K4

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	M	M
CO5.	S	S	S	S

S-Strong; M-Medium; L-Low

CONTEMPORARY MANAGEMENT-BB20C01**(71 Hours)****UNIT – I (14 Hours)**

Management: Meaning & Definition – Scope - Features – Level of Management- Managerial Roles and Skills- — Management as an art or a science or a profession —Management Thoughts: Scientific & Modern Management thoughts only – Functions of Management-- Emerging Trends in Management.

UNIT – II (14 Hours)

Planning: Meaning and Definition – Nature and Characteristics of Planning – Importance – Types of Plans - Planning process – Limitations of Planning- Management by Objectives-Decision Making: Definition, meaning and features of decision making- Types of decision making – Decision making process- Design Thinking - Creativity - Innovation

UNIT – III (14 Hours)

Organising: Meaning and Definition – Principles of Organizing – Formal and Informal Organisation - Delegation and Authority – Forms of Organisation (organisation structure) – Learning organization- Centralization and Decentralization-Staffing-meaning-importance- process of staffing .

UNIT – IV (15 Hours)

Controlling: Definition – Characteristics of control – Importance of controlling- Control process – Effective control system – Limitations of controlling - Types of Control - Control Techniques: Budgetary control and Non budgetary control-Management by Walking Around (MBWA)- Co-ordination: Meaning and Definition – Features and Benefits of co-ordination –Essential for effective co-ordination.

UNIT – V (14 Hours)

Management and Society – Concept- -Social Responsibility- Corporate Governance-Sustainable Management -Definition- need & Importance- -Management Ethics (Meaning-Need & Importance & issues)- Change Management-Cross Culture Management.

Case study Analysis- Simple cases from all units

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	PagareDinkar	Business Management	Sultan Chand & Sons	Reprints 2018
2	Gareth R. Jones &Jennifer M George	Contemporary Management	McGraw-Hill Education; 10 edition	Reprints 2017
3	A.Kumudha	Principles of Management	Kalyani Publishers	2012

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Harold Kootz and Heinz Weihrich	Essentials of Management	Tata McGraw Hill	2014
2	Stepten P. Robbins, Mary Coulter and Neharika Vohra	Management	Pearson Prentice Hall, New Delhi	2013
3.	Rao V.S.P.	Management: Text & Cases	Excel Books, New Delhi	2012

Reference Links:

S.no	Topic	Hours & Modules	Web Link
1	Management, Planning, Decision Making, Organizing, Span of management, Staffing: , Organizational Change, Controlling,	12 Weeks Unit: I, II, III,VI, V	https://swayam.gov.in/nd1_noc20_mg58/preview
2	Concept of Management, Organizing, Controlling, Management & Society, Creativity & Innovation	10 Hrs Unit: I, II, V	https://nptel.ac.in/courses/122/108/122108038/#

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

COURSE NUMBER AFA2004	COURSE NAME – FINANCIAL ACCOUNTING	Category	L	T	P	Credit
		Theory	71	4	-	4

Preamble

1. To understand the basic concepts and principles of financial accounting.
2. To deepen knowledge on all the components of the balance sheet, using a double entry bookkeeping perspective.
3. To convey sufficient knowledge for an adequate interpretation, analysis and use the information provided by financial accounting.
4. To effectively communicate financial results and position to stakeholders.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Identify the importance of accounting and to gain a broad understanding of concepts, principles and terminology of financial accounting.	K1
CO2.	Recognize and familiarize kinds of accounts and use of various accounting tools.	K1
CO3.	Associate the components of balance sheet using double entry booking keeping.	K2
CO4.	Analyze and perform fundamental accounting operations.	K2
CO5.	Demonstrate the critical thinking skills to analyze and prepare financial reports in any given context or situation.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	M	S
CO2.	S	S	M	S
CO3.	S	S	S	M
CO4.	S	S	S	S
CO5.	S	S	S	S

S-Strong; M-Medium; L-Low

Financial Accounting - AFA2004 (71 Hours)

UNIT – I (15 Hours)

Accounting Concepts – Principles – Kinds of Accounts – Journal, Ledger, Subsidiary Books: Purchase Book, Sales Book, Returns Book, Cash Book.

UNIT – II (14 Hours)

Trial Balance-objectives and methods of preparing Trial Balance-Rectification of Errors -types of errors- preparation of suspense account - effect of errors on profit– preparation of Bank Reconciliation Statement

UNIT – III (14 Hours)

Capital and Revenue expenditure- Preparation of Manufacturing – Trading and Profit and Loss Account – Balance Sheet- Treatment of adjustments

UNIT – IV (14 Hours)

Depreciation – Meaning, Need for depreciation - Methods: Straight line and Diminishing balance methods – Bills of Exchange – entries in the books of drawer and acceptor

UNIT - V (14 Hours)

Final accounts of a company- Horizontal and vertical forms of income statement and Balance sheet and its contents-Financial statement analysis- comparative, common size statements and trend analysis- Ethics in financial reporting.

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

TEXT BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	S P Jain and Narang	Financial Accounting	Kalyani Publishers	Reprint 2018
2	Reddy T.S & Murthy A	Financial Accounting	Margham Publications	Reprint 2018

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	S.N. Maheswari, Suneel K. Maheshwari, Sharad K. Maheshwari	Financial Accounting for BBA	Vikas Publishing House Private Limited	2018
2	Grewal T.S	Double entry book keeping	Sultan Chand & Company	Reprint 2017

Reference links

Sl. No.	Units	Topics	Links	No of Hrs
1	Unit – 1,2,3	Fundamentals of Financial Accounting	Swayam: https://swayam.gov.in/nd2_cec20_mg23/prereview	8 Weeks
2.	Unit -3,4	Financial Accounting and Analysis	Swayam: https://swayam.gov.in/nd2_imb20_mg32/prereview	6 Weeks
3.	Unit -1,2	Introduction to Financial Accounting	Coursera: https://www.coursera.org/learn/wharton-accounting	12 hours

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

COURSE NUMBER- BB20C02	COURSE NAME – QUANTITATIVE TECHNIQUES FOR MANAGEMENT	Category	L	T	P	Credit
		Theory	71	4	-	4

Preamble

1. To enable the students to understand Business and Industrial enterprises, how to make long range planning and also to decide on issues such as location, choice of technology, choice of the optimum solution, formulation of alternatives, etc. ;
2. To enable the students to demonstrate the way in which the problems are perceived and formulated;
3. To manifest the students with knowledge on quantitative techniques which reduce the complex and unwieldy problems and play a significant role in framing management policy; and
4. To bring objectivity into decision making process under various quantitative techniques like LPP, Game Theory, PERT & CPM and Queuing models.

Course Outcome

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

CO Number	CO Statement	Knowledge Level
CO1.	Identify the various models for management decision	K1
CO2.	Describe and construct the statement with suitable O.R. model	K1
CO3.	Estimate competitors strategy in marketing function	K2
CO4.	To show and solve the problems through analysis and graph	K2
CO5.	Apply and predict project evaluation	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	M	S	L
CO2.	S	S	M	L
CO3.	S	S	S	S
CO4.	S	S	S	M
CO5.	S	S	S	S

S-Strong; M-Medium; L-Low

QUANTITATIVE TECHNIQUES FOR MANAGEMENT – BB20C02 (71 HOURS)

UNIT – I (15 Hours)

Introduction to Operation Research – Meaning and Definition – Scope and Methodology of OR – Models in OR – Advantages & Limitations of OR – Linear Programming: Formulation – Dual - Graphical Method & Simplex Method. (Simple problems from graphical and simplex methods only)

UNIT – II (15 Hours)

Transportation: Meaning & Definition –Application of Transportation problem - Basic Feasible Solution: North West Corner rule – Least Cost Method – Vogel’s Approximation Method – Optimum Solution: MODI method. Assignment Problems –Meaning & Definition - Application of assignment problem (Simple problems from transportation problem and assignment problem - only minimization)

UNIT – III (15 Hours)

Game Theory – Meaning & Definition – Basic terminology – Maximin-Minimax Principle - Two Person Zero Sum Game – Mixed Strategy Problem – Dominance Property (simple problems)
Queuing Theory – Meaning & Definition – Terms used in queuing theory – Main elements of queuing system – Single channel Formulas (Simple problems from single channel only)

UNIT – IV (14 Hours)

Critical Path Method – Meaning & Definition – Basic concepts of Network analysis – Construction of network diagram – Critical Path – Advantages & Limitations.
Programme Evaluation and Review Technique (PERT) – Time scale analysis – Critical Path – Probability of completion of project – Advantages and Limitations – Comparison between PERT and CPM.

UNIT – V (12 Hours)

Decision Theory - Decision making under condition of Uncertainty: Maximax criterion, Maximin criterion, Minimax regret criterion, Hurwicz criterion and Laplace criterion.

Decision making under Risk: Expected value criterion, Expected Opportunity Loss (EOL) criterion, Expected Value of Perfect Information (EVPI). Decision Tree – Introduction & Concepts (Theory only)

- Theory and problems in the ratio of 20% and 80% respectively

Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Agarwal N.P. and Sonia Agarwal	Quantitative Techniques for Management	Ramesh Book Depot, Jaipur – New Delhi	2005
2	Khandelwal S.K.	Quantitative Techniques	International Book House	2012

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Thulsian P.C. and Vishal Pandey	Quantitative Techniques: Theory and Problems	Pearson	2011
2	Sanderson, Sweeney and William	Quantitative Techniques for management	Cengage Learning India Pvt. Ltd.	2011
3	Agarwal N.P.	Quantitative Techniques for Decision making	Indus Valley Publication, Jaipur	2005

Reference Links

S.no	Topic	Hours & Modules	Web Link
1	Linear Programming, Transportation problems Assignment problems	Unit 1, II, 8 weeks	https://www.classcentral.com/course/swayam-introduction-to-operations-research-7902
2	Quantitative Techniques for Management	Unit I , II , III & IV 8 weeks	https://www.classcentral.com/course/swayam-quantitative-techniques-for-management-20268

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion

COURSE NUMBER ABC2003	COURSE NAME – BUSINESS COMMUNICATION	Category	L	T	P	Credit
		Theory	71	4	-	4

Preamble:

1. To enable the students to understand the essential principles of effective business communication;
2. To prepare students to demonstrate clarity, precision, brevity and coherence in use of language in both written and oral;
3. To train the students to organize and express ideas in writing and speaking to produce messages suitably tailored for the topic, objective, audience, communication medium and context; and
4. To help the students to apply the critical and creative thinking abilities necessary for effective communication in today's competitive business world.

Course Outcome:

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

CO Number	CO Statement	Knowledge Level
CO1.	Identify the importance of communication to gain a general understanding of communication process, and to overcome barriers in communication.	K1
CO2.	Recognize the importance of non-verbal communication and use of various communications devices.	K1
CO3.	Describe the concepts of Interpersonal communication, corporate and interpersonal communication.	K2
CO4.	Associate the fundamentals of the report writing process and to produce effective reports characterized by using creative charts, tables and diagrams.	K2
CO5.	Demonstrate the critical thinking skills to produce successful letters or emails; agenda and minutes in any given context or situation.	K3 & K4

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	M
CO3.	S	S	S	M
CO4.	S	S	S	S
CO5.	S	S	S	S

S-Strong M-Medium; L-Low,

BUSINESS COMMUNICATION –ABC2003 (71 HOURS)**UNIT – I (15 Hours)**

Communication: Meaning – Objectives – Importance – Channels – Media – Barriers to communication – Essentials of Effective Communication-Communication through letters – Layout of letter – Business letter format.

UNIT – II (16 Hours)

Business Letters-Enquiries and Reply – Offers and Quotations – Orders and Execution – Claims and Adjustments – Collection – Status Enquiries – Application for jobs.

UNIT – III (15 Hours)

Non-verbal communication – Body Language — Designing and Delivering Business Presentations-Managing Data and Using Graphics– Preparing Agenda & Minutes

UNIT – IV (13 Hours)

Reports: Types, Preparation, structure and organization of reports – Reports by individuals and committees- Press Releases

UNIT – V (12 Hours)

Interpersonal Communication-Group Communication-Managerial Communication- Corporate Culture- Inter cultural communication– Communication devices –Communicating Electronically-Use of internet and email- Business étiquette and email étiquette.

Case study Analysis- (for internal Valuation only)

Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Rajendra Pal &Korlahalli	Essentials of Business Communication	Sultan Chand & Sons.	Reprint 2017
2	Gupta C.B	Basic Business Communication	Cengage Learning India Pvt. Ltd.	2019

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Kitty O. Locker & Stephen KyoKaczmarek	Business Communication-Building Critical Skills	McGraw-Hill Irwin	2014
2	Raj Kumar	Basic Business Communication	Excel Books Publishing house	2010
3	M.V. Rodriques	Effective Business Communication	Concept Publishing Company	2003
4	Ramesh, MS,& C. C Pattanshetti	Business Communication	R.Chand& Co,	2003

Reference Links

S.no	Topics	Hours & Modules	Web Link
1	The Process of Communication, Written Communication , Business Correspondence, Reports, Oral Communication, Presentations,	6 Weeks Unit-I, II, IV	https://swayam.gov.in/nd2_imb19_mg14/preview
2	Communication Network, Communication Cycle, Types of Business Communication, Report Writing, Internal Communication	15 weeks Unit -I, IV, V	https://www.online-degree.swayam.gov.in/nd1_dyp20_d02_s1_hs01/preview

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

COURSE NUMBER- AOB1902	COURSE NAME – ORGANISATIONAL BEHAVIOUR	Category	L	T	P	Credit
		Theory	86	4	-	4

Preamble

1. To provide the students with knowledge on organisational behaviour concepts, theories, and business practices at national and global level.
2. To develop human relation skills (group dynamics, team building and leadership).
3. To analyze the impact of personality, values, perception, motivation and attitudes on behaviour in organizations.
4. To apply organisational behaviour approaches in the workplace towards improving organization's effectiveness

Course Outcome

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

CO Number	CO Statement	Knowledge Level
CO1.	Understand Organisational behavior concept and theories and relate it to organizational context.	K1
CO2.	Recognize the impact of perceptions, attitudes, behaviors and rewards on organizational performance	K1
CO3.	Identify the needs of group dynamics , cohesiveness for development of team building	K2
CO4.	Associate the behaviour of individuals and groups in organisations and identify the problems associated with organization climate and changes	K2
CO5.	Demonstrate the ability to use theories in leadership practice	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	M
CO4.	M	S	S	M
CO5.	M	S	S	M

S-Strong; M-Medium; L-Low

ORGANISATIONAL BEHAVIOUR – AOB1902 (86 HOURS)

UNIT – 1 (17 Hours)

Nature and importance of Organisational Behaviour (OB) — Concept and Relevance of OB in Modern Management- Models of OB- Challenges and Opportunities faced by Managers applying OB- Self-concept, Self-Esteem, **Personality**, Meaning, Major determinants of Personality- Personality traits – Personality tests .

UNIT – II (18 Hours)

Perception- Process, importance, factors influencing perception, Managerial and Behavioural applications of Perception, Attribution Theory –Organisational Applications **Motivation-** Concept, Theories (Maslow, Herzberg and McGregor) **Rewards** – types of rewards and their implications - **Attitudes:** characteristics, components, Types of Attitudes.

UNIT – III (17 Hours)

Group Dynamics- Definition, types of Groups, Stages of Group development, Team Building, **Group Cohesiveness** – Group norms -Group processes and Group Decision Making, Evolution of Group into teams.

UNIT – IV (18 Hours)

Leadership- Leader Vs Manager, Leadership styles, Theories of leadership (Trait theory, Managerial Grid, Fiedler's theory, and Path-Goal theory). Transformational vs. Transactional Leadership . Ethical leadership

UNIT – V (16 Hours)

Organisational Development and climate –Factors affecting organisational Climate – importance -Organizational development Characteristics –Objectives –Organisational Effectiveness-**Organisational Change**&–importance and overcoming resistance to change-**Organizational Conflict-** Meaning-Definition-Sources & Types.

Case study Analysis- (for internal Valuation only)

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Fred Luthans	Organizational Behavior: An Evidence - Based Approach	McGraw Hill Education; Twelfth edition	2017
2	L.M. Prasad	Organizational Behavior	Sultan Chand & Sons	2017

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	K. Aswathappa	Organizational Behavior	Himalaya Publishing House Pvt. Ltd.	12 th Revised Edition 2016
2.	Shashi K. Gupta & Rosy Joshi	Organizational Behavior	Kalyani publishers	2016
3.	N. Kumar & R. Mittal	Organisational Behaviour	Anmol	2015
4.	Stephen P. Robbins, Timothy A. Judge, Neharika Vohra	Organisational Behaviour	Kindle edition, 18 th Edition Pearson Education	2018

Reference links

Sl. No.	Units	Topics	Links	No of Hrs
1	Unit –IV	Leading the Organization The University of Queensland - Australia	https://www.edx.org/course/leading-the-organization	20 Hrs
2.	Unit –I & IV	Organisational behaviour University of British Columbia	https://www.coursetalk.com/providers/edx/courses/organizational-behaviour	20 Hrs
3.	Unit –I& II	Organisational behaviour University of British Columbia via edX	https://www.mooclab.club/resources/organizational-behaviour.1042/	30 Hrs

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

COURSE NUMBER- BB19C05	COURSE NAME – PRODUCTION AND MATERIALMANAGEMENT	Category	L	T	P	Credit
		Theory	101	4	-	5

Preamble

1. To make the students understand the roles/functions of production management in the context of business enterprise;
2. To introduce the basic concept of Materials Management and familiarize its applications in planning and quality concepts
3. To develop an understanding of quality principles, frameworks, tools and techniques for effective real life applications in manufacturing.
4. To acquaint with TQM, JIT Six Sigma, Lean Management and World Class Manufacturing and their contribution towards production management

Course Outcome

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

CO Number	CO Statement	Knowledge Level
CO1.	Identify the functions of production and understand the importance of productivity and efficiency.	K1
CO2.	Recognize how master production schedules (MPSs) and material requirements plans are used in production planning	K2
CO3.	Discuss the concepts, objectives and importance of quality control, ERP and Six Sigma	K2
CO4.	Describe the contribution of various constituents of production, Inventory and Materials Management towards value creation of product	K2
CO5.	Apply advanced production models like Lean and World Class Manufacturing	K3

Mapping with program outcome

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	M	M
CO3.	S	M	S	M
CO4.	S	S	M	S
CO5.	M	S	S	M

S-Strong; M-Medium; L-Low

PRODUCTION AND MATERIAL MANAGEMENT - BB19C05101 HOURS

UNIT – 1 (21 Hours)

Production Management: Meaning - Nature, Importance and Scope – Basic Functions of Production Management– Productivity, Efficiency and Effectiveness – Plant Location- Importance – Problems - Advantages and Disadvantages of Urban, Suburban, Rural locations – Factors. Plant Layout - Principles - Types and Hybrid layouts – Pros and Cons.

UNIT – 2 (20 Hours)

Production Planning and Control – Functions – Master Production Schedule (MPS) – Material Requirement Planning (MRP) – Bill of Materials – Maintenance: Meaning, Objectives and Types of maintenance – Work study: Method study, Time study – Importance – Procedure – Types.

UNIT – 3 (19 Hours)

Quality Control: Definition, Concepts, Objectives - Importance and Advantages of Quality Control System, Inspection: Meaning and Kinds of Inspection, Control Charts - Types. Total Quality Management: Core Concepts & Elements of TQM, - Steps in implementing TQM.

UNIT – 4 (22 Hours)

Materials Management: Meaning, Objectives and Importance – Purchasing principles – Purchase procedure – Vendor Rating and Vendor Evaluation, Inventory Control – Types of inventory – EOQ- Safety Stock - Re-order Point – KANBAN – JIT– Outsourcing. Material Handling: Meaning – Principles - Categories of Material Handling equipments.

UNIT – 5 (19 Hours)

Recent Trends: An Introduction to ERP–Total Productive Maintenance (TPM)- Six Sigma – concept, benefits, usage – Types and Roles of Six Sigma Belts, ISO 9000 Systems – Lean Manufacturing and World Class Manufacturing.

TEXT BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Panneerselvam R	Production and Operations Management	Prentice Hall Second Edition	2014
2	K. Aswathappa,	Essentials of Production Management	Himalaya Publishing House	2011
3.	Dr. M.M. Varma	Materials Management	Sultan Chand & Sons	2010

REFERENCE BOOKS:

S.No	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Joseph G Monks	Operations Management, (Theory and Problems)	McGraw I-Hill International Second Edition	2010
2.	Chunawalla& Patel	Production and Operations Management	Himalaya Publishing House.	2005
3.	Elwood S Buffa and Rakesh K Sarin	Modern Production and Operations Management	Johan Willey and Sons, Singapore Eighth Edition	2009
4.	Chase, Jacob and Acquilano	Operations Management for Competitive Advantage	Tata McGraw I-Hill, New Delhi, 11th Edition	2006

Reference links

Sl. No.	Units	Topics	Links	No of Hrs
1	Unit –1	Production Management	Swayam: https://swayam.gov.in/nd2_nou20_cs07/prview	16 Weeks
2.	Unit -4	Inventory Analytics	Coursera: https://www.coursera.org/learn/inventoryanalytics	10 hours
3.	Unit -5	Six Sigma Principles	Coursera: https://www.coursera.org/learn/six-sigma-principles	13 hours

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

COURSE NUMBER- AMM1906	COURSE NAME – MARKETING MANGEMENT	Category	L	T	P	Credit
		Theory	86	4	-	4

Preamble:

1. To provide fundamentals of marketing in business world.
2. To assess the importance of marketing mix
3. To analyze and select marketing channels for different sectors
4. To apply marketing research for the development of products and services
5. To adopt digital marketing practices in modern business

Course Outcome

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

CO Number	CO Statement	Knowledge Level
CO1.	Understand the importance of marketing, market segmentation and new product development.	K1
CO2.	Describe the implications of product policy , positioning and product life cycle	K2
CO3.	Recognize the importance of pricing, branding, packaging and labeling.	K2
CO4.	Choose the appropriate channel of distribution for different products	K3
CO5.	Apply the digital marketing techniques	K3

Mapping with programme Outcome

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	M
CO4.	M	S	S	M
CO5.	M	S	S	M

S-Strong ; M-Medium; L-Low

MARKETING MANGEMENT – AMM1906 (86 HOURS)

UNIT – 1 (18 Hours)

Introduction to Marketing: Meaning and Nature of Marketing - Market – Objectives and Characteristics- Marketing Functions- Factors influencing on Marketing functions- Marketing Management- Introduction to Marketing Analytics - Analyzing Consumer Markets- **Customer Relationship Management- Definition-Need , Importance & Types.**

UNIT – II (18 Hours)**Market segmentation:** Bases- Effective Segmentation criteria- Marketing Segmentation Strategy.**Product:** Definition, Characteristics and Product Policy- Product Classification- Product Positioning-Product Life Cycle and its implications- New Product Development.**UNIT – III (18 Hours)****Pricing:** Pricing Objectives- Factors affecting Pricing Decisions- Pricing Methods.**Branding and Packaging:** Brand Identity- Brand Image-Brand Equity- Types of Brand- Objectives and Functions of Packaging- Purpose of Labeling.**UNIT – IV (18 Hours)****Channel of Distribution:** Channel Objectives-Channel Functions- Types of Channel-Channel Selection- Factors affecting Selections of Marketing Channel.**Marketing Research-** Objectives and Elements of Marketing Research- Importance and Limitations of Marketing Research.**UNIT – V (14 Hours)**

Digital Marketing – Definition and Characteristics of digital marketing, Social media networking sites, Social media marketing channels, Digital Marketing Analytics – Meaning , Definition & Significance - SEO& SEM , Email Marketing, and Mobile Marketing. Ethics in marketing

* Case study (internal valuation only)

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	C.N.Sontaki	Marketing Management	Kalyani Publishers	2016
2	Dr.A.Kumudha and J.Deepa	Marketing Management	Kalyani Publishers	2016

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Ramasamy and S. Namakumari	Marketing Management: Indian Context Global Perspective	Sage Publications India Pvt Ltd; Sixth edition	2018
2.	RajanSaxena	Marketing Management Text and cases	McGraw-Hill; Sixth edition.	2019
3	Philip Kotler& Kevin Lane Keller	Marketing Management	Pearson Education; Fifteenth edition.	2017

Reference links:

Sl. No.	Units	Topics	Links	No of Hrs
1	Unit –I & II	Marketing segmentation and consumer Behaviour Marketing Fundamentals –Who is your customer -BabsonX	https://www.edx.org/course/marketing-fundamentals-who-customer-babsonx-bpet-mktx-0	20 Hrs
2.	Unit –III & IV	Pricing and Channel of Distribution Introduction to Marketing	https://www.edx.org/course/introduction-marketing-ubcx-busmktglx	20 Hrs
3.	Unit –I, II, III	Concept of Marketing&Marketing Mix. Marketing Management Provided by Indian Institute of Management Bangalore (IIMBx)	https://www.edx.org/course/marketing-management-2	20 Hrs

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

COURSE NUMBER- BB19A03	COURSE NAME – ALLIED 3- INCOME TAX	Category	L	T	P	Credit
		Theory	86	4	-	5

Preamble

1. To familiarize students with provisions of the direct taxes;
2. To enable the students to know the different heads of income and practical information needed for a clear understanding of individual income tax;
3. To apply the various deductions in respect of incomes.
4. To manifest the students with knowledge for filing tax returns.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Understand various provisions of Taxation.	K1
CO2.	Identify the residential status and heads of income.	K1
CO3.	Estimate deductions and exemptions on individual income and business income	K2
CO4.	Preparation of taxable income under various heads of income	K3
CO5.	Analyze and compute gross total income with deductions.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	M
CO2.	S	S	M	M
CO3.	S	S	S	M
CO4.	S	S	S	S
CO5.	S	S	S	S

S-Strong; M-Medium; L-Low

INCOME TAX - BB19A03

86 HOURS

UNIT – I (15 Hours)

Scope of Income tax Act – Important concepts of Income- Basis of Charge – Residential Status and Scope of Total Income (simple problems only) – Income exempted from Income tax – Agricultural Income.

UNIT – II (21 Hours)

Heads of Income -Income from Salary – Computation – Taxable sections connected with income from Salary- Deduction u/s 80C out of GTI. (simple problems only).

Income from House Property – Computation of Annual Value – Deductions from Net Annual Value u/s 24. (simple problems only).

UNIT – III (20 Hours)

Income from Business or Profession – Computation of Profits and Gains of Business or Profession - Allowable Deductions.(Including computation of Depreciation).(simple problems only).

Capital Gains – Computation of Long Term Capital Gain – Computation of Short Term Capital Gain - Exempted Capital Gains.(simple problems only).

UNIT – IV (17 Hours)

Income from Other Sources – Computation of other income -General Deductions. Carry forward and Set-off of losses – computation of Set-off and Carry forward losses.Computation of Total Income (simple problems only).

UNIT – V (13 Hours)

Assessment Procedure: Self Assessment – Compulsory Best Judgment Assessment – Reassessment – Authorities in Income Tax – Procedure for Filing of Returns.

- **Theory: 30% and Problems: 70%**

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	V.P.Gaur , D.B.Narang , Puja Guar and Rajeev Puri	Income Tax Law and Practice	Kalyani publishers	48 th Revised Edition 2020

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	H.C. Mehrotra and S.P. Goyal	Income Tax and Practice	Sultan chand & Sons	61 st revised Edition 2020
2	Dr. VinodK.Singhania, Dr. KapilSinghania	Direct Tax Law and Practice	Tax Mann Publication Pvt Ltd.,	58 th revised Edition 2020
3.	Dr. S.P. Goyal Dr. H.C. Mehrotra	Income Tax Law & Practice	SahityaBhawan Publications	61 st Revised Edition 2020

Reference links

Sl. No.	Units	Topics	Links	No of Hrs
1	All 5 Units	Income under the head Salary, House Property, Business and Profession, Capital Gain and Income from Other Sources. Deduction from Gross Total Income , Set off & Carry forward losses, Income Tax Authorities, Filing of Return	https://swayam.gov.in/nd2_cec20_cm03/preview	15 weeks

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

COURSE NUMBER- BB19FA01	COURSE NAME – SBS FINANCE AND ACCOUNTING FOR BUSINESS PROCESS SERVICES – PAPER –I (THEORY)	Category	L	T	P	Credit
		Theory	41	4	-	3

Preamble

1. To familiarize the fundamentals of ‘Business Process Outsourcing’ to the students.
2. To enable the students to understand Accounts Payable, Accounts Receivable & General Ledger process.
3. To impart knowledge on various Accounting Standards & IFRS.
4. To impart knowledge on Finance & Accounting in BPO scenario.

Course Outcome

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

CO Number	CO Statement	Knowledge Level
CO1	Recognize the outsourcing need and current trends in BPO	K1
CO2	Understand the Accounts Payable & Accounts Receivable process	K2
CO3	Compare between Indian/US GAAP and IFRS	K2
CO4	Apply chart of accounts in general ledger process	K3
CO5	Apply accounting standards	K4

Mapping with programme Outcome

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	M	M
CO4.	S	S	M	M
CO5.	S	S	M	M

S-Strong; M-Medium; L-Low

SBS - Finance And Accounting For Business Process Services -Paper –I (Theory)– BB19FA0 (41 HOURS)

Unit –I (6hrs)

Outsourcing need and current trends- BPO areas- horizontal and business verticals-BPO industry- Future of BPO

Unit II (10hrs)

Accounts payable- vendor master-invoice and payment processing-vendor reconciliation- Role of technology in accounts payable

Unit III (11hrs)

Accounts receivable-Sub categories-credit management-sales order management-Billing and revenue recognition-collection procedures-cash application-reconciliation and reporting- Netting off

Unit-IV (8hrs)

General Ledger Process-Chart of accounts-Tax accounting-Tax accounting in India and US-Reporting

Unit-V (6hrs)

Accounting standards Board-Key Indian Accounting Standards-India and IFRS-International financial accounting standards-comparison between Indian/US GAAP and IFRS

TEXTBOOKS: TCS MATERIALS

COURSE NUMBER- AHR1907	COURSE NAME – HUMAN RESOURCE MANAGEMENT	Category	L	T	P	Credit
		Theory	86	4	-	4

Preamble

1. To provide the students with knowledge in Human Resource Management concepts, theories, scope at national and global level.
2. To develop skills for writing a Job Description, Job Specification, and Job Design.
3. Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions.
4. Design a training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results and evaluate a company’s implementation of a performance-based pay system.
5. To understand the importance of HR analytics and metrics

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Understand the fundamentals of human resource management practice.	K1
CO2.	Recognize the importance of career planning and succession planning.	K1
CO3.	Describe the concept on coaching, mentoring, job shadowing, online learning and Blended learning	K2
CO4.	Apply performance appraisal techniques and components of Compensation in organization	K3
CO5.	Analyze and apply latest digital technologies in hiring	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	M	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	M
CO4.	M	S	S	M
CO5.	M	S	S	M

S-Strong; M-Medium; L-Low

Human Resource Management – AHR1907 (86 Hours)

UNIT – 1 (17 Hours)

(A) Meaning and Definition of HRM – Objectives and Nature of HRM – Functions and Importance of HRM – Qualities, and Role of HR Manager, HR Analytics – Definition , importance , role , and key metrics

(B) Human Resource Planning – Concept –objective –Need and Importance –process –levels – Problems.

UNIT – II (18 Hours)

(A) Job Design – Concept –Approaches- Methods. Job Analysis: Introduction, Objectives, Significance Process of Job Analysis –techniques – Job Description –Job Specification.

(B) **Recruitment:** Definition and Objectives of Recruitment – Recruitment Policy –Sources of Recruitment and Methods of Recruitment. **Selection:** Definition and Purpose of Selection – steps –testing and Competency mapping

UNIT – III (17 Hours)

(A) Training and development of Employees – Training Objectives – Need for Training – Training Methods – Advantages of Training – Types of development, coaching, mentoring, job shadowing, online learning and Blended learning

UNIT – IV (17 Hours)

(A) Performance Appraisal- Concept – Objective –importance –process –problems –essential Methods of Performance Appraisal -360 degree appraisal techniques-

(B) Compensation –meaning, Essential, types, Components of compensation (direct and indirect)

UNIT – V (17 Hours)

Career Planning and Succession Planning- Objectives, Process and Career Counseling – Advantages and Limitations – Career Development Stages Promotion, Transfer and Demotion Use of technology in hiring, Recent techniques in HRM and Ethics in HRM
Case let (Internal evaluation only)

Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Subba Rao. P,	Personnel and Human Resource Management (Text and cases)	Himalaya Publishing House	2018
2	C.B. Gupta	Human resource Management	Sultan Chand & sons.	2011

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	S.S .Khanka	Human Resource Management Text and cases	S Chand Company private limited	2013
2.	L.M. Prasad	Human Resource Management	Sultan Chand & sons.	2010
3.	K. Aswathappa	Human Resource Management,	Mcgraw Hill, 8th	2017

		Text & Cases	Edition	
4.	V.S.P. Rao.	Human Resource Management	Cengage Learning India Pvt. Ltd.	2019

Reference links

Sl. No.	Units	Topics	Links	No of Hrs
1	Unit –I	Importance and Function of HRM Principles of Human Resource Management-Indian Institute of Technology, Kharagpur	https://www.class-central.com/course/npTEL-principles-of-human-resource-management-5339	20 Hrs
2.	Unit –I & IV	Role of HRM Fundamentals of Human Resources - Revised 2017 Publisher - XSIQ	https://alison.com/course/fundamentals-of-human-resources-revised-2017	20 Hrs
3.	Unit –I& II	Recruitment and Selection Human Resource Management (saylor.org)	https://www.mooc-list.com/course/human-resource-management-saylororg	20 Hrs

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

COURSE NUMBER- AFM1908	COURSE NAME – FINANCIAL MANAGEMENT	Category	L	T	P	Credit
		Theory	86	4	-	4

Preamble

1. To understand the basic concepts, principles and objectives of financial management.
2. To deepen knowledge on all the components of the financial environment of business.
3. To equip necessary skills to take decisions on various financial matters.
4. To convey sufficient knowledge for organizing financial transaction effectively.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Identify the importance of financial management and to gain a broader understanding of concepts, principles and terminology in financial management.	K1
CO2	Recognize and familiarize the various tools used in financial management.	K1
CO3	Associate the components of capital budgeting using time value of money.	K2
CO4	Analyze and perform fundamental financial decisions by associating the tools and techniques with the situation.	K4
CO5	Demonstrate the critical thinking skills for interpretation of business information using financial analytics and apply the financial theory in corporate investment decisions, with special emphasis on working capital management.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	M	S
CO2.	S	S	M	S
CO3.	S	S	S	M
CO4.	S	S	S	S
CO5.	S	S	S	S

S-Strong; M-Medium; L-Low

FINANCIAL MANAGEMENT - AFM1908 – (86 HOURS)

UNIT – I-Theory and Problems (17 Hours)

Meaning of finance – Definition and scope of finance function – Objectives of financial management
Time Value of money(Simple problems) – Present value, Future Value, Lump sum & Annuity –

Functions – Source of finance - Long term-Equity – Preference – Debt – Short term bank and non-bank sources

UNIT – II-Theory and Problems (17 Hours)

Financing decision: Cost of capital – Cost of specific sources of capital – Equity – Preferred stock – Debt – Reserves – Weighted average cost of capital (Simple problems).

UNIT – III-Theory and Problems (17 Hours)

Capital structure – Factors influencing capital structure – Approaches – MM – Optimal capital structure – Operating leverages and financial leverage (Simple problems). Dividend decisions-Determinants Dividend policies-Forms

UNIT – IV-Theory and Problems (17 Hours)

Capital Budgeting-Meaning-Factors affecting capital expenditure-Methods of appraisal-Pay Back – ARR – NPV – IRR-Profitability index. (Simple problems).

UNIT – V-Theory (18 Hours)

Working capital management: Meaning – Classification – Importance – Determinants of working capital – Cash management: Motives for holding cash – Objectives of cash management. Receivables management: Meaning and Objectives– Credit policy – Financial Analytics – Meaning–Significance– Types of Financial Analytics – Role of a financial analyst.

Note: Simple problems from Unit I, II, III and Unit IV

Theory 50 % and Problems 50 %

TEXT BOOK:

S.No.	Author	Book name	Publisher	Year of Publication
1.	Sharma RK and Gupta SP	Financial Management	Kalyani Publications	2017

REFERENCE BOOKS:

S.No.	Author	Book name	Publisher	Year of Publication
1.	MY Khan &PK Jain	Financial Management	Tata McGraw Hill Publishing	2018
2.	I.M.Pandey	Financial Management	Vikas Publishing	2015

REFERENCE LINKS:

<u>Unit</u>	<u>Topic</u>	<u>Hours</u>	<u>Web Links</u>
1	Time Value of Money	4 hours	https://www.edx.org/course/introduction-to-time-value-of-money
2	Cost of Capital	8 hours	https://www.edx.org/course/cost-of-capital
3	Weighted Average Cost of Capital	16 hours	https://www.mooc-list.com/course/risk-and-return-and-weighted-average-cost-capital-edx
4	Working Capital Management	20 hours	https://swayam.gov.in/nd1_noc19_mg40/preview
5	Financial Analytics	Module 1 4 hours	https://www.coursera.org/learn/applying-data-analytics-business-in-finance

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

COURSE NUMBER- BB19C11	COURSE NAME – BUSINESS ANALYTICS AND INTELLIGENCE	Category	L	T	P	Credit
		Theory	101	4	-	5

Preamble

1. To understand how managers use business analytics to formulate and solve business problems to support managerial decision making.
2. To use Business Intelligence (BI) for classifying applications and technologies for gathering, storing, analysing, sharing and provide access to large data for agile organization.
3. To become familiar with the processes needed to develop, report, and analyze business data and focus on the application from Big Data perspective.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the concept of Business Analytics and Data Science.	K1
C02	To describe about Data Warehousing and Integration.	K2
CO3	To explain about Multidimensional Data Modeling and Business Intelligence methods that supports the decision process in business operations.	K2
CO4	To apply business reporting tools and techniques.	K3
CO5	To demonstrate recent techniques in Business Analytics using Big Data	K2

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	M	S
CO2.	S	M	M	S
CO3.	S	S	S	M
CO4.	S	S	S	S
CO5.	S	S	S	S

S-Strong; M-Medium; L-Low

BUSINESS ANALYTICS AND INTELLIGENCE– BB19C11 (101 HOURS)

Unit I: (20 hours) Business Analytics: Introduction to Business Analytics - Definition, The Paradigm Shift from Data to Insight – Types of Analytics – Descriptive, Predictive, Prescriptive Analytics – Overview of Business analytics in practice– Types of digital data – Data Science – Need for Data Science – Data Science jobs – Components of Data Science – Tools for Data Science - Data Science Lifecycle – Applications of Data Science.

UNIT II: (21 hours) Data Warehousing and Integration: Data Warehouse – Definition – Concept – Process - Data Warehouse Architectures - Types of Systems - Data Mart – OLAP – OLTP - Data Movement (ETL-Extract, Transform and Load) - Data Querying and Reporting - Data Integration Technologies – Data Quality and Profiling - Data Warehouse Development - Data Warehousing Implementation Issues - Real-Time Data Warehousing - Data Warehouse Administration, Security Issues, and Future Trends.

UNIT III: (21 hours) Multidimensional Data Modeling: Multidimensional Data Modeling- Types of Data model, Data Modeling Techniques – Dimensional Table, Models and Life Cycle - Measures – Metrics

Business Intelligence - Definition – Evolution of BI – Need for BI – BI value chain –BI Component Framework – BI Users – Business Intelligence applications – BI roles and responsibilities – Comparison of BI vs Data Science.

UNIT IV: (20 hours) Business Reporting: Business Reporting– Definition – Concept – Components – Data Visualization – Visual analytics – Data Visualization Tools – Tableau Overview - Performance Dashboards – Business Performance Management – Performance Measurement – KPI – Comparison of Balance Scorecards vs Sig Sigma.

UNIT V: (19 Hours) Big Data and Future Directions for Business Analytics: Big Data – Definition – Fundamentals of Big Data Analytics – Big Data Technologies – Map Reduce – Hadoop Ecosystem – Big Data Vendors –Applications of Big Data Analytics.

Text Book:

Sl.No.	Author	Book name	Publisher	Year of Publication
1	Prasad, R. N., and Acharya, Seema	Fundamentals of Business Analytics	Wiley India	Reprint 2016
2	Ramesh Sharda, DursunDelen and Efraim Turban	Business Intelligence and Analytics	Pearson	2018 10 th Edition

Reference Books:

I.No.	Author	Book name	Publisher	Year of Publication
1	Jeffrey D. Camm, James J. Cochran, Michael J. Fry, Jeffrey W. Ohlmann, David R. Anderson	Essentials of Business Analytics	Cengage Learning	Reprint 2015
2	Haydn Thomas – Demonoid	Business Analysis Fundamentals	Pearson	2015
3	Kimball, Ralph and Ross, Margy	Practical Tools for Data Warehousing and Business Intelligence	Wiley-India	2011 2nd Edition

Reference Links:

SI No.	Topic	Hours	Web Links
1	Business Analytics	Module 2 10 Hours	https://www.edx.org/micromasters/columbiacx-business-analytics
2	Data Science	Module 1 & 2 30 hours	https://www.edx.org/professional-certificate/microsoft-data-science-fundamentals
3	Business Intelligence	2 Hours	https://alison.com/course/business-intelligence-and-knowledge-management-systems
4	Tableau	Module 1 - 4 2 Hours	https://www.udemy.com/course/tableau-tutorial-for-beginners/
5	Big Data	10 Hours	https://www.edx.org/course/big-data-fundamentals

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

COURSE NUMBER- BB19A04	COURSE NAME – ALLIED 4- INDIRECT TAXATION	Category	L	T	P	Credit
		Theory	86	4	-	5

Preamble

1. To make the students recognize the need for taxation
2. To introduce the basic concepts of federal finance, GST and Customs duty
3. To develop an understanding of principles, objectives, benefits and challenges in indirect taxation
4. To acquaint with GST registration, Return and Customs Duty.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Identify the principles of federal finance and canons of taxation	K1
CO2.	Describe the concepts and objectives of GST and Customs Duty	K2
CO3.	Discuss the importance, benefits and challenges of GST	K2
CO4.	Explain the procedure of levy of Customs Duty and Clearance of Goods and GST.	K2
CO5.	Illustrate GST registration and returns	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	M
CO3.	S	M	S	M
CO4.	S	M	M	S
CO5.	M	S	S	S

S-Strong; M-Medium; L-Low

INDIRECT TAXATION - BB19A04

86 HOURS

UNIT - 1 (18 Hours)

Federal Finance - Outline – Evolution and provisions under Indian Constitution- Principles – Problems -Recent Trends in Federal Finance. Taxation – Definition – Features- Objectives - Indian Tax structure - Canons of Taxation - Distinction between Direct & Indirect Taxation.

UNIT - 2: (17 Hours)

Customs duty: Meaning and important definitions – Levy of customs duty – Exemption from customs duty – Clearance of goods.

UNIT - 3: (17 Hours)

Introduction: GST – Concept- Overview-Features- Benefits – Challenges –Opportunities.

UNIT - 4: (17 Hours)

GST Act: CGST Act –UTGST Act– IGST Act – Administration - Levy and collection of Tax.

UNIT - 5: (17 Hours)

GST Registration: Documents, Fees and Benefits of GST registration - Liable for registration - procedure for GST online registration –Penalties for not completing GST online registration- GST Return–Steps for filing GST returns- Kinds of GST return forms.

Text Book:

S.No	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Dr.K.Vidyakala	Indirect Taxation	Aram Book House	2019
2.	AdityaSinghania	GST Practice Manual	Taxman's Publication Pvt. Ltd.	3 rd Edition 2020
3	S. S. Gupta	GST Law & Practice	Taxman's Publication Pvt. Ltd.	2017

REFERENCE BOOKS:

S.No	Author(s)	Title of the Book	Publisher	Year of Publication
1.	T.S.Reddy &Y.Hariprasad Reddy	Business Taxation	Margham Publications	2019
2.	CA Vineet Sodhani, CA Deepshikha Sodhani	Indirect Tax Laws GST, Customs and FTP [For CA Final - New and Old Scheme]	VDi Publications	2020
3.	Ghanshyam Upadhyay	GST Goods & Services Tax	Asia Law House	2019

Reference links

Sl. No.	Units	Topics	Links	No of Hrs
1	Unit:3	Introduction and Overview of GST	https://swayam.gov.in/nd2_no_u20_cm02/preview	12 weeks

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

COURSE NUMBER- BB19FA02	COURSE NAME – SBS FINANCE AND ACCOUNTING FOR BUSINESS PROCESS SERVICES – PAPER (THEORY)-II	Category	L	T	P	Credit
		Theory	41	4	-	3

Preamble

1. To provide the fundamentals of F&A technology and ERP.
2. To enable the students to understand Supply Chain process.
3. To familiarize students with F&A control and compliance.
4. To impart knowledge in various operating model of BPS and quality aspects of F&A.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Recognize the emerging trends in F&A technology	K1
C02	Identify the F & A control & compliance	K2
CO2	Understand the supply chain process	K2
CO3	Demonstrate the ability to execute different operating models of BPS	K3
CO4	Analyze the of quality in BPO	K4

Mapping with programme Outcome

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	M	M
CO4.	S	S	M	M
CO5.	S	S	M	M

S-Strong ; M-Medium; L-Low

SBS - FINANCE AND ACCOUNTING FOR BUSINESS PROCESS SERVICES- Paper II– (Theory) BB19FA02 (41 Hours)

Unit I (7hrs)

Emerging trends in F&A technology-ERP-ERP software system-XBRL reporting

Unit II (8hrs)

Supply chain- Decision process- Activities – e-procurement-SIPOC-SCOR model

Unit III (11hrs)

F&A control and compliance-Internal controls-SOX act-2002-corporate governance in India- SAX compliance/ISAE 3402 provision-types of SSAE 16-audit engagements-information security- PCI (Payment Card Industry) Data Security.

Unit IV (7Hrs)

Operating model of BPS -Cost effectiveness and process efficiency-Phases before process outsourcing-transaction flows in BPS-SIPOC-ISO standards-CMMI

Unit V (8Hrs)

Role of quality in BPO- Introduction to Lean Management – Introduction to Six Sigma

TEXT BOOKS: TCS MATERIALS

COURSE NUMBER- ACA2002	COURSE NAME – COST AND MANAGEMENT ACCOUNTING	Category	L	T	P	Credit
		Theory	71	4	-	5

Preamble:

1. To understand the basic concepts and principles of cost and management accounting.
2. To deepen knowledge on all the components of the financial statements using ratios.
3. To convey sufficient knowledge for an adequate interpretation, analysis and use the information provided by cost and management accounting.
4. To effectively communicate cost situation and management decision to stakeholders.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Understand the importance of cost and management accounting, to gain a broader understanding of concepts, principles and terminology in cost and management accounting.	K1
CO2.	Recognize, classify and familiarize the various tools used in cost and management accounting.	K2
CO3.	Interpret the components of financial statements using ratios.	K3
CO4.	Demonstrate the critical thinking skills to analyse and prepare cost sheet and perform Dupont analysis.	K3
CO5.	Apply information for cost ascertainment, planning, control and decision making.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	M	S
CO2.	S	S	M	S
CO3.	S	S	S	S
CO4.	S	S	M	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

UNIT – I (14 Hours)

Meaning- Definition – Scope – Objectives – Functions – Merits and Demerits of Cost and Management Accounting – Distinction between Cost, Management and Financial Accounting – Elements of Cost – Cost Concepts and Cost Classification- Preparation of Cost Sheet.

UNIT – II (15 Hours):

Inventory Control – Maximum, Minimum and Re-order levels – EOQ –Pricing of material issues – FIFO, LIFO, Simple average and Weighted average price methods. Labour cost – remuneration – Time rate and Piece rate system- Halsey and Rowan Plan - Taylor’s and Merrick’s Differential Piece rate system.

UNIT – III (16 Hours)

Ratio analysis – Liquidity, Profitability, Solvency, Capital structure ratios – Preparation of balance sheet from ratios- Dupont Analysis.

UNIT – IV (14 Hours)

Fund Flow analysis – Preparation of Fund Flow Statements.

UNIT – V (12 Hours)

Marginal Costing: Meaning – Importance -CVP analysis – Key Factor-Application of Marginal Costing for Decision Making (Simple Problems Only) - Budgets and Budgetary Control – Types of Budget - Cash Budget – Flexible Budget.

- Theory and problems in the ratio of 20% and 80% respectively

Text Books

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Shashi.K.Gupta, R.K.Sharma	Cost and Management Accounting	Kalyani Publishers	Reprints 2017

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Jain and Narang	Cost Accounting	S.Chand & Company	Reprint 2015
2	Maheswari.S.N	Principles of Management Accounting	Sultan Chand & Sons	Reprint 2014
3	T.S.Reddy & Y.Hari Prasad Reddy	Cost and Management Accounting	Margham Publications	Reprints 2018

Reference Links

S.no	Topic	Hours & Modules	Web Link
1	Cost Accounting, Preparation of cost sheet, Management accounting, , Different types of Budget, Flexible budget & cash budget, Marginal costing	Unit I, V, 12 Weeks	https://nptel.ac.in/courses/110/107/110107127/
2	Introduction to Cost Accounting Classification of Costs Marginal Costing Cost Volume Profit Analysis	Unit I, V, 4 weeks	https://onlinecourses.nptel.ac.in/noc21_mg76/preview
3	Fund Flow Statement	Unit IV	https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23

Pedagogy: Chalk & Talk, lecture, Seminar, PPT, Group Discussion

COURSE NUMBER- AMS2010	COURSE NAME – MANAGEMENT INFORMATION SYSTEM	Category	L	T	P	Credit
		Theory	71	4	-	4

Preamble

1. To provide knowledge on foundation concepts in information systems.
2. To provide knowledge on how information systems can support managerial decision making and strategies for competitive advantage.
3. To explain steps in systems analysis, design and implementation.
4. To define and recognize key enabling technologies internet, telecommunication that may advance organizations in providing right information for effective decision making.
5. To explain the process of functional subsystems and global systems

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Identify the concepts functions, uses and challenges of information systems in business	K1
CO2.	Recognize and familiarize the process of systems analysis design and implementation.	K2
CO3.	Associate the latest internet and communication technologies to advance and gain competitive advantage in business	K3
CO4.	Demonstrate functional subsystems to provide information to suit organizational needs	K2
CO5.	Analyze and evaluate the uses of information and information systems for effective decision making and solve business problems	K3

Mapping with Programme Outcome

Cos	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	M
CO4.	S	S	S	S
CO5.	S	S	S	M

S-Strong; M-Medium; L-Low

UNIT 1 (14 hours)

Managing Information Systems in Organisations: Introduction- Objectives- Foundations- Levels - Features- Real world systems-Types of Decisions- Strategic - Operational - Tactical - InformationSystem Resources- Competitive Advantage-Managing Challenges in Information Systems. - Business Process Re-engineering - Creating Agile and Virtual Company

UNIT 2 (15 hours)

Information System to Build in Organisations: - System Development Life Cycle- System Analysis Design and Development -Steps in Implementation

Data Base Management System – Concept – Database Models - Software -Types- System Software-Application Software- Middleware- Groupware-Software Testing -Software Licensing- Open Source Software-Software Evaluation Maintenance

UNIT 3 (14 hours)

Decision Making and Technologies: Introduction, - Decision Support System -Components -GDSS-

Structured-Semi Structured and Unstructured decisions- What if analysis-Sensitivity analysis-Goal-seeking- Analysis and Optimizing Analysis- Expert Systems in Decision Making - Knowledge Management Systems - Executive Intelligence Systems - Enterprise Portal and Decision Support - Artificial Intelligence Technologies – Fuzzy Logic

UNIT 4 (14 hours)

Managing in Internet Era-Industry 4.0 Technologies : ERP - Concept- Evolution – Integration - Steps-Gap Analysis - ERP Options -Make or Buy – Phases - Benefits and Limitations - Vendors in Market ; Cloud Computing – History - Deployment Models - Characteristics - Phases – Architecture – Infrastructure – Models -Public- Private – Hybrid – Community – PaaS – IaaS – SaaS – NaaS -Benefits –Issues - Cloud Computing Management - Cloud technologies ; Internet of Things (IoT) - Introduction to IoT - Architecture of IoT - Technologies for IoT -- Applications of IoT- Robotics Process Automation- Introduction and Applications in Industry

UNIT 5 (14 hours)

Application Systems in Business: Manufacturing -Inventory- Marketing-Order Processing –Accounting – Finance - Accounts Payables - Accounts Receivables - HR – Payroll

Electronic Commerce: E-commerce Technology- Business over Internet - Electronic Data Interchange (EDI)- Online Payment Technology- Mobile Commerce–Mobile based application- E- Commerce-Portals- Search Engines

Text Book:

S.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	James A O Brien, et al	Management Information Systems	McGraw Hill Education(India) P Ltd	2017

Reference Books:

S.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Kenneth.C. Laudon, Jane.P.Laudon	MIS-Managing the digital firm	Pearson Publications	14 th Edition 2016
2	P. Kaliraj, T. Devi,	Higher Education for Industry 4.0 and Transformation to Education 5.0,	EXCEL BOOKS PRIVATE LIMITED, New Delhi-28 for Lovely Professional University	2016
3	Alasdair Gilchrist.	Industry 4.0: The Industrial Internet of Things	A press Publications	2016

Reference Links:

S.No	Topic	Hours & Modules	Web Link
1	Introduction to Management Information Systems (MIS): A Survival Guide	6 Weeks Unit: I, II, III,	https://www.edx.org/course/introduction-to-management-information-systems-mis
2	Management Information System	10 Hrs Unit: I, II,III, IV	https://onlinecourses.nptel.ac.in/noc21_mg89/preview

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

COURSE NUMBER- BB20C13	COURSE NAME – COMPANY LAW	Category	L	T	P	Credit
		Theory	71	4	-	4

Preamble:

- 1) To provide comprehensive understanding of company law.
- 2) To impart knowledge about establishing, registration and conduction of affairs of the company
- 3) To expose the rights, liabilities of members and directors in a company.
- 4) To able to conduct meetings in the company and record the proceedings.
- 5) To understand regulatory affairs related to the company.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Ability to understand various significant provisions of companies act.	K1
CO2.	Acquire knowledge about the features of the company law and its role as corporate personality.	K1
CO3.	Ability to identify the duties, roles and responsibilities of directors and members.	K2
CO4.	Apply the laws governing various formalities about meetings & proceedings.	K2
CO5.	Understand the contents and documents that regulate companies.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	M	S
CO3.	S	S	S	M
CO4.	S	S	M	S
CO5.	S	S	S	S

S-Strong; M-Medium; L-Low

UNIT-1(14Hours)

Nature and concept of company — Kinds of companies (inclusive of Listed, Unlisted companies and One Person Company) — Distinction between private and public Companies — Lifting of Corporate Veil, Incorporation of a company — Filing Documents with Registrar— Certificate of Incorporation— Certificate of Commencement of Business.

UNIT-2 (15Hours)

Memorandum of Association — Contents — Alteration of Memorandum of Association — Doctrine of Ultra Vires—Articles of Association—Memorandum & Articles- Distinction. Shares: Types of Shares; Application and allotment of shares; share capital; Transfer and Transmission of shares; Buy-back; Share certificate, share warrant; Sweat equity – Demat- Equalisation of Shares; Surrender of Shares — Forfeiture –Distinction Share at Premium & Discount-Dividend Warrant.

UNIT-3 (15Hours)

Formalities in Issuing Prospectus—Statement in Lien of Prospectus-Membership in a Company — Rights & Liabilities of a member — Register of Member.— Management of a Company — Rules regarding appointment & remuneration to directors -Managing & Whole Time Directors — Powers, Rights, Duties, Liabilities & Disabilities of Directors–Independent Directors- Women Directors

UNIT-4 (14Hours)

Company Meetings and Proceedings: Valid meeting, Kinds, Board and Sub Committee Meetings Quorum, Voting, Resolution, Minutes, Proxy; Majority power and Minority rights; Prevention of oppression and mismanagement; Relief

UNIT-5(13Hours)

Winding of a Company — Voluntary Winding up — Winding up by Court — Consequences of Winding up — Dissolution of a Company

Text Book:

S.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	N.D.Kapoor	Company Law	Sultan Chand & Sons.	Revised 2017
2	P.Saravanavel & S.Sumathi	Legal System in Business	Himalaya Publishing House	2004

Reference Books:

S.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	K.R.Bulchandani	Business Law For Management	Himalaya Publishing House	2004
2	G K Kapoor Sanjay Dhamija	Company Law and Practice	Taxmann's	2013 Revised 2016

Reference Links:

S.No	Topic	Hours & Modules	Web Link
1	Types of Companies, Incorporation of a Company	10 hrs- Unit 1	https://nptel.ac.in/courses/109/105/109105098/
2	Corporate personality and Registration of companies, Kinds of meeting, Raising of capital by companies, SEBI	9 weeks	https://onlinecourses.swayam2.ac.in/cec20_hs23/prev

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

COURSE NUMBER- ARM2011	COURSE NAME – AOS : 1 RESEARCH METHODS FOR MANAGEMENT	Category	L	T	P	Credit
		Theory	71	4	-	5

Preamble:

1. To understand the basic concepts of research
2. To deepen knowledge on all the components of data collection and analysis in research.
3. To impart knowledge on interpretation and use the information provided by research in an effective manner.
4. To effectively communicate research solution in the form of report for future use.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the meaning of research, its types and methodology.	K2
CO2	Identify various sampling methods and its scope.	K1
CO3	Understand the process of designing questionnaire and tabulation.	K2
CO4	Use various statistical tools to solve complex problems.	K3
CO5	Demonstrate the ability to analyze the data and draft reports.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	S	S	S	S
CO3	S	S	M	S
CO4	S	S	M	M
CO5	S	S	S	S

S- Strong; M-Medium; L-Low

UNIT – I (15 Hours)

Meaning, Importance and Scope of Research – Characteristics of good research – Methods of research – Defining research problem – Identification of Research Problem - Research process – Importance of Research in Management Decisions

UNIT – II (13 Hours)

Research Design – Components and Types - Formulation of Research Design (Identification of research problem) – Sampling design – Population, sample size determination, Characteristics of good sample - Sampling Techniques - Probability sampling and Non-probability Sampling – Criteria for selection of a sampling technique

UNIT – III (15 Hours)

Data – Quantitative and qualitative data – Data Collection methods – Primary and Secondary Data – Designing of Questionnaire – Interview Schedule – Observation – Pilot Study and Case Study. Measurement and Scaling Techniques. Data Processing: Editing, Coding, Classification and Tabulation.

UNIT – IV (15 Hours)

Statistical Measures for Data Analysis: Types of Hypothesis - Formulation and testing of Hypothesis – Descriptive statistics, t-test, Chi- Square Test and one-way Anova, Introduction to crosstabs (Simple Problems only) – Introduction to SPSS

UNIT – V (13 Hours)

Interpretation and Report Writing – Techniques of Interpretation – Steps in Report Writing – Layout and Types of Report. Norms for using Index, Tables, Charts, Diagram, Appendix and Bibliography.

- Mini project – Internal Evaluation only
- Theory and problems in the ratio of 80% and 20% respectively.

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	C.R.Kothari	Research Methodology	New Age International(P) LtdPublishers	September 2019

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	P.Saravanel	Research Methodology	KitabMahal	January 2018
2	P.P.Arya and Yesh Pal	Research Methodology in Management (Theory and Casestudies)	Deep and Deep Publications	2nd Revised edition 2011
3	C. Burns Alvin, Veeck Ann, F. Bush Ronald	Marketing Research	Pearson Education	8 th edition 2017

Reference Links

S.no	Topic	Hours & Modules	Web Link
1	Introduction to Research Methodology	15 weeks, Unit I to Unit V	https://onlinecourses.swayam2.ac.in/cec20_hs17/preview
2	Qualitative Research Methods And Research Writing	12 weeks. Unit III & V	https://onlinecourses.nptel.ac.in/noc21_ge12/preview

Pedagogy: Chalk & Talk, lecture, Seminar, PPT, Group Discussion and Mini project.

COURSE NUMBER- BB20EO5	COURSE NAME – AOS 1: BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	Category	L	T	P	Credit
		Theory	71	4	-	5

Preamble

1. To understand the role of business ethics that effects business world
2. To familiarize oneself with the theory and practice of managing ethics in organizations.
3. To impart knowledge on legal aspects of ethical environment.
4. Synthesize information about best practices in corporate social responsibility.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Understand ethical components of managerial decision making	K2
CO2.	Ability to distinguish between ethics, morals, code of conduct and the law.	K1
CO3.	Recognize the relationship between ethics, economics, politics and cross culture.	K1
CO4.	Apply the best practices in CSR.	K3
CO5.	Demonstrate the ability to understand the role of business in relation to ethics, CSR, human rights & Sustainability.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	M
CO4.	M	S	S	M
CO5.	M	S	S	M

S- Strong; M-Medium; L-Low

UNIT I (14 HRS)

Ethics –meaning, definition & nature Business ethics, Characteristics, Ethical and business ; Causes of unethical behavior; Ethical abuses; Work ethics; Code of conduct; Public good. Ethical Decision Making and Ethical Leadership - Sustainable Business Practices.

UNIT II (14 HRS)

Management of Ethics –Ethical dilemma; Ethics in practice- ethics for managers; Role and function of ethical managers - the Comparative ethical behavior of managers; Code of ethics; Competitiveness, organizational size, profitability, and ethics; Cost of ethics in Corporate ethics

evaluation. Business and ecological/environmental issues in the Indian context.

UNIT III (15 HRS)

Legal Aspects of Ethics-Political-legal environment; Provisions of the Indian constitution pertaining to Business; Political setup – major characteristics and their implications for business; Prominent features of MRTP & FERA-Social-cultural environment and their impact on business operations, Salient features of Indian culture and values. Cross culture issues in ethics

UNIT IV (14 HRS)

Environmental Ethics-Economic Environment; Philosophy of economic growth and its implications for business, Main features of Economic Planning with respect to business; Industrial policy and framework of government contract over Business; Role of chamber of commerce and Confederation of Indian Industries.

UNIT V (14 HRS)

Corporate Social Responsibility and Governance-Definition- Evolution- Need for CSR; Theoretical perspectives; Corporate citizenship; Business practices; Strategies for CSR; Challenges and implementation; Evolution of corporate governance; Governance practices and regulation; Elements of good corporate governance Structure and development of boards; Role of capital market and government; Governance ratings; Future of governance- innovative practice. Role of institutional investors and investor associations on corporate governance

* Simple case study (internal valuation only)

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Jyotsna.G.B &R.C. Joshi	Business Ethics and Corporate Governance	McGraw Hill	2019
2	Gupta C.B.	Governance, Ethics & Social Responsibility of Business	Sultan Chand & Sons	2014
3.	Dr. S.S. Khanka	Business Ethics and Corporate Social Responsibility	S. Chand Publishing	2014

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	DeGeorge.R	Business Ethics	7th Edition, Pearson,	2011
2.	Schmidtz, D. and Willott, E.,	Environmental Ethics	Oxford University Press,	2011

Reference Link:

S.no	Topic	Modules	Web Link
1	Ethical and business, Sustainable Business Practices, Governance practices and regulation, Corporate citizenship, Environmental Ethics, Economic Environment	Unit -I, IV, V	https://nptel.ac.in/courses/110/105/110105079/

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

COURSE NUMBER- BB20E02	COURSE NAME – AOS 2 FINANCIAL MARKETS AND SERVICES	Category	L	T	P	Credit
		Theory	71	4	-	4

Preamble

1. To provide knowledge on fundamentals of financial system
2. To highlight the functions, method of trading and speculative transactions in capital market
3. To provide knowledge on various financial services like merchant banking, mutual funds, credit rating, venture capital and securitization.
4. To elaborate on the types of derivatives, risk and types on commodity markets.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Understand the structure, components and functions of Indian financial system	K1
CO2.	Compare the functions and regulations of primary and secondary market and understand the process behind merchant banking, venture capital and securitization.	K2
CO3.	Distinguish the schemes and evaluation methods of mutual funds	K2
CO4.	Analyse the pros and cons of credit rating and credit rating agencies	K3
CO5.	Understand the principles, types, merits and demerits of derivatives trading, commodity markets and risks in derivatives market.	K1

Mapping with Programme Outcome

Cos	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	M
CO4.	S	S	S	S
CO5.	S	S	S	M

S- Strong; M-Medium; L-Low

UNIT I (14 Hours)

Financial System-Nature-Role-Structure-stages- an overview of Indian Financial System- Financial Markets- Services-Instruments, Financial services -Concept objectives –functions -features-growth-Problems-Global financial system

UNIT II (15 Hours)

Capital Market – functions – New Issues Market – functions – intermediaries - Stock Market - role - functions

– listing– registration of broker- types of brokers – method of trading – speculators – speculative transactions

– DEMAT - settlement – Depositories – NSDL –CCDL – NSE – SEBI – NSE - Nifty Index - Financial risk - An Overview, Evolution, and the Environment.

UNIT III (14 Hours)

Merchant Banking –functions – SEBI regulations, Mutual funds – features – structure – types – benefits –RBI regulations – measurement – mutual funds in India- reasons for slow growth – selection of fund – Net Asset Value method

UNIT IV (14 Hours)

Credit rating – features – symbols – validity – functions – benefits – process – credit rating agencies – limitations – problems in credit rating

Venture capital - Characteristics – evolution process – stages – advantages – forms – venture capital in India and abroad , Securitization of debt – structure – securing assets – role of institutions – benefits – conditions – securitization in India and abroad

UNIT V (14 Hours)

Derivatives – kinds – forwards – types – benefits – options – features – types –benefits - futures - swaps – benefits - growth of derivatives in India and abroad, Commodities market – types – features – exchange platform – clearing and settlement – different forms of risk (currency, interest rate, equity, commodity) Gold ETF – features – working – growth – problem.

TEXT BOOK:

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Gurusamy S,	Financial Markets and Institutions	Tata McGraw Hill Publishing co Ltd	2013
2	Dr.S.Poornima	Financial Markets and Services	Bonfring Publications	2015

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Avadhani V A	Marketing Financial Services	Himalaya Publishing House	2018
2	Gorden E, Natarajan K	Financial Markets and Services	Himalaya Publishing House	10 th revised edition 2016
3	Khan MY	Indian Financial System	Tata McGraw Hill Publishing co Ltd	11 th edition 2019

REFERENCE LINK:

Sl. No.	Topic	Hours & Modules	Web link
1	Introduction to Financial System and Commercial Banking,	Unit:1,2,3,5 12 Weeks	https://nptel.ac.in/courses/110/105/110105121/
2	Derivatives, Commodity Exchanges and Commodity Contracts. Commodity Forward, Futures & Options. Risk Management.	Unit:5 8 weeks	https://nptel.ac.in/courses/110/105/110105071/

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

COURSE NUMBER- BB20E06	COURSE NAME – AOS 2 INVESTMENT AND PORTFOLIOMANAGEMENT	Category	L	T	P	Credit
		Theory	71	4	-	4

Preamble

1. To Understand the importance of investment and investment decisions
2. To Promote knowledge on stock exchange markets
3. To focuses on derivative market and its performance measurements.
4. To impart valuation of shares

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Categorize prerequisite for investment and securities	K1
CO2	Identify the mechanism of market theories and its signification	K1
CO3	To find out fundamental and technical testing on investment decisions	K2
CO4	Understand the basic principles derivatives and stock exchange	K2
CO5	Validate how investment will helps in business decisions	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	S	S	M
CO2	S	S	M	S
CO3	S	S	S	M
CO4	M	S	S	M
CO5	M	S	S	M

S- Strong; M-Medium; L-Low

Unit I (14 hours)

Investment – meaning –importance – speculation – factors favorable for investment – features – process – Sources of investment information. Investment Decision Making –Approaches – errors in investing – Qualities of successful investing

Unit II (14 hours)

New Issues Market – functions - mechanics of floating – relationship with stock market. Stock market – brokers – membership – kinds of trading activity- listing – depositories – role of SEBI – NSE- ICSE – Stock market indices in India

Unit III (15 hours)

Risk – meaning – classification – measures of risk - Valuation of shares, debentures and preferred stock. Fundamental Analysis - Technical Analysis – Dow's theory - Charts

Unit IV (14 hours)

Efficient Market theory – Portfolio Analysis- return on portfolio- risk on portfolio- portfolio managers-SEBI guidelines for portfolio managers- portfolio management services- portfolio construction – Markowitz theory - Sharpe’s optimum portfolio construction – Capital Asset Pricing Model

UNIT V (14 hours)

Investment alternatives: Equity shares- Corporate Bonds-preference shares-derivatives-options-forwards-futures-swaps. Mutual funds –features - classification -SEBI and mutual fund regulations - performance measurement of mutual funds

Case Studies - 5 hrs (Internal Evaluation Only)

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Preethi Singh	Investment Management	Himalaya Publishers	20 th Revised Edition 2019

REFERENCE BOOKS:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Avadani.V.A,	Investment Management	Himalaya Publications	2015
2	Donald E. Fischer and Ronald J. Jordon	Securities Analysis and Portfolio Management	Prentice – Hall of India private Ltd.	2012
3	Prasanna Chandra	Investment Analysis and Portfolio Management	Tata McGraw-Hill Publication New Delhi.	2015

REFERENCE Link

Sl. No.	Topic	Hours & Modules	Web Link
1	Investment, Regulation of Securities Markets, Primary & Secondary Markets,	Unit: 1 to 5 12 Weeks	https://nptel.ac.in/courses/110/107/110107154/

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

COURSE NUMBER- BB20SB03	COURSE NAME – COMPUTATIONAL FINANCE – USING EXCEL	Category	L	T	P	Credit
		Practical			43	3

Preamble:

1. To understand the basic spreadsheet functions.
2. To deepen knowledge on basic financial functions in spreadsheet.
3. To enable the students to construct spreadsheet for financial applications using financial functions available in spreadsheet and use them wherever applicable.

Course Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1.	Recognize and familiarize with the various financial tools used in spread sheet	K1
CLO2.	Understand the application of basic financial functions in spreadsheet	K2
CLO3.	Apply spreadsheet functions such as goal seek, scenarios & charts	K3
CLO4.	Analyse the financial data using spreadsheet.	K4

Mapping with Programme Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1.	S	S	S	M	S
CLO2.	S	S	S	M	S
CLO3.	S	S	S	S	M
CLO4.	S	S	S	M	S

S- Strong; M-Medium; L-Low

Computational Finance -Using Excel_BB20SB03

43 hours

Unit I :

(8 hours)

A) Excel Basics

Input: Creating Excel workbook, Entering Data, Using Formulas, Removing Duplicates, Tools to be used: Vlookup, Pivot Table & Charts

Output: Sum, Mean, Median, Mode, Standard Deviation, Correlation & Descriptive Statistics

B) Calculation of Depreciation:

Input: Cost, Salvage, Period

Tools to be used: SLN, DB

Output: Depreciation Value, Asset Value & Chart

Unit II:

(9 Hours)

Preparation of Income Statement & Cash Budget

Input: Receipts & Payments & Cash flows

Tools to be used: Data Validation, Scenarios Manager
 Output: Income Statement & Cash Budget

Unit: III

(8 hours)

Designing Capital Structures

Input: Summarized Income Statement, Variable Cost, Debt, Equity & Interest Expenses

Tools to be used: Goal Seek

Expected outcome: EBIT, WACC (Weighted Average Cost of Capital), Contribution Margin, DOL, DFL, DCL & BEP Graph

Unit : IV

(10 Hours)

Credit Policy:

Input: Opening & Closing Receivables

Tools to be used: Data Function, Count if-Min, Max

Output: Aging Schedule

Capital Budgeting

Input: Cash Flows

Tools to be used: PV, NPV, IRR

Expected Output: NPV, IRR, Profitability Index & Pay Back

Unit: V

(8 hours)

Forecasting of Share Price

Input: Share Price

Tools to be used: Regression, Trend & Graph

Expected Output: Share Price Trend

Software essential: MS Office Excel

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Bodhanwala.R.J	Financial Management using Excel Spreadsheet	Taxmann Publication New Delhi.	2015 Revised Edition 2021
2	Danielle Stein Fairhurst	Financial Modeling in Excel For Dummies	Wiley	2017 Revised Edition 2021

Reference Links:

S.no	Topic	Hours & Modules	Web Link
1	Excel Basics for DataAnalysis	Unit I- V12 hours	https://www.coursera.org/learn/excel-basics-data-analysis-ibm
2	Excel Finance Functions	Unit I-V	https://www.excel-easy.com/functions/financial-functions.html https://support.microsoft.com/en-us/office/financial-functions-reference-5658d81e-6035-4f24-89c1-fbf124c2b1d8

COURSE NUMBER BB19AC1	COURSE NAME – ALC –1 BANKING AND FINANCIALSERVICES	Category	L	T	P	Credit
		Theory	-	-	-	5

Preamble

1. To provide knowledge on banking services and basic concepts of banking sectors
2. To gain knowledge on e-banking system and recent trends
3. To understand banking services and its importance's and economical development
4. Come out with various systems and banking instruments
5. Role of RBI and its support to various banks for growth and development of economy.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Knowing about role of banking institutions and its focuses on economic growth	K1
CO2	Reserve bank of India and its authority towards banking sectors in India	K1
CO3	To find how banking sectors play an important role in removing poverty mitigation	K2
CO4	Banks its promotional activates towards the nation, PMJDY	K2
CO5	Authenticate how financial institutions perform its operational action in all the sectors.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	S	S	M
CO2	S	S	M	S
CO3	S	S	S	M
CO4	S	S	S	M
CO5	M	M	S	M

S- Strong; M-Medium; L-Low

Unit I

Origin of banks – Definition of Banking, Licensing, Opening of branches, Functions of Banks – Role of Banks and Economic Development - Central Banking and Role of RBI and their functions

Unit II

Commercial Banks - Functions - Accepting Deposits - Lending of Funds, E - Banking – ATM Cards, Debit cards, Personal Identification Number - Online enquiry and update facility – Digital forms - Electronic Fund Transfer-Electronic Clearing System- Fintech revolution in banking- Structured Financial Messaging system.

Unit III

Development Banking in India: concept objectives, and functions of development banks;
Operational and promotional activities of development banks – Role of development banks in

poverty alleviation- PMJDY.

Unit IV

Negotiable Instruments Act, 1881- Definition - Acceptance and negotiation - Rights and liabilities of Parties - Dishonor of a Negotiable Instrument. Financial Services – Meaning - importance of financial services financialservices and economic environment

Unit V

Factoring -Hire Purchase - Leasing - Retail Banking Services (Personal loans, Home loans and Consumer loans)

TEXT BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	E.Gordon and Dr.K.Natrajan	Finacial Markets and Services	Himalaya	11 th edition 2019
2	Varshney. P. N	Banking Law and Practice	Sultan Chand & Sons	2018

REFERENCE BOOK:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	M Y Khan	Indian Financial System	Tata McGraw Hill	11 th edition 2019
2	KP Kandasami, Natarajan S, Parameswaran R	Banking Law & Practice	S. Chand and Co	2016

REFERENCE LINKS:

Sl. No.	Topic	Hours & Modules	Web Link
1	Origin of Banks, Functions and forms of commercial banking,	Unit: 1,2 12 weeks	https://nptel.ac.in/courses/110/105/110105143/

COURSE NUMBER BB19AC2	COURSE NAME –ALC –2 RETAILING MANAGEMENT	Category	L	T	P	Credit
		Theory	-	-	-	5

Preamble

1. To provide basic overview in retailing concepts.
2. To enhance knowledge on recent trends in retailing.
3. To understand the integration of retail merchandise and services
4. To understand strategic planning and decision in retail industry.
5. Come out with good strategic retail plan to operate in the global retail environment.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Define the types of retail organizations and their basic retail operations.	K1
CO2.	Identify and describe the current domestic and international retail environment	K1
CO3.	Enumerate the key factors which influence the development of retail industry.	K2
CO4.	Select a good retail plan and take correct decisions and focus on change and adaption to change	K3
CO5.	Apply the strategic planning process in retailing sector to operate in the global retailing environment	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

UNIT – I (15 Hours)

Retail: Meaning – characteristics of a Retailer – Functions of a retailer – Services provided by a retailer - Reasons for studying Retailing – Retailing as a career – Trends in Retailing-Ethical issues in retailing.

UNIT – II (16 Hours)

Retail Model: Theories of Retail Development – Life cycle and phase in growth of retail markets – Business models in retail – Rural retailing – Retail value stream - Multichannel retailing – Corporate social responsibility.

UNIT – III (17 Hours)

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

UNIT – IV (13 Hours)

Retail in India: Evolution and Size of retail in India – Drivers of retail change in India– Foreign Direct Investment in retail – Challenges to retail developments in India- Role of BPO and IT in retail - E-retailing-Retail Merchandising –Retail Space Management- retail pricing and promotion.

UNIT – V (10 Hours)

International Retail Environment- socio, economic, political, legal, technical environment- Global retail markets – Challenges and Threats in global retailing – Factors affecting the success of a global retailing industry.

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Swapna Pradhan	Retailing Management- Text & cases	Tata McGraw-Hill Education Private Limited	2020

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Gibson G Vedamani	Retailing Management	Pearson Education Limited	2017
2	Michael Levy, Barton a Weitz, Dhruv Grewal	Retailing Management	The McGraw-Hill companies	2019
3	Barry Berman ,Joel R. Evans, Patrali Chatterjee	Retail Management – a Strategic Approach	Pearson Education Limited	2018

Reference Links

S. no	Topic	Hours & Modules	Web Link
1	Introduction to Retail Management	6 weeks Unit-1 & II	https://onlinecourses.swayam2.ac.in/imb19_mg02/preview
2	Retail Management	12 weeks Unit-1 ,III and IV	https://onlinecourses.swayam2.ac.in/cec20_mg01/preview
3	Retail Management	Module-Retail management Unit-1,II,III,IV	http://sim.edu.in/wp-content/uploads/2018/02/RETAIL-MANAGEMENT-Notes.pdf